



CENTER FOR
DairyEXCELLENCE

For Immediate Release

Media Contact: Emily Barge, 717-346-0849; ebarge@centerfordairyexcellence.org

May 28, 2019

CENTER FOR DAIRY EXCELLENCE HIRES TWO STAFF MEMBERS

Barge and Clements Join Staff to Advocate, Support and Grow Pennsylvania Dairy Industry

Harrisburg, Pa. – The Center for Dairy Excellence has named Emily Barge as communications and marketing manager to support the work of both the Center and the Center for Dairy Excellence of Pennsylvania. Isaac Clements, a senior at Penn State University, also joined the Center as an education and communications intern. Barge and Clements join a team of employees who are committed to empowering Pennsylvania’s dairy industry and strengthening individual dairy farms with resources and support.

Barge is a native of Enola, Pennsylvania and earned her bachelor’s degree in English from Bloomsburg University. With a background in copywriting, strategic communications, and content marketing, Barge has experience working with non-profits to strengthen their brand through traditional marketing and communications efforts as well as digital storytelling.

“Emily brings a wealth of experience and insight to this critical role in magnifying the impact of both the Center and our Dairy Excellence Foundation,” said Jayne Sebright, executive director at the Center. “Her previous roles in strategic communications and in working with non-profits have given her a strong foundation to engage dairy farm families and other dairy stakeholders in our efforts to support Pennsylvania’s dairy industry.”

As communications and marketing manager, Barge will lead the branding and communications strategies for the Center and the Center’s Foundation—expanding the Center’s reach to dairy stakeholders through social media, press releases, web content, email marketing, earned media, and other digital marketing efforts. She will also support the Center’s efforts to increase awareness of the PA Preferred Program and the Calving Corner, Pennsylvania’s dairy cow birthing center.

“I am eager to join a team that is dedicated to knowledge-sharing and growth, providing resources to today’s dairy industry while finding creative ways to empower the next generation,” Barge said. “I look forward to sharing the dairy industry’s story and supporting the Center as we strengthen our brand and voice.”

Clements, who joined the Center this summer as education and communications intern, is a senior at Penn State University where he majors in agribusiness management and minors in agricultural communications. Clements grew up on a dairy farm in Prattsburgh, New York and works at Haller Farm at Penn State.

“Isaac’s strong understanding of the dairy industry coupled with his passion for education and outreach makes him an ideal candidate for this role,” Sebright said. “We are pleased to have him on board and are looking forward to seeing his impact on our dairy education and communications programs.”

Clements hopes to use his knowledge of the dairy industry to support the Center and the Center’s Foundation in their efforts to strengthen Pennsylvania dairy farms with resources and support. He also anticipates the opportunity to further develop dairy education programs and help empower the next generation of the Pennsylvania dairy industry.

“I am looking forward to working with a great team to advocate for the dairy industry,” Clements said. “I hope to educate people about the facts of the dairy industry and teach others why milk matters.”

In addition to Barge and Clements, seven other individuals serve the Center and the Center Foundation. Staff members include Sebright; Melissa Anderson, dairy programs and operations manager; Brittany Haag, dairy education program manager; Zach Myers, risk management program manager; Karen Purnell, accounting manager; Katie Waite, fund development coordinator; and Heidi Zimmerman, events and programs coordinator. In addition to the staff, Dr. Charlie Gardner serves as a contractor for the organization, supporting dairy transition and transformation teams coordinated through the Center.

For more information about the Center, the Center Foundation and its staff, visit centerfordairyexcellence.org.

###

The Center for Dairy Excellence is a non-profit organization initiated by the Pennsylvania Department of Agriculture in 2004. Bringing together people from more than 40 different dairy organizations in Pennsylvania, the Center’s mission is to enhance the profitability of the dairy industry by empowering people, creating partnerships, and increasing the availability and use of resources. Learn more at centerfordairyexcellence.org.

Center for Dairy Excellence ▼ 2301 North Cameron St., Harrisburg, PA 17110 ▼ 717-346-0849 ▼

www.centerfordairyexcellence.org