

For Immediate Release

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Butler Agritour Product Alliance Announces Officers and Committee Members

BUTLER, PA...The Butler Agritour Product Alliance (BAPA), an organization that promotes and develops initiatives for the agriculture and tourism industries in Butler County, announces its officers and committee members.

“This group includes local and state government officials, owners of lodging locations, growers and processors – representatives from all aspects of the Agritourism industry in Butler County,” explains Jack Cohen, Executive Director of the Butler County Tourism and Convention Bureau, the parent organization of BAPA. “It’s a good mix to grow a very strong and worthwhile organization.”

The BAPA officers are Chair Rita Marburger Reifenstein of Marburger Farm Dairy, Vice Chair Kathy Allen of Armstrong Farm Bed and Breakfast, Inc., Secretary Adam Voll of Soergel Orchards, and Treasurer Laurie Schramm of Ag Choice Farm Credit.

The Budget and Finance Committee, led by Chairperson Laurie Schramm and supported by Ed Wethli of Kiva Han Coffee, will regulate and manage membership dues. The Marketing Committee, led by Wethli and supported by Allen, Rodney Schaffer of Con Yeager Spice Company and Martin Marburger of Marburger Farm Dairy, will oversee use of the BAPA brand and logo. The Membership Committee, led by Butler County Commissioner Jim Kennedy and supported by Christine Creighton of Creighton Florist and Greenhouses, Penn State Extension Agent Donna Zang and Bob McCafferty of the North Country Brewery, will maintain member information, recruit new members and communicate between members and Reifenstein. The Product Standards Committee, led by Reifenstein and supported by Art King of Harvest Valley Farms, Schaffer, Voll and McCafferty, will gather and implement a list of standards to which BAPA products and services must adhere.

“This is a great opportunity to support and celebrate the best Butler County has to offer,” says Reifenstein. “We’re known for our family-owned farms, bed and breakfasts, campsites and the many events that showcase our history. The Butler Agritour Product Alliance is a natural extension of the things we know and love.” Reifenstein will also oversee the selection of future officers as head of the Nominating Committee.

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Butler Agritour Product Alliance – Plus One – Contact: Jack Cohen (724) 234-4619

The Butler Agritour Product Alliance (BAPA), a subdivision of the Butler County Tourism and Convention Bureau, creates and manages Agritourism promotion and development initiatives in cooperation with and in service to private and public Agritourism venues for the purpose of increasing the economic and quality-of-life impact of Agritourism in Butler County, PA. For more information or to be a part of the Butler Agritour Product Alliance, contact the Butler County Tourism and Convention Bureau at (724) 234-4619.

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