



## UAB “DEMBAVOS MEDELYNAS”

South of the city of Panevezys, there is a village long proud of its musical name of Dembava. In the spring it is adorned with a blanket of various blooms, in the summer with the industrious people, in the autumn with rich fields and a horde of visiting cars, and lastly the long and unique fairytale of winter trees. And it was already like this, twenty seven years ago, when a Kaunas graduate in agriculture, Vitalija Sadauskaite, began to actually apply her scientific knowledge. In reality the fields had not been so beautiful or the symphony of mixed trees and fruit bushes so sonorous. Nor, obviously, did the people have enthusiasm, creativity, optimism, and inventiveness that are enriching the village now.

Ten years ago when the former Soviet farm of the same name became the property of the people working here, the farm workers didn't wait for a supervisor to be sent as always 'from above'. In general meeting they unanimously appointed the agriculturalist Vitalija, who had already worked with them for seven years, as a director. Truth to tell, she was no longer that 'green city kid', the 'winds of youth' flying from the big city with hundreds of thousands of inhabitants to a little village. She had now been enriched by seventeen years of experience as an agriculturalist and, most importantly, a real bond, although not found in writing anywhere, to the village and their confidence in her choices. Vitalija has created a family here, built a beautiful house, and pushed her son Gytis, and her daughter, Vaiva, from the time they were little not to admire the village fields but to warm the land with their hands.

“Management” has never interested or attracted me,’ said Vitalija Sadauskaite Kuliesiene, the director of Dembavos Medelynas UAB (Dembava Nursery joint stock Company). ‘But when all my co-workers, with whom I have worked for over ten years, showed unanimous trust, I did not have the strength to refuse. Since then though, I have sat for a long time on more than one evening with my head in my hands: marketing, finance, economics, planning, worries about everything.’

But solutions appeared unexpectedly. A management school opened in Panevezys in accordance with a program proposed by Lyon University (USA). Vitalija became one of the first students of the new school, without reducing production, or the work on the farm. One after another, all the question marks on the art of management began to disappear from the director's head. The press began to write, radio and television to talk about Vitalija as a constantly improving farmer. The nursery managed by Vitalija has become one of the biggest farms in Lithuania according to volume and results. The head of the Ministry of Agriculture, specialists and colleagues from other of the country's farms are visiting her ever more frequently; Vitalija Kuliesiene has been elected President of the Lithuanian Truck Garden Association. She is also a member of the organization “Women in Business in Lithuania”. Vitalija Kuliesiene would like to cooperate with the owners of similar businesses (landscape gardening, fruit tree and berry growing, fruit bushes growing, etc.) and potential buyers of her products as well.

Vitalija Kuliesiene  
Dembavos Medelynas  
Dembava, Penevezys distr.  
Lithuania

[vitalija@elekta.lt](mailto:vitalija@elekta.lt)  
[www.medelynas.com](http://www.medelynas.com)

Tel. +37045594442; +37069932683  
Fax. +37045594637



