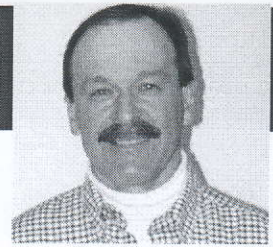


# From the Desk of the President

Steve Reichard, PCA President



As I peer out my office window this last week of April, all indications point to spring's long awaited arrival, albeit the constant heavy rain, mud and high winds don't exactly lend to a warm and cozy feeling. It has been a long, cold and expensive winter for cattlemen, and with inflated operating costs such as high energy feedstuffs, hay, fuel, taxes, insurance, etc., it will require skilled management practices and good situational assessment to reduce stress and anxiety levels.

Our silver lining awaits via historically high prices for all classes of live cattle and the arrival of spring and that new calf crop we've been harboring all winter, all to be fueled by nature's greatest tonic—sunshine and grass!

Your Pennsylvania Cattlemen Association elected six new directors to the Board at their annual meeting in State College on March 24th. A new slate of officers was elected at the Board of Directors meeting on April 20th. These fully competent and insightful individuals are willing to donate their time and talents as servants to this as-

sociation and you the members, with the ultimate goal being a more disciplined and cohesive force that lends itself to the solidification of Pennsylvania's beef industry. We will require positive feedback and involvement from you as producers, so saddle up and mount up for the great trail ahead. Working together will only accomplish good things!

The Pennsylvania Beef Expo was held March 25-27, with the Performance Tested Bull Sale, tradeshow and Pennsylvania Simmental Association Sale all held at the Livestock Evaluation Center in Pennsylvania Furnace, while the Junior Beef Show/Exposition was held in the Snider Agricultural Arena at Penn State University. All indications were positive with the bulls selling well, the Junior Show hosting a great group of young showmen/women who will be representing our industry in the future. The Beef Expo Committee is a hard-working group of people dedicated to the cause, and we all need to appreciate their task at hand. THANK YOU!

Mark your calendars on July 2nd for

the annual PCA Field Day to be held at the Cowell Simmental Farm in Green County. Granted July is one of the busiest months of the year with haymaking and fair preparations, time at this event will be well spent with the opportunities available to you through many contacts and personal interactions. It's a great place to become acquainted. See you there!

The Beef Industry lends plenty to the economy of Pennsylvania as well as that of the whole country. There are coyotes out there just waiting to take it from us via regulation, taxes and outright bias toward the hard-working people we are. I welcome this opportunity as your new president, and I challenge everyone to come to the table and help defend a great way of life as well as the industry!

Best Regards, Steve Reichard