

Pennsylvania Holstein President Says Job Is To Steady The Course

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daughter of Pala, and has sold embryos both domestically and internationally. One of Pet's daughters, Windy-Knoll-View RKB Petri-ET, sold for \$27,000 at the 1997 World Premier Classic Sale and has won All-American and All-Canadian honors.

Pala herself was classified 3E-94, produced a 2298-day lifetime record of 123,650 milk, 4.7%, 5777 fat, 3.5%, 4312 protein. The Pala family has compiled 26 All-American and Junior All-American nominations out of the total 36 from the Windy Knoll View herd.

From his comparative vantage points both as a young, newcomer to Pennsylvania's registered business and now as a veteran breeder and marketer, Jim Burdette brings a broad perspective on the industry to his presidency of the PHA.

"Our goals need to be simple: we will always have change, and we must continue to serve the membership. And the membership must be involved for the association to serve them," Burdette figures "I have a lot of confidence in the members of our Executive committee and our officers group, including past presidents and our Hall of Fame winners who continue to be involved. We have leadership bringing experiences and expertise from other businesses along with dairying; it all comes together to put us in a very positive position."

"We also have bitten the bullet to deal with a debt load the association is carrying. We have a young, ambitious staff and they're working hard for us," credits Burdette.

PHA continues to operate a successful marketing business with about one-third of its annual cattle sales to domestic buyers and the bulk through international exporting, headquartered at the Association's farm near the Harrisburg International Airport at Middletown.

"The farm is a real plus for the Association," Burdette says. "We can assemble, board and load from the facility to ship cattle to our buyers. It also serves other areas of the livestock industry for quarantine and export use as well, and has handled a wide variety of animals for domestic and international markets."

"Our job is to steady the course for the Pennsylvania Holstein industry," he believes. "We need to carry on the promotion of the Holstein breed within the state, providing new programs in response to members' needs. And we welcome anyone interested in the welfare of the business and the Holstein cow to become part of our membership."

"But always," he stresses, "we want to put people first."

"They make or break our business."

Jim Burdette welcomes and comments from the state's Holstein Association members and non-members interested in the Holstein breed activities. He may be contacted through the Pennsylvania Holstein Association, 839 Brenner Pike, State College, PA 16801, Phone 814-234-0364.

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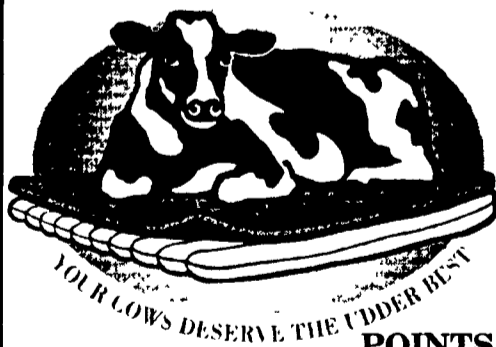
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