

# Harpster Attends State Beef Council Director Orientation

ENGLEWOOD, Colo. — Abraham Harpster, a dairy operator from Spruce Creek, took part in a State Beef Council Director Orientation Session at the National Cattlemen's Beef Association's (NCBA) Denver office April 19-20.

Harpster attended the session to learn about current checkoff-funded programs and initiatives. Information provided at the session should help Harpster represent and communicate with his state-level constituents.

Harpster serves on the board of the Pennsylvania Beef Council, the group charged with directing and investing half of all beef checkoff dollars collected in Pennsylvania.

State beef councils may invest a portion of their 50 cents in national and international programs to extend national efforts; therefore, state directors need to know how their state dollars are

being coordinated with national dollars to meet consumer needs.

"Directors have a responsibility to represent their state's views in national checkoff efforts, as well as to carry information back to their home states about programs," said Steve Smola, NCBA Federation of the State Beef Councils Division vice chair and host of the training session.

NCBA contracts on a non-profit basis with the Cattlemen's Beef Board (CBB) to conduct producer-directed checkoff programs on behalf of the industry. "Part of our role is to facilitate the coordination of programs

and dollars between the state and national levels. This is one reason we host the director orientation - to keep communication flowing and keep us all on the same page," said Smola.

Harpster, along with other attending state directors, heard program updates on all areas of national checkoff funding, including promotion, research, consumer information, industry information, foreign marketing, and producer communications. Directors were updated on the checkoff-funded advertising campaign that is bringing the "Beef. It's What's for Dinner" convenience and nutrition message to beef's target audience - women ages 25-54.



Steve Smola, vice chair, NCBA Federation of State Beef Councils Division with Abraham Harpster.



## SRBC Seeks Public Comments On Draft Drought Coordination Plan

HARRISBURG (Dauphin Co.) — The Susquehanna River Basin Commission (SRBC) recently released its draft Susquehanna River Basin Drought Coordination Plan for public comment.

The draft plan details the three drought stages — watch, warning and emergency—and their purposes, the proper procedures for moni-

toring droughts, issuing drought declaration, and responding to drought conditions in the Susquehanna basin.

Through its Drought Coordination Committee, SRBC's primary role during droughts is to coordinate activities among its members—states of New York, Pennsylvania and Maryland and the federal government—to ensure effective drought responses. The draft plan includes information on the drought management activities of each member state and the U.S. Army Corps of Engineers.

To further minimize confusion for the

countries located in both the Susquehanna and Delaware basins, special guidelines are included in the draft plan for issuing declarations in those counties. The shared counties are Berks, Carbon, Chester, Lackawanna, Lancaster, Lebanon, Luzerne, Schuylkill and Wayne in Pennsylvania and Broome and Delaware counties in New York.

The 30-day comment period for the draft plan will close on May 26. The plan is available on SRBC's Website under the Drought Center at [www.srbcc.net](http://www.srbcc.net) or by calling the Commission at (717) 238-0423.

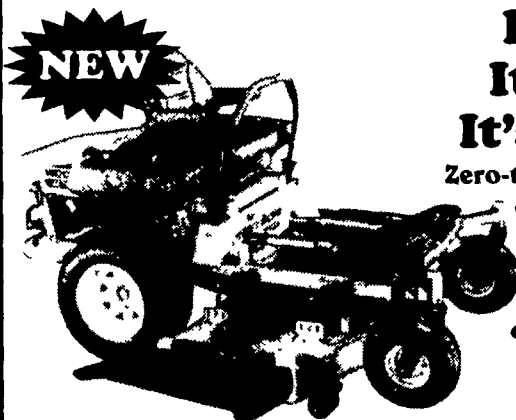
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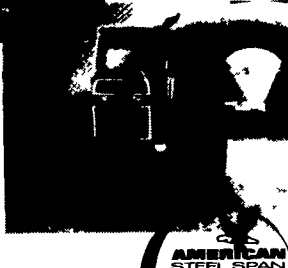
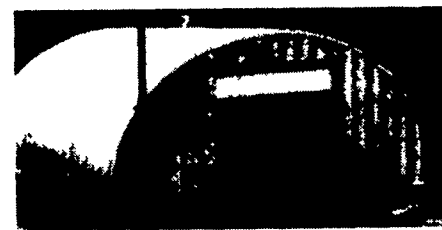
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