

Lentz Selected Executive Director of Pennsylvania Holstein Association

State College, PA - The Pennsylvania Holstein Association (PHA) Board of Directors recently approved the hiring of David J. Lentz, New Bloomfield, Pa., as the association's new executive director, effective Oct. 1, 2020.

"The Pennsylvania Holstein Association Board of Directors is pleased to announce the hiring of David, as he brings decades of experience and dedication to the association," said Board President James Houser of Penn-Dell Farm, Spring Mills, Pa. "The future of PHA is in good hands and we look forward to working with him to continue to expand on all the opportunities the association provides our membership."

Lentz will assume the position after the retirement of Ken Raney, a 36-year PHA employee who served the last 24 years as executive director.

"I'm humbled and honored to have had the opportunity to work with Ken for 20 years and now succeed him as executive director," said Lentz. "My priorities include building on the first-rate Junior Holstein programs that Ken was instrumental in developing during his tenure, and to continue growing the sales program to benefit all of our members."

No stranger to PHA, Lentz is a product of the state's Junior Holstein programs, and steps into the new role after serving the association for 20 years as Director of Sales which has generated funds to support the programs that the Association offers to its members.

Lentz's network of cattle sales contacts across the state and nation have helped garner more than \$2 million for association programs through private treaty, consignment and dispersal sales. He has worked with committees to execute state sales, the Penn State Nittany Lion Fall Classic and the Delaware Valley University Green & Gold sale, among other local association committees to conduct consistent consignment sales.

In August 2019, Lentz began managing export activities at the association-owned farm in Middletown, Pa. Purchased in 1973, the PHA farm has provided a staging area for the association to prepare Holstein cattle for export to foreign countries, and serves as a major key to the viability for PHA.

During the last few months of 2019, 4,600 head of cattle were quarantined at the farm for export. To date this year, PHA has also assisted a longtime export partner in acquiring more than 650 Holstein heifers secured from its members and surrounding states.

In addition to managing all sales-related responsibilities, Lentz will oversee all other association activities including the administration and staff management.

"I look forward to continuing to work with PHA veterans and outstanding office staff Tracy Wellar and Leslie Peters, in addition to the new youth and events coordinator and show coordinator," said Lentz. "Our new team is excited and energized to move our association into the future!"