

Matt Ballain

## CHAIRMAN'S MESSAGE

### Your PCI

Recently, at a regional event, producer members were asked what the perceived benefits are of belonging to PCI. The answers were quite positive and varied. Returning from the trip, I had time for reflection on the answers and to consider what the correlation in the answers may be.

The strength of PCI comes directly from the active involvement of volunteer members. PCI has 107 committees and councils with 2645 volunteers. That is an amazing level of involvement. Those who are on the committees are responsible for progress and steering their respective committee. The councils are in charge of the committees and have seats on the board. Those with seats on the board steer PCI.

The correlation in the answers was the level of involvement in PCI. Those who are involved are getting more benefit. It's not rocket science, but it's certainly noteworthy. PCI is enjoying another successful year thanks to those volunteer members and PCI staff. As there is more salt than pepper in the hair of those on the board, we must constantly look to involve the next generation.

I thought about what my answer to the question would be. It was not any of the given answers. The phrasing of the question did not lend itself to one of the biggest benefits of PCI: the people. Getting involved with an intelligent group of motivated people is highly rewarding on a personal and professional level. There is great joy in attaining common goals and developing lifelong friendships. If you had told young me that committee and board work would be so rewarding, I would not have believed you, and I would have been wrong. When attending meetings, wherever they are, I feel like I'm home with my friends.

This is your PCI. Make it so. **J**



**Matt Ballain**

2023 PCI Board Chair

Vice President and General Manager

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