



2015 Annual Meeting Planned

AHA members gather in Kansas City Oct. 30-Nov. 1 to conduct Association business.

Members of the American Hereford Association (AHA) will meet in Kansas City, Mo., Oct. 30 to Nov. 1 for the 2015 AHA Annual Meeting. Hereford enthusiasts will enjoy three days of events and activities including educational forums, the Annual Meeting and the National Hereford Show during the American Royal. Kansas City Marriott Downtown, 200 W. 12th St., will host the event this year.

An educational forum Friday afternoon will kick off the weekend at the Marriott. The educational forum will include a review of genetic evaluations by Dorian Garrick, Iowa State University Lush Chair in animal breeding and genetics; an update on new Hereford traits from Sally Northcutt, Method Genetics LLC; and tips for scoring udders by Bill Bowman, Method Genetics LLC.

On Friday night, Hereford breeders are invited to attend "Celebrate the Brand at 1501 Wyandotte" to celebrate 20 years of Certified Hereford Beef (CHB®) as well as to recognize Hereford honorees. This year's Hereford Heritage Hall of Fame recipients will be recognized along with Hereford Youth Foundation of America (HYFA) scholarship winners.

The Association will also give special recognition to Craig Huffhines, former executive vice

president, for his 18 years at the helm of the AHA. Celebrate the Brand will be hosted at the AHA office starting at 5 p.m. with food and drinks followed by the awards program that will begin at 7 p.m.

Saturday events

Saturday, the Annual Membership Meeting, which is open to the public, will start at 9 a.m. Association members selected 147 delegates to conduct the Association's business and to elect three members to serve on the AHA Board of Directors.

The six Board candidates are Pete Atkins, Tea, S.D.; Craig Bacon, Siloam Springs, Ark.; Jim Bellis, Aurora, Mo.; Glen Klippenstein, Maysville, Mo.; Gary Buchholz, Waxahachie, Texas; and Kyle Pérez, Nara Visa, N.M. Candidate profiles begin on Page 36, and a list of delegates begins on Page 40.

The Association's Annual Report will be presented and distributed during the Annual Membership Meeting along with other reports on activities within the Association, Hereford Publications Inc., CHB LLC, National Hereford Women (NHW) and HYFA.

Buses will be available Saturday afternoon to shuttle attendees to the American Royal complex for the Ladies of the Royal Sale and the junior Hereford show. Shuttles will start at 1 p.m. and run every

half hour between the hotel and the American Royal complex. The last shuttle will leave the American Royal complex at 8 p.m.

The sale starts at 2 p.m. followed by the junior Hereford show that will begin at 5 p.m. The junior show judge will be Travis Pembroke, Fairview, Okla.

Members of the NHW will be celebrating the 40th anniversary of the National Hereford Queen program with a social at 3:30 p.m. at the American Royal complex in the Governor's Room. The celebration will include recognition of all past state and national queens.

Herefords at the Royal

Sunday, the National Hereford Show will begin at 8 a.m. in Hale

Arena at the American Royal complex. Between the female and bull shows, 2014-15 National Show Award winners will be recognized. Prior to the selection of the champion bull, the 2015-16 National Hereford Queen will be crowned. At 8:30 a.m. the AHA Board of Directors will host a Q&A session at the American Royal in the Governor's Room.

The National Hereford Show will be judged by Dan Shike, Urbana, Ill. For those who cannot make the trip to Kansas City, show results will be available online at Hereford.org.

The NHW will be hosting activities throughout the weekend. See "Don't Miss NHW Events at the American Royal" on Page 20 for more information. **HW**

Schedule of Events

Friday, October 30

- 1 p.m. **Hereford Educational Forum, Kansas City Marriott Downtown**
Genetic Evaluations: Old and New — Dorian Garrick, Iowa State University Lush Chair in animal breeding and genetics and NBCEC executive director
New Hereford Traits — Sally Northcutt, Method Genetics LLC
Scoring Udders and Teats — American Hereford Association (AHA) staff
- 4 p.m. **National Hereford Women (NHW) board meeting, Kansas City Marriott Downtown**
- 5 p.m. **Celebrate the Brand At 1501 Wyandotte, AHA office**

Saturday, October 31

- 9 a.m. **Annual Meeting, Kansas City Marriott Downtown**
- 1 p.m. **NHW Annual Meeting, Kansas City Marriott Downtown**
- 2 p.m. **Ladies of the Royal Sale, American Royal Wagstaff Sale Arena**
- 3:30 p.m. **40 Years of Royalty: Celebrating the National Queen Program, American Royal Governor's Room**
- 5 p.m. **Junior Hereford Show, American Royal Hale Arena**

Sunday, November 1

- 8 a.m. **National Hereford Show, American Royal Hale Arena**
- 8:30 a.m. **Board Q&A Session, American Royal Governor's Room**

Headquarters hotel:

Kansas City Marriott Downtown

200 W. 12th St., Kansas City, MO 64105

816-421-6800

Room rate: \$114

Reservations need to be made by Oct. 6. All reservations must be made on or before the cutoff date. Make a reservation online or call 1-877-303-0104 and ask for the AHA rate.

A block of rooms is also available at the Westin Kansas City at Crown Center, 1 E. Pershing Rd. Reservations can be made by calling 888-627-8538. Please reference American Hereford to get the discounted rate of \$144/night.

'Celebrate the Brand at 1501 Wyandotte'

Make plans to attend "Celebrate the Brand at 1501 Wyandotte" to celebrate 20 years of Certified Hereford Beef (CHB®) as well as to recognize Hereford honorees including this year's Hereford Heritage Hall of Fame recipients and Hereford Youth Foundation of America (HYFA) scholarship winners.

Celebrate the Brand will be hosted at the AHA office starting at 5 p.m. with cocktails and a taste of CHB followed by the awards program that will begin at 7 p.m. Admission is \$50 per person and will include a CHB dinner, program and auction. Purchase tickets by Oct. 20 at Hereford.org/annualmeeting. Tickets will be \$75 after Oct. 20 and up to the event. Buses will be available to shuttle attendees to the event. **HW**





Six Contending for AHA Board

The American Hereford Association (AHA) nominating committee has announced six Hereford breeders are vying for positions on the AHA Board.



Peter Atkins

Peter "Pete" Atkins and his wife, Laura, and three sons, Scott, Craig and Paul, own and operate Atkins Herefords, Tea, S.D.

Pete was raised on a diversified cattle, hog and crop farming operation in southeastern South Dakota, where he and his wife live today. His parents, Alvin and Marguerite Atkins, purchased the family's first Herefords in 1971 and have had as

many as 100 registered cows at their peak in size.

The Atkins family started collecting and reporting performance data in 1975 and has used artificial insemination (AI) since the late 1970s and embryo transfer (ET) for the past 10 years.

Atkins Herefords' goal is to produce high-performing cattle with moderate birth weights that have eye appeal and will work for the commercial cattleman. Emphasis is placed on raising sound, trouble-free cattle, and udder quality in the cow herd is stressed heavily. Pete thinks it is important to use a balance of all tools available when selecting breeding stock.

Today, Atkins Herefords consists of a base herd of 30 registered cows, and it produces an additional 20 to 50 ET calves each year. Together with their good friends and partners, the Jerry Delaney family, the Atkinses market bulls through a bull sale each January, and every other year they market females through a fall production sale. In the year between female production sales, females are offered at their fall preview event, which includes a customer appreciation dinner and previews that year's calf crop along with the Denver prospects. Atkins Herefords consigns bulls and females to the Mile High Night Sale and exhibits carloads of bulls and pens of heifers with the Delaneys each year in Denver.

Pete has served as a board member and president of the South Dakota Hereford Association. He is a board member for the John Leibel Memorial Scholarship and has been the chairman of the Sioux Empire Farm Show Hereford sale committee since its inception 15 years ago. He has served as a voting delegate at the AHA Annual Meeting and is a former field representative for the American Polled Hereford Association (APHA).

He is also a board member for the 4-H Livestock Industry Trust Fund of South Dakota and a member and past church councilman of the Trinity Lutheran Church in Tea.



Craig Bacon

Involved in the Hereford business since his youth, Craig Bacon and his wife, Debbie, own and operate Bacon Cattle and Sheep near Siloam Springs, Ark.

Craig and Debbie have three children — Cassie Dorran, Justin and Amanda. Craig says, "The cattle have served as a great tool to raise our three children." Last year

marked the 21st consecutive junior national at which their family has exhibited cattle.

All three of their children have served on the National Junior Hereford Association (NJHA) board of directors and both Cassie and Amanda have served as National Hereford Queen.

Craig's start in the Hereford breed began with him showing Hereford cattle as a youth and has grown to a herd that now includes 100 cows. The family has made steady improvements in the quality of its seedstock. Last year the Bacons were recognized as the premier exhibitor at the Fort Worth Stock Show.

Through the years, they have marketed cattle in state Hereford sales in Illinois, Missouri and Arkansas as well as in the Fort Worth

sale and a breeder invitation sale in Illinois. They have developed a strong commercial bull customer base, selling 25% of their top bulls each year.

Craig has been a longtime member of both the Arkansas and Missouri Hereford Associations. He served as the Arkansas Junior Hereford Association advisor from 1997 to 2007 and a voting delegate for Arkansas at the AHA Annual Meeting. The Bacon family hosted the youth PRIDE (Program for Reaching Individuals Determined to Excel) Convention in 2014 and served on the host committee for the 2008 Junior National Hereford Expo (JNHE) in Kansas City. He attended the 2012 World Hereford Conference.

Craig has been actively involved in the meat industry. He currently leads Research and Development for Tyson Foods. He is the past president of the American Meat Science Association, and Signal Service Award recipient and Fellow for that same organization.

He serves as chair-elect of the sponsor board for the National FFA and the board of trustees and chairs the finance committee for that same organization. He also serves as chair-elect of the Agricultural Development Council for the University of Arkansas, Division of Agriculture. He currently serves as an adjunct professor at both the University of Tennessee and the University of Arkansas.



Jim Bellis

Hereford breeder Jim Bellis, Aurora, Mo., got his start in the business 46 years ago as a high school freshman. His interest in genetics and breed improvement began early in life.

With a career in agriculture education, he grew his cow herd slowly, utilizing AI when affordable. He participated in the former

APHA young sire testing program. For the existence of the program, the Bellis herd sampled young sires in comparison with proven reference sires.

Jim operated Missouri's only Gold Performance Bull Test, cooperating with breeders from four states in feeding up to 50 bulls each season. He was diligent in keeping both the bull and heifer calf crops together as contemporary groups to maximize the use of data utilized to calculate expected progeny differences (EPDs).

He was one of the first breeders to put EPDs in his sale catalogs. The Bellis family first cooperated with other breeders for 14 annual or semiannual sales prior to starting its own production sale in 2005. It has also been a regular participant in the AHA's National Reference Sire Program.

Working to breed low-birth-weight and calving-ease bulls that don't sacrifice the growth and carcass traits needed for top-performing cattle, the Bellises sell up to 60 Hereford bulls per year. They calve approximately 150 purebred females per year also, using mostly purebred females as recipients for their ET program.

Jim has been named purebred breeder of the year by the Missouri Beef Industry Council, as well as seedstock breeder of the year four times by the Missouri Hereford or Polled Hereford Associations.

He has served as president of Missouri Cattlemen's Association's seedstock committee and is a past president of the Missouri Hereford Association.

Professionally, after six years as a high school agriculture teacher, Jim began work for the state supervising Missouri high school agricultural education and FFA programs. He worked 24 years providing leadership to Missouri's ag education programs with statewide enrollments more than doubling during his tenure.

He then transitioned to Missouri State University's (MSU) School of Agriculture in 2009, where he now serves as assistant to the

director for MSU's Darr School of Agriculture in Springfield. Leading MSU's recruitment efforts, in five years the agriculture enrollment has grown from about 380 to almost 700 this fall.

In late 2013, Jim's right leg was amputated below the knee due to clear cell sarcoma, a rare form of cancer. He describes the experience as a serious time of faith building, but prayers continue to be answered as regular scans show him as cancer free. He now wears a prosthetic.

Jim and his wife, Carla, have two grown daughters — Jamie Johansen and Joanna Wilkinson — and a son, Jonathan, who is a senior at MSU.



Gary Buchholz

Texas Hereford breeder Gary Buchholz and his wife, Kathy, own and operate GKB Cattle near Waxahachie.

In the cattle business for 49 years and a Hereford breeder for 29 years, the couple has built a herd of 250 registered Herefords along with 100 females used as recipients for the GKB ET program.

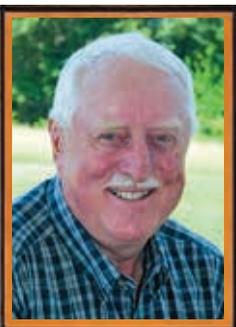
The couple focuses on producing cattle with the commercial bull buyer in mind. Gary and Kathy strive to produce practical cattle with an emphasis on soundness and structure, fertility, pounds per day of age and eye appeal. They also utilize EPDs and strive to keep a balance for both their commercial and registered customers.

The GKB marketing program consists of offering females and bulls private treaty year-round at the ranch and participating in consignment sales. More than 40 GKB bulls are sold to commercial producers each year, with the goal of reaching 100 bulls.

Gary and Kathy use the showring as a promotional tool. They agree the purpose of showing is not to win a banner but to have the opportunity to display their breeding program at the national level, reaching potential purebred and commercial customers.

Gary has been active in the Texas Hereford Association, serving as president in 2014 and 2015 and on the executive committee for six years. Gary and Kathy are supporters of the NJHA. They served as NJHA board advisors from 2008 to 2013 and both were Texas Junior Hereford Association advisors from 2000 to 2003. The couple also donated the 2014 Foundation Female, which raised \$125,000 for the Hereford Youth Foundation of America.

Gary is a member of the Texas and Southwestern Cattle Raisers Association and the First Methodist Church. He also served as a director and officer of the Texas Shorthorn Association for six years and was an American Junior Shorthorn Association advisor for seven years.



Glen Klippenstein

AHA Hall of Fame member Glen Klippenstein, Maysville, Mo., was born in Canada but has spent a lifetime raising Herefords in the U.S.

Glen earned a bachelor's degree in animal science from Pennsylvania State University. He moved his family from Pennsylvania to Missouri in the 1960s. In 1966 Glen became a partner in and operator of Glenkirk Farms (GK).

GK produced many national champion polled Herefords and multi-trait leaders. Glen, known for his marketing savvy, has sold cattle, semen and embryos into 50 states and 22 countries. He had three sales in excess of \$1.5 million and sold more than 7,000 bulls and 7,500 females.

Glen served as chairman of the former APHA in 1983 and chairman of the Beef Promotion and Research Board in 1990 and 1991. He was a National Cattlemen's Association director from 1984 to 1990 and membership chairman for two years.

Following the GK dispersal in 1993, Glen and his family started Klippenstein Family Farms, which continues today. Glen's children

participated in Hereford youth activities showing in 18 junior nationals through the years.

Glen served as a Missouri senator from 1993 to 1994 and, by presidential appointment, served on the Federal Ag Mortgage Corporation board of directors. From 2000 to 2009, Glen served as chief executive officer of the American Chianina Association.

He was named Missouri Seedstock Producer of the Year and Livestock Man of the Year in Missouri and inducted into the Livestock Publications Council Hall of Fame and the Missouri Hereford Association Hall of Fame. The Missouri Cattlemen's Association presented him the Friend of the Industry Award and the Missouri Farm Bureau recognized him for his outstanding service to agriculture.

Glen and his wife, Linda, have four adult children — Brian, Brett, Noel and Ivan — and eight grandchildren. He is a member and former board member of the New Christian Church.



Kyle Pérez

New Mexico Hereford breeder Kyle Pérez has been involved in the Hereford industry since birth. Kyle and his dad, Michael, manage Pérez Cattle Co., formally known as C&M Herefords, on the ranch belonging to Kyle's grandfather, Don Kuper, where they began raising Hereford cattle in 1945.

Today Pérez Cattle Co. includes 550 registered and commercial mother cows that are managed on 22,000 acres. The Pérezes' registered program is designed to raise quality seedstock that will advance both commercial and registered operations. Through the extensive use of AI and ET, the Pérez family is able to offer its bull and female clients the most modern and progressive genetics.

The family sells females through Internet sales and registered yearling bulls by private treaty.

Pérez Cattle Co.'s commercial cow herd is a combination of both Hereford and Angus genetics, with the primary goal of raising quality F1s. The operation markets 400 commercial calves annually, and for the past three years, its calves have been sold through the GAP (Good Agricultural Practices), Age and Source, and All Natural Verified programs.

The area demands a low input cow that can survive in a harsh environment, so Kyle and his family continue to improve their cow herd by placing emphasis on efficiency, udder quality, fertility and performance along with visual appraisal. The Pérez family is committed to expanding its local bull market and family members pride themselves on showing their best range cattle that perform both in the pasture and in the showring. The Pérez family has exhibited cattle at national shows across the country and has had several national champions and reserve champions.

This past fall the Pérez family was honored by the New Mexico Cattle Growers Association as the 2014 Ranch Family of the Year.

As a youth, Kyle served on the NJHA board. During his junior career, he was named Junior Herdsman of the Year and National Champion Senior Showman. He was also awarded the John Wayne Memorial Award, the Future Cattleman's Award and the Golden Bull Achievement Award. A graduate of Kansas State University, Kyle was a member of the livestock judging team and honored with the F.W. Bell Livestock Judging Award.

Kyle is currently a member of both the New Mexico and the Texas Hereford Associations. He has attended the AHA Young Guns Conference and has served on the AHA nominating committee. In 2009 he was named the AHA Herdsman of the Year.

He is a director for the New Mexico Cattle Growers Association, serves as his local county fair beef superintendent and is a member of St. Anne's Catholic Church.

Kyle and his wife, Tonya, have two children — Peyton and Libby. **HW**



Candidate Q&A

All six candidates had a chance to respond to three questions. Below are the questions and the candidates' responses.

Why are you running for the Board?

Atkins

I have a passion for the breed and would be honored to help guide our Association during this time when we have great opportunities ahead of us.

I would bring a broad range of experience to the Board. I am the owner and day-to-day manager of our herd in addition to working with our partners putting on production sales and exhibiting and marketing cattle at the national level. I have more than 22 years of experience in banking and finance, and today I am co-owner of a farm real estate and auction company. Over the years, I have seen Herefords at the top and near the bottom in the eyes of commercial producers, and I look forward to helping continue our current growth and success.

Throughout my life, there has always been one thing that my co-workers and friends have known about Pete Atkins – I am a Hereford man to the bone. In 1981, as a member of the South Dakota State University livestock judging team, I was the “Hereford guy.” In a college setting at that time that title was not always considered a compliment, but it was a title I was proud to have and I am proud to have now. I consider it an honor to be running for the Board and, if elected, would work hard to do the best job possible.

Bacon

I have a great passion for this breed and would be honored to help lead the Association. I believe the Hereford breed has a great future in front of us. Our family has truly been blessed by the relationships that we have made through this organization, and I would love to have the pleasure of giving back to this great group of breeders.

I bring a different perspective to the Board with my meat industry experience that could be of use to our organization as we continue to make improvements to our cattle and products. I could also bring the experience of the youth activities to the Board as I have had the pleasure to participate in years of youth expos with my children.

I have no agenda for serving on the Board, only to help the Association that has given so much to our family and me. I work in this industry because of my experiences as a youth involved with Hereford cattle.

Bellis

I care deeply about both the Hereford people and Hereford cattle, and I desire to make a positive contribution to the future of our breed. I believe that I have a unique ability to connect with the young people in that I have spent a lifetime working with youth interested in a future in agriculture.

Coming from humble beginnings as a first generation Hereford breeder, to survive and prosper I have embraced AHA performance programs. I have a strong interest in genetic research and breed improvement, both at the university and ranch levels.

Buchholz

These are the three main reasons why I'm running for the AHA Board:

- To help new members become more familiar with the AHA and learn how the AHA benefits them and the breed.
- To give a cowman's opinion on current working conditions of the Association.
- To represent working ranches and to convey their opinions to the Association.

Klippenstein

Cattle, especially Hereford cattle, have been my primary intent all of my life. Though my family – now my wife, Linda, four children and eight grandchildren – has relatively few Herefords, the numbers are growing and will continue to do so.

We once had more than 600 cows, sold more than 5,000 Hereford bulls and a similar number of registered females. In addition, we've always had polled and horned Hereford cattle and several other breeds so our customers could purchase their bulls from one source for crossbreeding purposes.

Having been a past chairman of the APHA (American Polled Hereford Association), a chairman of the Beef Promotion and Research Board (beef check-off program), a Missouri State Representative and a State Senator, I feel an obligation to use my knowledge and contacts. The AHA Board would be an excellent way to invest what I can offer and truly enjoy doing it.

Pérez

The Hereford breed is truly my passion. Our family's livelihood depends solely on the cattle industry, and therefore the progress of the breed has an impact on our daily lives. I am fully committed to the improvement and betterment of Hereford cattle, the marketability of the breed and the strengthening of our Association.

The breed is certainly at an exciting and pivotal point and I believe my first-hand experience gained from our diverse operation allows me the ability to relate with a wide range of producers.

If your operation is driven by the sale of purebred bulls, geared toward raising elite show heifer prospects or based on the commercial sector, I can relate because all segments need to be successful for our personal operation to succeed. When the nominating committee approached me, I was humbled to have this opportunity, and it would truly be an honor to serve this Association.

What are some goals or ideas you have for the Association?

Atkins

The primary purpose of the AHA is to promote the Hereford breed and to support its members. I believe that there are opportunities in the following areas:

- Providing registration and other services to the membership as efficiently as possible.
- Promoting Herefords through the growth of Certified Hereford Beef (CHB®).
- Educating commercial cattlemen to the benefits of using Hereford genetics in their operations.
- Expanding the use of proven genetic evaluation tools to promote breed improvement.

Bacon

I believe that the junior program is of great importance to this organization. Our future is bright as we look to the exceptional youth program that we have. It is important that we keep supporting and helping this experience. Many youth will develop a lifetime of love for Hereford cattle from these experiences.

I think that we need to continue to help set the direction for the best ways that our breed can develop and provide a superior product to our consumers. We need to continue to work with our CHB program to provide a product that has deeper retail and foodservice brand penetration.

Furthermore, I think that it is important that we continue to streamline and make the process of registering and processing efficient and breeder friendly. Great strides have been made, but continuous improvement should always be the goal of the Association.

Finally, I believe that the most important goal that I would have as a potential member of the Board is to be a good listener, to process the inputs and to react with best interest of breed vitality in mind.

Bellis

My first goal is to continue to grow the market share for Hereford cattle. We must continue to mature the CHB program as well as live cattle value. The best way to build demand is to persist in improving both marbling and ribeye. As genetic technology continues to advance, our breed will endure by utilizing every tool available.

There's much research to do in feed efficiency, carcass quality and real-world production of Hereford cattle. We need to grow our National Reference Sire Program and to make it available to a wide segment of breeders. It is my goal to listen to breeders and to refine Association services to assist members to reach their individual goals.

Buchholz

My goal is to make Association processes more user friendly for new breeders. This includes registering calves, learning about genomics and EPDs.



Klippenstein

- Grow Hereford breed market share.
- Industry and breed association cooperation and collaboration should be high priorities.
- Explore non-traditional ways to serve our commercial customers so we can connect and mutually profit.
- Continue to grow EPD accuracies with more synergies with phenotype and genotype.
- Continue to get more useable data to increase carcass values and to direct breeders to more profit.
- Strongly continue to support and inspire our youth.
- Exploit the advantages of temperament, feed efficiency, crossing ability, longevity (especially of our bulls), fertility, rustling ability, our breeders' reputations and the satisfying eating experience of Hereford beef.

Pérez

It's encouraging that so many of our progressive Hereford breeders have utilized genomic testing. A lot of popular pedigrees today are now comprised of three and four generations of ET matings. Many of these cattle have not been ratioed against their contemporaries for several generations. I would like to see more genomic data turned in, especially on ET calves, to ensure the predictability and consistency of the best genetics the breed has to offer.

There has been a lot of time and effort devoted to the CHB program, and I believe we have made great strides. In order to take the next step, I think our commercial cow-calf producers need to see a more competitive premium when compared to other niche markets. I do realize there are many factors that go into the equations for profitability, but I still believe that there needs to be a greater incentive for commercial breeders to seek out Hereford genetics.

I would like to see the AHA continue to explore more research projects such as the Olsen and Harris Ranch programs to expose the true benefits of Hereford genetics. I think one of the most impressive and economical traits that Hereford and Hereford-influenced cattle offer is their ability to convert and perform on the range and in the feed yard during the extreme heat months of the summer.

It is a necessity that we strive to keep our exiting junior membership engaged as adult breeders. The strength of our junior program is outstanding, and we need to capitalize on our juniors' talents and connections to the younger generations to propel the Hereford breed into the years to come.

What is the biggest issue the AHA will face in the next five to 10 years? How does the Board prepare to face that issue?

Atkins

I think the biggest issue is maintaining and improving the quality of cattle in the breed while supplying increased demand from the commercial industry. Our breed is gaining momentum and popularity among commercial cattle producers.

As breeders we need to capitalize on this opportunity but also to keep the long term in mind. Now more than ever the quality of what we put into the hands of commercial producers is crucial. Many cattlemen are coming back to Herefords for the first time in years, and we need to provide them with a high-quality product and to stand behind what we sell.

Commercial producers with black cows need genetics that will complement and cross well with their herds. We have a great opportunity to fill that need. Maintaining and improving quality and raising Herefords that will work for the commercial producer are going to be key points to ensure the future of our breed.

It is the responsibility of the AHA to support the membership and provide them the tools necessary in their effort to put Herefords on top.

Bacon

Sometimes the biggest challenge for organizations is when things are going well and the organization becomes complacent. During these times, some forget about the fundamentals and become relaxed in their focus and initiatives. We stand on unprecedented times of record cattle prices, Hereford cattle interest and a youth program that is enviable.

This is the time for the organization to focus on how we can distance ourselves from other purebred cattle. What will it take to do so? What should our strategic focus be?

All good strategies start with listening to your constituents (the breeders). What are the bright spots? What things do we do better than any other breed? What is core to our breed and what things should be improved? Certainly as we look at our breed we have a lot to be proud of, but those who separate themselves do so with a continuous improvement attitude and with stated strategy that all of the membership can rally behind.

Bellis

In a global beef market, the U.S. beef advantage is the production of high-quality, grain-fed beef. Hereford needs continued emphasis in improving carcass quality. A related area, though, is that grass-fed or partially grass-fed beef may also be important to unique niche markets, but the breed has little data to help define which Hereford genetics fit best in the grass-fed scenario. Tenderness and flavor are also factors that can affect market share.

A related issue to this is the discount red-hided cattle can still receive in sale barn or other market venues. I believe we are making strides in reducing this disparity, but if we can document the feed efficiency factor, we can change the old rules very quickly. I believe we need to document the efficiency of our breed as a whole, while also identifying the cattle within our breed which are the outliers to really push our breed to even better feed efficiency.

In the better times of the cattle price cycle, we must make investments that will pay bonuses five to 10 years down the road. Our Association is currently doing a great job in providing direction for our breed, but we must continue to identify areas where we can improve.

Buchholz

In my opinion the biggest issues are:

- Keeping quality, soundness and performance in bulls, combined with a moderate birth weight.
- Communication: Keeping the membership of the Association updated with new information and trends and then teaching them how to utilize what they are taught in their operation.

Klippenstein

We as Hereford breeders and producers must understand that we are in the food business, we are in the grass, forage and grain business and we are in the people business. All agricultural interests including the huge beef cattle segment should keep all our antennas out so we are highly aware of our opportunities, pitfalls and challenges.

Our farms and ranches may be somewhat isolated, but we must not be. This planet is getting smaller and those of us engaged in genetics, production and marketing have increasingly more to gain or lose.

Technology is all about us. Our common sense and ability to combine the best of the old and the new will probably determine our futures. Our response will be best directed from a diverse, intense, unselfish board and breeders that also act in the interest of the whole with their continued input.

Pérez

One of the challenges I think the breed has faced and is still facing in some instances is Hereford perception. The breed has seen enormous growth in our junior programs. The success is due to outstanding leadership, opportunity and the family atmosphere the NJHA and AHA offer their membership.

Yet, on the flip side, I still personally see many sale barns, order buyers and cowmen not totally convinced of the benefits of straight Hereford cattle. As breeders we have made huge genetic progress in the consistency and predictability of our cattle with the tools that are available.

The challenge is to continue to convince influential industry leaders of the advantages of Hereford genetics. This can be overcome through education of younger generations, research and the continued efforts of our breeders to improve their herds.

In addition, I think that there is becoming a bigger gap between real-world functional cattle and the showring atmosphere. We need to be cautious that our Hereford shows don't follow the trends of many hobby breeds and instead continue to select and breed for cattle that will generate a positive contribution to the breed. I believe to keep a united front in the industry we need to continue to select judges who have firsthand experience in all segments of cattle production.

At the end of the day, we as breeders are responsible for the direction of our breed and the standard that our shows set. As more commercial producers turn to Hereford genetics, we need to be providing cattle that are going to capitalize on the opportunity. **HW**



Delegates

ALABAMA

Grady Sparks
Birmingham, Ala.

Ron Dugger
Drummond Mine Ranch
Hanceville, Ala.

ARKANSAS

Phillip Moon
Harrison, Ark.

Scott Sullivan
Triple S Ranch
De Queen, Ark.

CALIFORNIA

Steve Lambert
Lambert Ranch
Oroville, Calif.

Jim Mickelson
Sonoma Mountain Herefords
Santa Rosa, Calif.

Karl Blagg
Blagg Herefords
Grass Valley, Calif.

COLORADO

Hampton Cornelius
Coyote Ridge Ranch
LaSalle, Colo.

Jane Evans Cornelius
Coyote Ridge Ranch
LaSalle, Colo.

Marshall Ernst
Ernst Herefords
Windsor, Colo.

IDAHO

Guy Colyer
Colyer Herefords
Bruneau, Idaho

Katie Colyer
Bruneau, Idaho

Sam Shaw
Shaw Cattle Co. Inc.
Caldwell, Idaho

Keith Elkington
Elkington Polled Herefords
Idaho Falls, Idaho

ILLINOIS

Joe Ellis
Ellis Farms
Chrisman, Ill.

Cody Lowderman
Lowderman Cattle Co.
Macomb, Ill.

Gary McConnell
Bob-O-Lou Hereford Farms
Taylorville, Ill.

Kyle McMillan
Rustic Oak Farms
Tiskilwa, Ill.

James Milligan
Milligan Herefords
Kings, Ill.

Mark Stephens
Stephens Hereford Farms
Edinburg, Ill.

INDIANA

Sarah Aubrey
Aubrey Cattle Co.
Monrovia, Ind.

Bruce Everhart
Everhart Farms
Waldron, Ind.

Doug Gerber
Gerber Polled Herefords
Richmond, Ind.

Ted Hunt
Hunt Bros.
Battle Ground, Ind.

IOWA

Sara Casteel
Casteel Polled Herefords
Perry, Iowa

Steve Landt

Union, Iowa

Marilyn Lenth
Lenth Herefords
Postville, Iowa

David Trowbridge
Beef Resources Partnership
Tabor, Iowa

KANSAS

Craig Beran
B&D Herefords
Claflin, Kan.

David Breiner
Mill Creek Ranch
Alma, Kan.

Tom Granzow
Granzow Herefords
Herington, Kan.

Gus Gustafson
Gustafson Herefords
Junction City, Kan.

Tom Krauss
Bookcliff Herefords
Russell, Kan.

Glenn Oleen
Oleen Cattle Co.
Falun, Kan.

Jan Oleen
Oleen Bros.
Dwight, Kan.

Kevin Schultz
Sandhill Farms
Haviland, Kan.

KENTUCKY

Andrew Matheny
Mays Lick, Ky.

Ronnie Thomas
Thomas Farm
Richmond, Ky.
One delegate to be determined.

LOUISIANA

Damon Kirk
K-One Cattle
Deville, La.
One delegate to be determined.

MICHIGAN

Phil Rottman
Fremont, Mich.

Bryan Castle
Castle Cattle Co.
Carney, Mich.

MINNESOTA

Ross Carlson
Carlson Farms
Murdock, Minn.

James Hanson
J&J Hanson Herefords
Comfrey, Minn.

Jeff Reed
Hampton, Minn.

MISSISSIPPI

James O'Mara
Broadlawn Farm
Lena, Miss.
One delegate to be determined.

MISSOURI

Jim Bellis
Aurora, Mo.

Terry Elwing
Abrakadabra Cattle Co.
Columbia, Mo.

Marty Lueck
Mountain Grove, Mo.

Jim Reed
Reeds Farms
Green Ridge, Mo.

John Ridder
Falling Timber Farm
Marthasville, Mo.

Ed Roth
Roth Hereford Farm
Windsor, Mo.

Bob Thompson
Glengrove Farm

Rolla, Mo.

MONTANA

Lacey Jo Ehlke
Townsend, Mont.

Jack Holden
Holden Herefords
Valier, Mont.

Thomas Sparks
Plevna, Mont.

Dale Venhuizen
Churchill Cattle Co.
Manhattan, Mont.

Justin Wichman
Wichman Herefords
Moore, Mont.

NEBRASKA

Dave Goertz
Double Heart Diamond Cattle
Berwyn, Neb.

Keith Lapp
Hayes Center, Neb.

Scott McGee
Valley Creek Ranch
Fairbury, Neb.

Ronny Morgan
Morgan Ranch Inc.
Burwell, Neb.

Arthur Olsen
Olsen Ranches Inc.
Harrisburg, Neb.

John Ridder
Ridder Hereford Ranch
Callaway, Neb.

Ron Schutte
Alfred Schutte & Sons
Guide Rock, Neb.

Russ Tegtmeier
Clarence Tegtmeier & Sons
Burchard, Neb.

Dwight Logterman
Kilgore, Neb.

NEW MEXICO

Cliff Copeland
Copeland & Sons LLC
Nara Visa, N.M.

Bill King
Moriarty, N.M.

NEW YORK

Timothy Dennis
Penn Yan, N.Y.

Ted Kriese
Spring Pond Farm
Cato, N.Y.

NORTH CAROLINA

Jim Davis
Terrace Farms
Lexington, N.C.

Mike Mericka
Triple M Ranch
Brown Summit, N.C.

NORTH DAKOTA

Wayne Mrnak
Mrnak Herefords
Bowman, N.D.

Craig Pelton
Pelton Polled Herefords
Halliday, N.D.

Roger Stuber
Stuber Ranch
Bowman, N.D.

Ryan Topp
Topp Herefords
Grace City, N.D.

OHIO

Jeff Harr
J&L Cattle Services
Jeromesville, Ohio

Norman Starr
NS Polled Herefords
Shaker Heights, Ohio

Matt Stitzlein
Mohican Polled Hereford Farm
Glenmont, Ohio

OKLAHOMA

Charles Buckminster
CNB Polled Herefords
Lahoma, Okla.

Steven Curry
Curry Herefords
Okemah, Okla.

Jimmie Johnson
Red Hills Polled Herefords
Clinton, Okla.

Watson Langford
Langford Herefords
Okmulgee, Okla.

Paul Laubach
P&R Herefords
Leedey, Okla.

John Loewen
Loewen Herefords
Waukomis, Okla.

Warren Sidwell
W&J Cattle Co.
Chelsea, Okla.

Eddie Sims
MCS Cattle Co.
Elgin, Okla.

OREGON

Bob Harrell
Harrell Hereford Ranch
Baker City, Ore.

George Sprague
Bar One Ranch
Eugene, Ore.

Cheryl Thomas
Hood River, Ore.

PENNSYLVANIA

Les Midla
Flat Stone Lick
Marianna, Pa.

Paul Slayton
Bedford, Pa.

SOUTH CAROLINA

Norris Fowler Jr.
Fowken Farm
Jonesville, S.C.

SOUTH DAKOTA

Pete Atkins
Tea, S.D.

Phil Eggers
Eggers Southview Farms
Sioux Falls, S.D.

Jerome Ollerich
Ollerich Bros. Herefords
Clearfield, S.D.

Vern Rausch
Rausch Herefords
Hoven, S.D.

Three delegates to be determined.

TENNESSEE

Billy Ashe
Selmer, Tenn.

Mitch Ingram
Notchey Creek Farms
Madisonville, Tenn.

David Parker
Bradyville, Tenn.

Eric Walker
Walker Polled Hereford Farm
Morrison, Tenn.

TEXAS

Terri Barber
Channing, Texas

Gary Buchholz
Waxahachie, Texas

Jackie Chastain
Ft. Worth, Texas

Stephen Coates
Coates Ranch Co.
Mertzson, Texas

Mike Doyle
Doyle Hereford Ranch
Garland, Texas



John Dudley
Dudley Bros.
Comanche, Texas

Paul Funk
Spearhead Ranch
Copperas Cove, Texas

James Kinnear
Kinnear Polled Herefords
Joshua, Texas

Lee Haygood
Indian Mound Ranch
Canadian, Texas

Joe Dan Ledbetter
Wheeler, Texas

Donlie McMullin
McMullin Ranch
Copperas Cove, Texas

Scott Nolan
Nolan Herefords
Gilmer, Texas

Keith Rogers
Hidden Oaks Ranch
Hamilton, Texas

James Strode Jr.
Flying S Herefords
Dallas, Texas

Curtis Younts
Curtis Younts & Sons
Belton, Texas
One delegate to be determined.

UTAH
One delegate to be determined.

VIRGINIA
Paul Bennett
Knoll Crest Farm
Red House, Va.

Hannah Wine
Marshall, Va.

WASHINGTON
William Cox
Pomeroy, Wash.

Gary Ottley
Ottley Herefords
Quincy, Wash.

WEST VIRGINIA

Michael Taylor
Cottage Hill Farm
Petersburg, W.Va.

Mike McDonald
McDonalds Polled Herefords
Jane Lew, W.Va.

WISCONSIN

Marvin Espenscheid
Owego Stock Farm
Argyle, Wis.

Steve Folkman
Ixonia, Wis.

Gerald Huth
Huth Polled Herefords
Oakfield, Wis.

Gary Reinke
Gari Alan Farm
Johnson Creek, Wis.

WYOMING

Jay Middleswarth
Middleswarth Herefords
Torrington, Wyo.

Two delegates to be determined.

FLORIDA/GEORGIA

Hardy Edwards
Winterville, Ga.

Jonny Harris
Greenview Polled Herefords
Screven, Ga.

Lowry Hunt
Innisfail Farm
Madison, Ga.
One delegate to be determined.

NEVADA/ARIZONA

Don Brumley
Brumley Farms
Orovada, Nev.
One delegate to be determined.

NEW ENGLAND
One delegate to be determined.

UPPER ATLANTIC
Two delegates to be determined. HW

NHW Announces National Hereford Queen Candidates

During the Annual Meeting weekend seven state Hereford queens will vie for the title of National Hereford Queen. On Sunday the new queen will be crowned during the National Hereford Show at the American Royal Complex. Pictured are this year's candidates.

Jenna Barker
Shelby, Mont.



Jenna is 16 years old and is a junior at Conrad High School. Jenna is currently serving as an officer of the Montana Junior Hereford Association and aspires to become an agricultural journalist.

Taylor Matheny
Mays Lick, Ky.



Taylor is 18 years old and is a freshman at Kansas State University. She is a fourth generation Hereford breeder and currently serving as president of the Kentucky Junior Hereford Association.



Brianne Nelsen
Fredonia, Kan.

Brianne is 17 years old and a senior at Fredonia High School. She is a member of the Kansas Junior Hereford Association and is currently serving as president of her local FFA chapter.

Mallory Carlson
Murdock, Minn.



Mallory is 18 years old and is a senior at Kerkhoven-Murdock-Sunburg High School. She is a third generation Hereford breeder and has been promoting the Hereford breed through her state queen duty.

Jena McCall
Emory, Texas



Jena is 19 years old and is a freshman at Tarleton State University. She currently serving as president of the Texas Junior Polled Hereford Association and plans to pursue a career in agriculture education.



Danielle Solomon
Columbia, Miss.

Danielle is 18 years old and is a senior at East Marion High School. She began her involvement with Hereford cattle at the age of six. As Mississippi Hereford Queen she has grown her understanding of the cattle industry. **HW**



Stephanie Golightly
Bellville, Texas

Stephanie is 17 years old and is a senior at Bellville High School. She is actively involved in managing her family's herd and gained more experience working at Coyote Ridge Ranch for a short period of time.



40 Years of Royalty

The National Hereford Women (NHW) will be celebrating the past and future of the state and national queen program at the 40 Years of Royalty party on Oct. 31 at 3:30 p.m. in the Governors Room on the American Royal grounds.

The celebration for the 40th anniversary of the National Queen program will also include recognition of all past state and national queens. The Hereford queen legacy reaches back much farther than 40 years in Hereford history, and the NHW wants to also recognize all of those who have been involved in representing the breed.

As NHW reflects on the growth and development of the queen program today, many changes have occurred, yet the foundation has stayed much the same.

“The goal for the state queen program in the start was to represent the breed and add some class to the shows,” says Kay Morgan of Morgan Ranch, Burwell, Neb. “These foundational goals continue, and following the merger of the two women’s organizations we have seen the queen program expand its reach while providing new opportunities for young ladies.”

This celebration is about more than a title of National Hereford Queen; it is about all of those who have supported the state and national queens for decades.

“The NHW is excited to host this event during the American Royal this year with the hopes of bringing together numerous past state and national queens along with all of those who have supported this program,” says NHW board member Barbara Metch, Canton, Texas.

Past state and national queens, along with any who have supported the program through the years are welcome to attend. **HW**

