

# AHA Committees Implement Strategic Plan



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The success or failure of any organization begins and ends with the professional relationship between elected board leaders and staff. High-quality organization governance and program execution is a result from a solid working relationship among leaders.

The American Hereford Association (AHA) has been extremely blessed to have very sound business minds and industry people elected to the Board over the years to oversee the development and execution of a strategic plan, which has proven to pay dividends for the Hereford breed in recent years.

AHA has a committee structure established with specific roles that address the strategic plan of the organization. The following is a breakdown of committee purpose and responsibilities as well as the current director appointments for those for 2015:

## **Executive committee**

The role of this committee is to make urgent decisions on behalf of the Board when it's impossible for a Board quorum to be present. The executive committee rarely meets outside of the full Board and is principally responsible for communicating the performance review of the executive vice president and staff.

**2015 appointments:** Eric Walker, Morrison, Tenn., president; Sam Shaw, Caldwell, Idaho, vice president; Fred Larson,

Spring Valley, Wis.; and David Trowbridge, Tabor, Iowa

## **Financial/audit committee**

This committee reviews the monthly consolidated financial status of the Association and oversees any questions or concerns regarding management of the budget, receivables, expenses, reserve fund management, the capital improvement budget, the plant and property, and risk management issues.

### **2015 appointments:**

Larson, co-chair; Trowbridge, co-chair; Terri Barber, Austin, Texas; Shaw; and Walker

## **Breed improvement committee**

The principal purpose of any seedstock organization is to generate accurate selection decision information for purposes of improving the breed across a menu of economic relevant traits and indexes. This committee oversees the Pan-American Cattle Evaluation (PACE), genomic research projects, new economic trait development and industry-wide research involving Hereford genetics.

### **2015 appointments:**

Larson, chairman; David Bielema, Grand Rapids, Mich.; Shaw; Kevin Schultz, Haviland, Kan.; and Bob Thompson, Rolla, Mo.

## **Marketing committee**

Marketing is a multi-faceted discipline that incorporates programs and tactics to influence positive brand recognition, enhanced marketability

and positive perception for the Hereford breed and the AHA. A multitude of areas are overseen by this committee including national advertising, public relations, press relations, Association hospitality and breed imagery.

### **2015 appointments:**

Barber, chairman; Jonny Harris, Screven, Ga.; Jim Mickelson, Santa Rosa, Calif.; Schultz and Joe Van Newkirk, Oshkosh, Neb.

## **Member service committee**

The lifeblood of the AHA is the membership's recording of registrations, the transfer of ownership, membership information and performance information through the Whole Herd Total Performance Records (TPR<sup>®</sup>) program. The member service committee works with the records department and the information technology (IT) staff to assure excellent turnaround time and accuracy in the mass of information that makes its way through AHA's business system on a daily basis.

### **2015 appointments:**

Shaw, chairman; Barber; Bielema; Curtis Curry, McAlester, Okla.; and Harris

## **Show and sale committee**

This committee is in charge of the selection of qualified evaluators submitted to judge AHA major show events including the National Western Stock Show, American Royal, Southwestern

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Exposition and Livestock Show, North American International Livestock Exposition, Keystone International Livestock Exposition and Western Nugget National Show and oversight of the Junior National Hereford Expo (JNHE).

**2015 appointments:** Curry, chairman; Barber; Larson; Thompson and Van Newkirk

**Hereford Publication Inc. (HPI) board**

HPI is a for-profit subsidiary and voice of the AHA. HPI is proud to serve the membership in developing professional advertising and sale catalogs, and providing sale services and merchandising venues.

**2015 board appointments:** Harris, chairman; Curry; Schultz and Trowbridge

**Certified Hereford Beef (CHB) LLC board**

CHB LLC is a not-for-profit subsidiary and AHA's flagship branded beef program. Through licensing

agreements with packers and processors, CHB LLC generates royalty revenue used to fund the work of beef merchandisers, supply chain personnel, and consumer promotion and education activities with the purpose of driving demand for Hereford-influenced feeder cattle.

**2015 board appointments:** Trowbridge, chairman; Bielema; Mickelson; Shaw; Van Newkirk and Dale Venhuizen, Manhattan, Mont.

Industry representatives on the CHB LLC board are Ed McMillan, Greenville, Ill.; and John Stadler, Cape Coral, Fla.

**Hall of Fame committee**

The AHA is extremely proud of its heritage, history and the contributions of individuals, breeders and industry leaders that have advanced the Hereford breed and U.S. beef cattle industry. This committee reviews those candidates worthy of special recognition into the Hereford Hall of Fame and Hall of Merit.

**2015 appointments:** Van Newkirk, chairman; Barber; Harris; Larson and Thompson.

**Hereford Youth Foundation of America (HYFA) board**

HYFA is a not-for-profit with a mission to support scholarship, education and leadership activities within the Hereford breed.

HYFA also supports the National Junior Hereford Association, a fast growing and exciting program designed to provide educational experiences through leadership training and participation in the largest youth breed show event in the world, the JNHE. The HYFA board focuses on fundraising activities to support scholarship and education.

**2015 board appointments:** Ray Ramsey, Greenfield, Ind., president; and Bruce Everhart, Waldron, Ind., vice president. AHA board liaisons: Bielema, chairman; Curry and Mickelson **HW**