

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., April 7. The following are highlights of the meeting:

Finance

Bob Thompson, chairman, reported the finance committee met by conference call and reviewed the financials by department. He reported that the AHA is operating within budget and has a strong financial position through February 2017.

Hereford Publications Inc. (HPI)

Joe Van Newkirk, chairman, reported the HPI committee met prior to the board meeting and outlined advertising recommendations, which included guidelines on advertising in the *Hereford World* from breeders or consignment sales that are marketing multiple breeds. Those guidelines were supported unanimously by the Board.

Van Newkirk also reported that *Hereford World* Editor Julie Mais and the editorial team are working on a new design for the publication, which will be debuted in the July edition.

Show and Sale

Pete Atkins, chairman, reported the committee met several times before the Board meeting and submitted the following list of judges for the 2017-18 show season:

- **Keystone International Livestock Exposition —**
Danny Fawcett
Ree Heights, S.D.
- **American Royal —**
Brian Baragree
Columbus, Mont.
- **North American International Livestock Exposition —**
Hampton Cornelius
La Salle, Colo.
Nathan Frost (associate)
Tallula, Ill.
- **Western Nugget —**
Kevin Jensen
Courtland, Kan.

• National Western Stock Show:

Hill show —

Eldon Krebs

Gordon, Neb.

Bob May (associate)

Mineral Point, Wis.

Pen and carload show —

Dale Micheli

Ft. Bridger, Wyo.

Cody Sankey

Economy, Ind.

John McCurry

Burton, Kan.

The slate of judges was unanimously approved by the Board

The Board unanimously approved a committee motion to test national champions for HP (horned/polled) status

The Board also unanimously approved a committee motion to have only one senior-calf division with heifer calves born between August and December.

Breed Improvement

Kevin Schultz, chairman, led discussion that focused on the progress with the new genetic evaluation software, BOLT. The staff shared progress reports and reported progress is moving quickly.

The Board suggested an outside advisory committee be formed

to review the results of the new evaluation.

The Board unanimously supported a motion by the committee to list homozygous polled (PP) animals through pedigree when parent verification is in place.

Certified Hereford Beef (CHB®)

Jim Mickelson, chairman, and Amari Manning, general manager and chief operating officer, reported the CHB board met by conference call and shared tonnage is up from a year ago and that many new marketing initiatives are in place. They also reported the new CHB Premium product has hit the market with success.

Member Service

Dave Bielema, chairman, updated the Board with some statistics concerning *MyHerd.org*. Business continues to grow through MyHerd, and staff will conduct educational webinars this spring.

Bielema also reported that the staff has begun working with Agricultural Business Research Institute (ABRI) to update MyHerd to a new platform, which will make it more mobile friendly and more robust. No time line for completion was reported. **HW**

