



# HEREFORD GENETIC SUMMIT

## Get on Board, Navigate Your Future

Sept. 4-5 • Darr Agricultural Center/Bond Learning Center • Springfield, Mo.

The American Hereford Association (AHA) is committed to providing the tools Hereford producers need to supply better genetics to the beef industry, as well as to help Hereford seedstock producers meet the needs of their commercial customers. As beef cattle producers strive to be more profitable, it's critical that we all continue to focus on end-product merit and on-ranch production efficiencies.

The AHA hosted its last "direction summit" in 2002. A lot has changed in the beef industry and the Hereford breed during the last 12 years.

"Hereford Genetic Summit: Get on Board, Navigate Your Future" is the theme chosen for this year's event. The day-and-a-half conference program will include some of the most influential speakers in the beef industry.

The event will be hosted at Missouri State University's Darr Agricultural Center/Bond Learning Center in Springfield.

Kevin Ochsner, host of *Cattlemen to Cattlemen*, will facilitate the program. Other industry leaders will discuss the basics of consumer demand, what is driving beef industry economics, how Herefords fit in the commercial industry today and the role of a seedstock producer. The program will be both thought-provoking and challenging as we plan for the future of the Hereford breed.

The event will also include time for some fun and social time with a "Hereford tailgate party" Thursday night and an



The Christopher S. Bond Learning Center will host the Hereford Genetic Summit. The state-of-the-art facility is located at the Darr Agricultural Center on the Missouri State University campus.

evening on Table Rock Lake aboard the Showboat Branson Belle on Friday evening.

### Registration

Hereford enthusiasts can register online at [HerefordGeneticSummit.com](http://HerefordGeneticSummit.com).

Early-bird registration is available until July 15. During this time, individuals can save \$50 and register for \$150 and couples for only \$200. From July 15 to Aug. 11, single registration will be \$200 and couples \$300. After Aug. 11, including on-site, registration fees will be \$250 for a single individual and \$350 for a couple.

### Hotel information

The University Plaza Hotel and Convention Center in Springfield will serve as the headquarters for the Summit. A block of rooms has been reserved for attendees at a rate of \$99, plus tax, per room. A complimentary hot breakfast buffet will be available both Friday and Saturday mornings at the hotel.

All attendees must make their own reservations by calling the hotel directly at 417-864-7333. Rooms in the American Hereford Association block can be reserved until Aug. 21.

### More information

Visit [HerefordGeneticSummit.com](http://HerefordGeneticSummit.com) to find more event information and speaker biographies and to register for the event.

Plan to join us Sept. 4-5 for the Hereford Genetic Summit. You won't want to miss this opportunity to help chart the course for our future as a breed association. Save some money and register now. **HW**



Friday night Summit attendees will enjoy an evening on the Showboat Branson Belle. The evening will include a cocktail hour, dinner and entertainment while sailing on the beautiful Table Rock Lake.

# Schedule of Events

## Thursday, September 4

1:30-3 p.m. Registration, Darr Center

3 p.m. **Charting Our Course**  
*Craig Huffhines and Jack Ward*

4 p.m. **Yesterday's Lessons, Today's Decisions,  
Tomorrow's Opportunities**  
*Kevin Ochsner*

6 p.m. **Hereford Tailgate Party and  
Taste of Missouri**

## Friday, September 5

Breakfast buffet available at hotel

8 a.m. Buses leave hotel

8:30 a.m. **Navigating Our Future**  
*Kevin Ochsner*

8:45 a.m. **Understanding the Consumer**

10 a.m. Break

10:20 a.m. **Economic Drivers of  
the Beef Industry**

11:30 a.m. Lunch buffet

12:30 p.m. **The Value of Hereford Genetics  
in the Commercial Industry**

1:45 p.m. **Your Responsibility as a  
Seedstock Producer**

3 p.m. Break

3:20 p.m. **Get on Board**  
*Kevin Ochsner*

4:15 p.m. Buses to hotel

5:30 p.m. Load buses at hotel for  
Showboat Branson Belle

7-11 p.m. Evening aboard Showboat Branson Belle

*\* An alternate program will be available Friday morning that will include a tour of the Springfield Botanical Gardens and a culinary bootcamp that will feature Certified Hereford Beef and wine tasting.*

**Register online at [HerefordGeneticSummit.com](http://HerefordGeneticSummit.com)**

**July 15 early bird discount:**  
Single \$150; couple \$200

**Aug. 11 registration deadline:**  
Single \$200; couple \$300

**Walk-in (after Aug. 11):**  
Single \$250; couple \$350

## Lodging

**University Plaza Hotel and Convention Center**

333 S. John Q. Hammons Parkway

Springfield, MO 65806

417-864-7333

Rate: \$99

Call by Aug. 21 to reserve your room.

Ask for the American Hereford Association rate.