



Welcome to

TALK HEREFORD

Connecting Cattlemen with Our Allied Partners

October 27-28, 2017

*The Westin Kansas City at Crown Center
Kansas City, Mo.*



Schedule of Events

Friday, Oct. 27:

8 a.m. Trade Show Open to Visitors, *Washington Park Place Foyer and Brookside*

8:30 a.m. Educational Session: Paving the Genetic Path, *Washington Park Place*

11:30 a.m. Lunch, *Garden Terrace*

12 p.m. NJHA Fed Steer Shootout Report, *Liberty*

1 p.m. National Hereford Queen Interviews, *Liberty*

1 p.m. Educational Breakout Session One, *Washington Park Place 1, 2 and 3*

The first block of sessions run from 1 to 1:50 p.m. and 2 to 2:50 p.m. You may attend two of the three sessions.

Hereford: Leading the Industry

Presented by AHA Executive Vice President Jack Ward and Recombinetics Inc., Chief Commercial and Scientific Officer Mitch Abrahamsen.

Generational Transitions

Presented by Billy Cordasco, Babbitt Ranch president and UMB Bank Senior Vice President Rob Oltjen.

Maximizing Profit

Presented by Brent Lowderman, Carthage Livestock Inc. owner and operator and Case Gabel, Magnum Feedyard Co. LLC cattle procurement.

3 p.m. Educational Breakout Session Two, *Washington Park Place 1, 2 and 3*

The second block of sessions run from 3 p.m. to 3:50 p.m. and 4 p.m. to 4:50 p.m. You may attend two of the three sessions below.

Building your Brand

Presented by Hereford breeder Melissa Grimmel Schaake, Grimmel Girls Show Cattle and Matt Weeks, AdFarm strategy lead.

Consumer Connections

Panel discussion by foodservice and retail professionals moderated by Certified Hereford Beef Chief Operating Officer Amari Manning.

Boots on the Hill

Presented by Danielle Beck, NCBA director of government affairs.

5:30 p.m. Hereford Honorees Reception, *The Gallery, 61 E. 14th Street, Kansas City, Mo. 64105. Shuttle from The Westin Kansas City at Crown Center begins at 5 p.m.*

7 p.m. Hereford Honorees Awards Program

Saturday, Oct. 28:

- 8 a.m. Continental Breakfast in the Trade Show, *Brookside*
- 9 a.m. AHA Annual Meeting, *Washington Park Place*
- NHW Annual Meeting, *Washington Park Place (begins 15 minutes after the AHA Annual Meeting)*
- 2 p.m. Ladies of the Royal Sale, *American Royal Wagstaff Arena*
- 5 p.m. Junior Hereford Show, *American Royal Hale Arena*

Sunday, Oct. 29:

- 8 a.m. National Hereford Show - Show Awards and Queen Selection will follow the champion female selection, *American Royal Hale Arena*
- 8:30 a.m. Board Q&A Session, *American Royal Hale Complex Governors Room*

Shuttle Schedule

Friday, Oct. 27

5 p.m. - Shuttle begins to the Hereford Honorees Reception at The Gallery

Saturday, Oct. 28

Noon - Continuous shuttles every half hour from The Westin to the American Royal

8 p.m. - Last shuttle will leave the American Royal

Sunday, Oct. 29

7 a.m. - Continuous shuttles every half hour from The Westin to the American Royal

1 p.m. - Last shuttle will leave the American Royal

Visit Local Certified Hereford Beef® Restaurants

Grand Street

4740 Grand Avenue
Kansas City, Mo.

PotPie

904 Westport Road
Kansas City, Mo.

Webster House

1644 Wyandotte Street
Kansas City, Mo.

Ophelia's

201 N. Main Street
Independence, Mo.

The Majestic Restaurant

931 Broadway
Kansas City, Mo.

Marina Grog and Galley

22 A Street
Lake Lotawana, Mo.

Stroud's Restaurant

8301 W. 135th Street
Overland Park, Kan.

V's Restaurant

10819 E. US Hwy 40
Independence, Mo.



Educational Forum

General Session: 8:30 a.m. - 11:30 a.m.

Paving the Genetic Path



Dorian Garrick, AL Rae Center Chief Scientist and Bruce Golden, CEO of Theta Solutions, LLC, will breakdown fundamental changes of the improved AHA genetic evaluation utilizing BOLT. Learn about upcoming opportunities for DNA pricing that can take your breeding program to the next level. Also, hear updates regarding the revised AHA



economically relevant traits and profit (\$) indexes.

General Session: 12 p.m. - 12:45 p.m.

NJHA Fed Steer Shootout Report



The National Junior Hereford Association (NJHA) Fed Steer Shootout program has successfully concluded its first year and is gearing up for year two. Hear from Gregory Feedlots Manager David Trowbridge in this lunchtime session, as well as junior participants Molly Biggs, III., and Trevor Johnson, S.D., as they discuss the program with reports on feed efficiency, cost of gains, carcass data and what young Hereford breeders can learn from these numbers.

Round One: 1 p.m. - 2:50 p.m.

Attendees may attend two of the three forums in each rotation.

First session: 1 p.m.- 1:50 p.m., second session: 2 p.m.- 2:50 p.m.

Hereford: Leading the Industry



The AHA Board of Directors recently created a strategic plan to guide the Hereford breed for the next five years. Learn about the AHA Strategic Plan development process and the initiatives set to position Hereford as the leading beef breed association from AHA Executive Vice President Jack Ward and Recombinetics, Inc. Chief Commercial and Scientific Officer Mitch Abrahamsen.



Generational Transitions



Ensuring legacies last a lifetime requires good estate planning. Join UMB Bank Senior Vice President of Wealth Management and Wealth Advisor for Private Wealth Management Rob Oltjen and Billy Cordasco, Babbitt Ranch president, as they highlight important considerations for passing your farm or ranch on to the next generation.



Maximizing Profit



Maximize feeder calf marketing potential and drive profit margins. Join Brent Lowderman, owner and operator of Carthage Livestock, Inc., and Case Gabel, Magnum Feedyards Co. cattle procurement, to learn about leveraging various marketing tools available including the Hereford Advantage program, Hereford and Hereford-influenced feeder calf sales and backgrounding options.



Round Two: 3 p.m. - 4:50 p.m.

Attendees may attend two of the three forums in each rotation.
First session: 3 p.m.- 3:50 p.m., second session: 4 p.m.- 4:50 p.m.

Building your Brand



Brand recognition is the foundation to a marketing program. Learn the basics of branding your farm or ranch and what marketing tools will help you reach current and potential customers from Melissa Grimmel Schaake, Grimmel Girls Show Cattle and AdFarm Strategy Lead Matt Weeks. The session will also cover important AHA marketing resources



available to Hereford breeders.

Consumer Connections

Take part in real conversations with retail and foodservice industry experts from National Beef Packing Co., Greater Omaha, Inc., Merchants Foodservice and Coborn's, Inc., and discover what happens after your product enters into the food supply. Certified Hereford Beef Chief Operating Officer Amari Manning and Director of Commercial Programs Trey Befort will moderate the discussion.



Boots on the Hill

Join National Cattlemen's Beef Association's Director of Government Affairs Danielle Beck to hear updates from Washington D.C. and how agricultural policy will affect your operation.



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#TalkHereford



Meet the six board nominees

The American Hereford Association nominating committee introduces the six



Mark Largent, Northwest Region

Fourth-generation Hereford breeder Mark Largent manages the family business, Largent and Sons, in Kaycee, Wyo.

The family has 115 years of Hereford involvement, with the family first purchasing registered Herefords in 1902. Today, the fifth and sixth generations are living and working at

Largent and Sons.

Mark oversees a 225-head registered cow herd. He markets 125 bulls per year through the annual production sale, in its 35th year, and private treaty. Largent and Sons also sells 50 heifer calves each year through the production sale. The operation utilizes ET, AI and an exacting expected progeny difference (EPD) criteria for improvement. Mark focuses on carcass merit, reproduction traits, performance and feedlot efficiency.

He has judged livestock on both the local and national levels including the National Western Stock Show (NWSS) carload and pen show, the NWSS junior show, the NWSS Red Angus show, the North American International Livestock Exposition (NAILE), the Wyoming State Fair and numerous field days and state fairs. Mark has also participated in feedlot feedout Certified Hereford Beef seminars and showed and consigned cattle to most major shows and sales across the United States.

In the Hereford industry, Mark has served as president and vice president of the Wyoming Hereford Association and was a member of the direction committee. In his community, Mark has served as a Johnson County Co-op Board director, a Northeast Area Wyoming Southern Baptist Association president, and the Faith Community Church of Gillette pastor for 19 years. Mark and his wife, Cathy, have three children — Dave and his wife, Heather; Laura and her husband, Toby; and Sherry and her husband, Brad — nine grandchildren and one great-grandson.

Hereford breeders vying for positions on the AHA Board.

Nate Frederickson, Northwest Region

Cattleman Nate Frederickson, Spearfish, S.D., is co-owner and operator of Frederickson Ranch in the Northern Black Hills of South Dakota.



Nate, along with his wife, Jayna, two young sons, Teegan and Tiernan, and his parents, Mark and Mary Kay, run 450-500 head of registered Hereford, Angus and commercial cows, which are used in their ET program.

Frederickson Ranch markets bulls through a private limited liability company called Pyramid Beef, which was created seven years ago as a marketing outlet for the ranch's bulls and commercial females. Pyramid Beef has two outside partners and markets 150 bulls a year through the annual production sale, hosted at the bull development center on the ranch.

Frederickson Ranch strives to provide its customers efficient, low-maintenance genetics along with exceptional customer service and avenues to help them add value to their bottom line.

Prior to ranching full-time, Nate spent 14 years in the animal health industry working with veterinarians, distribution companies, feedlots and cow-calf operations.

Nate is currently serving on the board of directors for the South Dakota Hereford Association and is a member of Our Savior's Lutheran Church in Spearfish.



Dennis White Sr., Southeast Region

Louisiana Hereford breeder Dennis White Sr., Slaughter, La., has been in the cattle business for 35 years.

In 1982, while still in college, Dennis began raising cattle with his father. Upon graduation, he took a job with Performance Contractors, and today, 36 years later, is a project manager for the construction company.

Dennis's cattle operation began with a commercial herd, which is now Whitebear Farms. In 2003 his children began showing Hereford cattle, which led to establishing Homerun Herefords. Dennis enjoyed many years of his family raising and showing Hereford cattle at local, state and national levels including the Houston Livestock Show and Rodeo and the NAILE. He and his wife, Mary, have since enjoyed attending the NWSS in Denver.

Today, Dennis continues to raise both registered Hereford and commercial cattle. Homerun Herefords consists of a 140-head herd with approximately 80 head of purebred Herefords with 60 being crossed with Brahmans to produce F1 females.

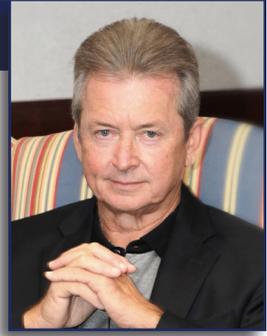
Dennis values the ability to communicate about and to offer Hereford genetics to commercial breeders in the South, as a Hereford-Brahman cross is highly sought after in his region.

Dennis is a member of the Louisiana Cattlemen's Association, the East Baton Rouge Cattlemen's Association and the East Feliciana Cattlemen's Association. He currently serves as the East Baton Rouge Parish 4-H Foundation board vice president and is also a member of the Zachary United Methodist Church board of trustees.

Dennis and Mary have four children — Dennis White Jr. and his wife, Danielle; Brandy and her husband, Brad; Victoria and her husband, John; and Riley — and five grandchildren.

Joe Waggoner, Southeast Region

Hereford breeder Joe Waggoner, Carthage, Miss., has been raising cattle all of his life.



Joe's youth was shaped by experiences in both beef and dairy judging and exhibiting livestock. He learned the business from his father, and now, 55 years after purchasing his first Hereford calf, he manages the seedstock division of his family's fourth-generation farm in central Mississippi — Waggoner Cattle Co. LLC. The family farm consists of a 150-head Hereford herd, a commercial herd and timber production.

The purebred cattle are marketed regionally in the Southeast with partnerships for bull development and sales in Kansas while females are marketed private treaty. Joe works to improve herd genetics and performance through participation in the Mississippi Beef Cattle Improvement Association (MBCIA), AHA Whole Herd Total Performance Records (TPR™) and genomic testing.

Joe's father also influenced his decision to obtain degrees in civil engineering and law. In 1976 Joe and his wife, Allison, founded a civil engineering and management business in Jackson, Miss. For the last 40 years, growing this firm and expanding the family cattle business have formed Joe's professional career.

Joe joined the American Polled Hereford Association in 1964 and became a member of the AHA following the merger of the polled and horned organizations. He has served as president, secretary and a board member of the Mississippi Polled Hereford Association and has sponsored field days at the farm.

He is a member of the MBCIA, the National Cattlemen's Beef Association and the Beef Improvement Federation. Joe is also involved in chambers of commerce, economic development districts, state and national bar associations, the Society of International Business Fellows, the National Society of Professional Engineers, the American Council of Engineering Companies and Habitat for Humanity.

Joe and Allison have two grown daughters — Alex Ayres and Olivia Claire.



Jimmy Atlas, Southwest Region

North Texas cattleman Jimmy Atlas has been involved in the Hereford industry since his youth.

Jimmy and his wife, Claudia, own and manage Atlas Farms, a registered Hereford and grain and cotton farming operation in Grandview, Texas.

Jimmy was raised in north Texas on a cotton and commercial Hereford farm. He grew up involved in the Hereford breed as a junior member, showing horned and polled heifers and steers. Following college graduation, he and Claudia married and joined the AHA as lifetime members. He accepted his first job as a herdsman for Chisholm Trail Ranch in Rhome, Texas, a registered Hereford operation. Three years later the duo purchased their first Herefords and began Atlas Farms.

Atlas Farms has been in business for more than 40 years. In that time, Jimmy and Claudia have expanded their operation from 90 acres to more than 3,000 by purchasing neighboring parcels of land.

Today, the farm comprises 100 head of registered Hereford cow-calf pairs and 40 commercial females. Artificial insemination (AI) and embryo transfer (ET) are extensively utilized in their herd. They market show heifers, cow-calf groups and bulls to registered and commercial breeders.

Atlas Farms runs cattle on land historically used for cotton farming. The Atlases have increased efficiency and reduced production cost per head by grazing cattle on harvested crop residue. Their goal is to market functional, profit-making cattle to customers.

Jimmy has served as president and director for the Texas Polled Hereford Association and is a current director of the Texas Hereford Association. He was also a junior advisor for the Texas Junior Polled Hereford Association. He is a Texas and Southwestern Cattle Raisers Association member, a Johnson County Farm Service Agency committee chairman and a First Methodist Church, Alvarado, member. Jimmy and Claudia have one daughter — Precious, and her husband, Sam — and two grandchildren.

Mark St. Pierre, Southwest Region

Mark St. Pierre is the beef manager at Pedretti Ranches in El Nido, Calif. He is a member of the Pedretti family, and has worked in the family business for 36 years.



At Pedretti Ranches, Mark manages the Hereford herd, which consists of 200 registered cows with 100 calving in the spring and 100 calving in the fall.

The Pedrettis have long emphasized performance data in their Hereford herd with performance records dating back to the 1950s. While the ranch received recognition in the showing in the '70s and early '80s, including cattle shown on the Hill and in the carloads at the NWSS, the Pedrettis' goal has always been to produce cattle that work for the commercial cattlemen in California.

Pedretti Ranches raises approximately 80 bulls each year, which are marketed by private treaty sales. With two calving seasons six months apart, the ranch always has the next set of bulls on test. Both Mark and his father-in-law, Gino Pedretti, work with commercial customers. Pedretti Ranches focuses on sound cattle with balance EPDs, good disposition and udder quality.

Mark manages the day-to-day work including addressing herd health issues, vaccination schedules, feeding, pasture management, breeding and calving. He also works in the farming operation, which involves growing cotton, corn and hay, and has some limited duty on the family dairy.

Mark has served as a California-Nevada Hereford Association board member and has hosted numerous tours. He has been a Merced-Mariposa County Cattlemen's Association director, a member of the Chowchilla High School FFA ag advisory committee, a 4-H leader and a volunteer fireman. Mark has also served as a deacon and elder in his local church.

Mark and his wife, Kim, have two children — a daughter, Christy, and a son, Matt, and his wife, Leah — and one granddaughter.

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