



CHB LLC Adds Sales Staff

Since September Certified Hereford Beef (CHB) LLC has been changing the way it does business to better address customer needs and take advantage of sales opportunities. Loosely termed “restructuring,” the process has involved evaluating and reassigning the services and programs CHB LLC supports and the accountability structure for such core functions as sales, marketing, customer service and supply development.

Paramount to this effort is the placement of a business manager within both National Beef Packing Co. LLC and Greater Omaha Packing Co. Inc. who has a single focus on the CHB program and its growth. Our belief is that without this internal accountability at the packer level, CHB LLC’s efforts to promote sales won’t be properly reinforced by the relationship building, pricing and service the packers provide. National Beef agrees and has created and filled its first-ever CHB business manager position.

Nick Rausch will fill this vital leadership role. Nick brings a one-of-a-kind background to the CHB program. He was raised on a South Dakota Hereford ranch,

began his career with Red Oak Farms, served as a CHB LLC account manager from 2000-2004 and has since been working for National Beef as regional manager for the Eastern Great Lakes territory.

As part of their selection process, National Beef invited Craig Huffhines, American Hereford Association (AHA) executive vice president; Marshall Ernst, CHB LLC board member; and me to spend a half-day with the candidates to assess their qualifications. Nick has great vision and passion for the program and is a welcomed addition.

In the role of National Beef business manager, Nick will lead CHB sales efforts for National Beef and oversee packer-side customer service. He will be empowered to manage the product mix to more quickly and effectively respond to growing demand and to treat customers with the kind of focused attention the brand needs. Perhaps most importantly, Nick is a known and respected ally to National Beef’s 12 regional managers. His goal will be to capture their time and effort in finding new sources of business.

CHB LLC’s role

For our part, CHB LLC will concentrate on the marketing, supply and relationship side of the business, but won’t back down from sales. As evidence we’ve hired Mick Welch as CHB LLC food service director. In that role, Mick will oversee our growing food service distribution network, focusing on customer development and sales opportunities for value-added cuts.

Mick has more than 30 years of experience in the meat industry. The last 20 years were with Kansas City’s L&C Meat Co. His expertise is in finding creative meal solutions for food service operators. For CHB LLC that entails finding cut-specific sales opportunities and working with our distributors to identify products we can make or improve upon to fit the needs of the end user.

“I have worked with Mick for the eight years I have been with the beef council and you won’t find anyone with more experience and enthusiasm for our beef product,” raves Sharla Huseman of the Kansas Beef Council.

CHB LLC also commissions the efforts of Michael Elwer to manage roughly a dozen food service

distributors in the Eastern U.S. Business managed by Michael has grown more than 70% in the last year as he helps those distributors work with the end users of your product.

All told, CHB LLC enters 2007 with three quality salespeople with a combined 70 years in the meat business. We have a dedicated business manager at National Beef and inside access to their 12 regional managers. Our belief is that this is the collaboration that will work and will get CHB® in more cases and on more menus in the years to come.

Thank you

I am blessed to have been a part of the CHB LLC team for more than 10 years. And while I look forward to a new adventure (see page 16), I will always be very grateful for, and honored by, the experience of working for such a proud breed and quality organization.

I look forward to continuing my ties to the wonderful people I’ve met and befriended along the way. Amy and I are thankful for you, the Hereford community, and your years of encouragement and camaraderie. **HW**