

"What's New?" is a column designed to keep you in-the-know about Hereford happenings. You can also sign up for *Hereford eNews*, a weekly electronic newsletter from the American Hereford Association (AHA). Send an e-mail to eNews@hereford.org to subscribe. Archived issues are posted at Hereford.org.

Hereford bids warm farewell to Ames

Rob Ames, Certified Hereford Beef (CHB) LLC executive vice president, left CHB LLC Jan. 13 to pursue a career opportunity with Ivy Natural Solutions. His tenure



Rob Ames

with the CHB program spanned just more than a decade. During this time the program made huge strides.

Ames was hired by the AHA as a CHB account manager in 1996 and was named CHB LLC executive vice president in 2000. When he first came aboard, the program had less than 8 million lb. in annual sales and no major packer producing the branded line.

Today CHB® product accounts for nearly 40 million lb. in annual sales from more than 400,000 program eligible cattle. Ames was instrumental in recruiting Greater Omaha Packing Co. Inc. and National Beef Packing Co. LLC as packing partners. Also under his leadership, CHB offerings expanded to include CHB Classic and CHB Choice.

Ames' new position is that of brand manager for Ivy Natural Solutions, a subsidiary of Ivy Animal Health based in Overland Park, Kan. In his newly created role, Ames will be managing sales and customer service for an expanding line of natural feed ingredients and technologies. The business services the needs of growers and processors of natural meats.

"There's an increasing need for products that enhance animal performance and wellness in a plate-friendly way," Ames says. "This is a great opportunity for me and my family."

Still, he says that after 10 years of involvement, the CHB program remains and will always be close to his heart. "It's bittersweet," he says. "I'm blessed to have worked for and with quality people. That's the part I'll miss most."

For CHB LLC information, contact Jared Long at [jlong@herefordbeef.org](mailto: jlong@herefordbeef.org) or Connie Couch at [ccouch@herefordbeef.org](mailto: ccouch@herefordbeef.org). Either may also be reached at (816) 842-3758.

Welch hired as CHB LLC food service director

CHB LLC welcomes new staff member, Mick Welch, Oak Grove, Mo. Welch joined the Hereford team Jan. 8 as the CHB LLC food service director.

He will oversee the CHB brand's food service distribution network, focusing on customer development and sales opportunities for value-added cuts. His position was developed after CHB food service sales increased by 27% in fiscal year 2006, indicating the growth potential in this arena.



Mick Welch



by Teresa Oe, communication coordinator

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to help present a uniform Hereford message to the industry.

Also at this resource site is a link to ShopHereford.com, where for a \$5 shipping fee, you can order a 19 x 27 inch "The Power of Black. Only Better." poster. AHA staff is asking for breeders' help in distributing these posters to sale barns and other appropriate locations. For more information, contact Teresa Oe, AHA communication coordinator, at (701) 232-4353 or toe@hereford.org.

Hereford 101: Grazing Strategies and Gallagher

The next Hereford 101 is scheduled for Feb. 22 at 7 p.m. A Gallagher Animal Management Systems representative will join Jack Ward, AHA chief operating officer and director of breed improvement, to discuss grazing strategies. The Webinar will also feature information about Gallagher products including fence, scales and scaleheads for data collection.

For instructions on how to participate, read *Hereford eNews*, view the "Announcement" section at Hereford.org, or contact Ward at (816) 842-3757 or jward@hereford.org.

Also, past Hereford 101s are available on CD for those who were unable to participate. Contact Ward for more information.

Calling for young Hereford sires

The deadline to nominate sires for the National Reference Sire Program (NRSP) is March 1. The NRSP tests young Hereford sires at cooperator cattle herds throughout the U.S., gaining proof on the bulls and data for the breed. Additional information and a nomination form are included in the January *Hereford World* on Page 85. You can also contact Ward for copies at (816) 842-3757 or jward@hereford.org.

Attention junior Hereford organizations

Please submit state field day, officers' and advisors' information forms to the AHA youth activities department by March 1. All forms are included in the state advisor packets. Copies can also be obtained by contacting Chris Stephens, AHA director of youth activities, at (816) 842-3757 or cstephens@hereford.org. **HW**

Welch brings to the team 30-plus years of experience in the meat industry. Since 1986 he has worked for Kansas City's L&C Meat Co. He started at ground level as a sales representative with no accounts and worked his way to sales manager in the early '90s.

At L&C Welch helped develop a portion control steak program, whereby primal cuts were processed into table-ready steaks. He was also responsible for promoting the Old KC dry-aged steak brand. L&C experienced substantial growth in product notoriety during Welch's tenure, not just in the Kansas City area, but in many Midwest states.

Prior to his employment with L&C, Welch worked for Boyle's Corned Beef Co., a processed meat manufacturer in Kansas City, Mo. At Boyle's he also aggressively rose through the ranks, beginning as a meat packer and ending as their sales manager of seven years.

Welch says he's now excited to promote "the breed that fed America," referring to the quality that Herefords initially brought and increasingly bring to American beef product. "To represent such a credible line of beef is such an honor," he says.

Rausch named National Beef business manager

Nick Rausch, Kansas City, Mo., will begin his job as National Beef business manager in mid-February. Rausch will lead CHB sales efforts for National Beef and oversee packer-side customer service. For more information, see "CHB LLC Adds Sales Staff" on Page 14.

Spring 2007 EPDs available

The Spring 2007 Hereford expected progeny differences (EPDs) are available online. Visit Hereford.org to look up a specific animal's EPDs or to view the complete *Spring 2007 Sire Summary*. To request a printed copy, contact the AHA office at (816) 842-3757. For more information, contact Jack Ward at jward@hereford.org or Stacy Sanders at ssanders@hereford.org. Either may also be reached at (816) 842-3757.

Hereford resources online

Hereford breeders can now download the national ad and radio script at HerefordResource.com. The AHA communication team encourages members to utilize these materials

Apply now for Hereford internships

The American Hereford Association (AHA) youth activities department, Hereford Publications Inc. (HPI) and Certified Hereford Beef (CHB) LLC are again offering summer internships.

The youth activities internship is for a college student interested in assisting with planning and execution of junior shows and leadership events. For more information, contact Chris Stephens at (816) 842-3757 or cstephens@hereford.org, or see the "Announcements" section at Hereford.org. The deadline to apply is Feb. 15.

The AHA and HPI offer a communications internship for a college junior or senior who is pursuing a degree in agricultural journalism or agricultural communications. The intern works with the *Hereford World* editorial staff and the AHA communication team. For more information, contact Angie Stump Denton, *Hereford World* editor, at (785) 363-7263 or adenton@hereford.org, or see the "Announcements" section at Hereford.org. The deadline to apply is Feb. 15.

The CHB LLC internship application deadline is March 1. Candidates must be at least 21 years of age and enrolled in a two-year or four-year college. The intern's primary responsibility is to help account managers with the sales and marketing of CHB®. For more information, contact Connie Couch at (816) 842-3758 or ccouch@herefordbeef.org, or visit Herefordbeef.org. **HW**