

Young, Innovative Talent Joins AHA Staff



Craig Huffhines

The American Hereford Association (AHA) and the Hereford breed have a lot of things to brag about these days as the 2008 sale season continues to set records across the country, but one of the things I would like to brag to you about at this time is the fantastic staff of people who work for the organization and dedicate their professional lives to the Hereford business. Great people are attracted to great organizations and a great product, and the AHA continues to attract terrific young talent.

Just recently, AHA hired two tremendous individuals to fulfill various business objectives of the organization. Joining the

Hereford team are Adam Cotton and Heidi Tribbett.

Cotton grew up involved in the Hereford youth program and was hired to serve as Southwest region field representative. He will serve as the communication and marketing link to Hereford breeders in Arkansas, Louisiana, New Mexico, Oklahoma and Texas.

He attended Black Hawk College-East Campus in Kewanee, Ill., and then graduated from Kansas State University with a degree in food science and industry. His background in the Hereford business, his understanding of the food industry, tied with his young energy and passion for the business, should

make him a strong asset to our organization.

Tribbett, a former Certified Hereford Beef (CHB) LLC intern, was hired as a technical support person for the Hereford Verified program. Based in Sterling, Colo., she will assist beef producers enrolling cattle into the program as well as help with data tracking and reporting carcass information. During her internship, Tribbett spent a great deal of time working on the start-up of Hereford Verified and understands the logistics of the program.

It's young, enthusiastic talent like these two new hires that excite me about the business. Their attraction to our organization and to the Hereford seedstock and beef product is a statement to the Hereford industry. Innovative young people are attracted to an innovative industry. **HW**

Cotton, Tribbett Join Hereford Team

Adam Cotton, Wichita, Kan., has joined the American Hereford Association (AHA) and *Hereford World* staff as the Southwest region field representative.



Adam Cotton

In this position, Cotton will attend Hereford sales and events as well as assist breeders with marketing and genetic selection. He will also assist in educating members and commercial producers about American Hereford Association (AHA) programs and other beef industry opportunities.

Cotton will serve as the communication link between the AHA and breeders in Arkansas, Louisiana, New Mexico, Oklahoma and Texas.

Cotton grew up in the St. Joseph, Mo., area, where his family had a cow-calf operation. He has been involved in the cattle industry all his life and showed polled Hereford cattle as a youth. He was involved in national and Missouri junior Hereford activities, FFA and 4-H.

Cotton attended Black Hawk College-East Campus in Kewanee, Ill., before transferring to Kansas State University where he graduated with a food science and industry degree and a minor in business.

Since graduation he has worked in the food industry as a quality assurance technician, most recently, working for Farmland Foods Inc. in Wichita.

Heidi Korrey Tribbett, Sterling, Colo., is the new Hereford Verified and *HerfNet.com* specialist for Certified Hereford Beef (CHB) LLC. She will work with Jim Williams, CHB LLC vice president of supply, and is responsible for the maintenance of the Hereford Verified program. She will assist producers as they enroll cattle in the program and send carcass data once the animals have been harvested. She will also oversee the *HerfNet.com* commercial listings.

Tribbett is a graduate of Colorado State University (CSU) in Ft. Collins, where she dual majored in animal science and agricultural business. Tribbett has a variety of experience in the agriculture industry. She has helped on the family farm and commercial cattle ranch, worked as a meat lab assistant at CSU and prepared cattle for the National Western Stock Show. She was a member of the CSU Collegiate CattleWomen, seedstock merchandizing team and meat animal evaluation team.

As the CHB LLC intern during summer 2005, she assisted with the first Certified Hereford Beef Bootcamp and the Young Guns Conference. She also helped coordinate a product tenderness study and worked on media/marketing materials.

After her internship, she served as a meat process auditor for Safeway Inc. in Denver. **HW**



Heidi Tribbett