

New Brand Managers Build CHB® Interest, Sales



Arden Gremmert

Mike Louderback is the kind of go-to guy we all want to have on our side when it comes to growing the Certified Hereford Beef (CHB®) brand. An 11-year veteran of the National Beef Packing Co. LLC sales team, Mike took over for Nick Rausch in December 2007. Nick, our previous National Beef brand manager, left National to serve in the position of brand manager, which was created at Greater Omaha Packing Co. Inc. (see "Rausch joins Greater Omaha").

Mike began immediately to solidify his knowledge of our customers, their ordering needs and the logistics of it all and his relationships within our CHB LLC organization.

We've now visited most of our major customers, introducing Mike to them and helping him start a relationship personally. Buyers and distributors, category managers, warehouse specialists, store meat directors and many others are all getting to know Mike quite well. He has shown, in these

first few short months, his commitment to handling every detail in the ordering, sales and delivery process.

Since he spent 11 years in the foodservice side of National's business, Mike brings a new and expanded view of this sales channel. His contacts nationwide are opening new horizons for our brand, and his expertise in serving major distributors is paying off. We've now been in talks with companies coast-to-coast that will expand the number of pounds sold in this fiscal year.

Retail users of CHB are getting a new level of service from Mike, as he uses his vast knowledge and experience of the internal National Beef systems to their benefit. For example, he is strengthening the trucking and delivery process daily and getting better on-time results. Order fill rates are gaining ground, while he is also offering strong CHB featuring opportunities weekly. Welcome aboard, Mike!

Rausch joins Greater Omaha

While certainly not new to CHB, Nick Rausch is new to Greater Omaha. He is currently working to grow the branded sales of all Greater Omaha products. Nick's goal is to increase production of CHB to previous high levels and then exceed those goals. Our staff member, Brad Ellefson, met early this year with Nick to set up a list of sales calls they are currently

pursuing. Having Nick at Greater Omaha is a huge benefit to CHB LLC — we now have not one, but two, seasoned brand managers working to build sales daily.

One of the primary benefits Mike and Nick bring to the table is their overall view of the national beef market. With input from the sales desk staff, their marketing and management teams' direction, and up-to-the-minute intelligence from their field representatives, they target our daily sales efforts very effectively and efficiently. Also, they can carefully direct our inventory levels, offering specific items to new and existing customers at very competitive prices in the industry.

The sales process in the meat business is arduous, to say the least. The field is crowded with competitors who range from cutting-edge to awful. Pricing is crucial under all commodity circumstances, but even the brands now compete for attention with a keen eye toward the sell sheet. Relationships in the industry are critical, too. That's where our brand managers are showing their value to CHB LLC every day.

As your CHB staff, our job is to work with Nick Rausch and Mike Louderback to grow the CHB brand by creating presentations, setting sales appointments and closing deals with new customers. We also work together as a team to serve the needs of our existing customers. Together, we are building demand for Hereford genetics and cattle now and for the future. **HW**

Hitch joins CHB LLC team

Certified Hereford Beef (CHB) LLC is excited to announce Marya Hitch, Pleasant Hill, Mo., has been hired as account analyst. She will manage packer data, accounts payable, licensing agreements and all CHB LLC contracts.

Prior to joining CHB LLC, Marya worked for Zurich Underwriters, a national insurance company with an office located in Overland Park, Kan. **HW**



Marya Hitch