

# BOARD ACTION

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., April 8-9 for its spring board meeting. Highlights of the meeting are:

## Marketing committee

- Continue current advertising campaign for another year.
- Discussed various modifications to the AHA website.
- Show results data will be streamlined with three years of information available at *Hereford.org*.
- Invest in programing that will allow for comparison reports of documented production sales over several years.
- Collaborate with Certified Hereford Beef (CHB) LLC to evaluate and improve the Hereford Verified site.
- Develop aggressive training material for the upcoming ILR2 online system that includes teaching members how to use the calf tracker system to inform themselves what work needs to be turned in.
- Develop a brand initiative that includes a review of all AHA apparel products, provides for CHB truck logos, sale barn signage and utilizes the Profitabull tag line.
- Review and develop an expansion plan for *BuyHereford.com* that would

reach more interested buyers. Nearly \$400,000 was sold on *BuyHereford.com* in 2012-13.

- Develop a plan for an AHA direction summit to be hosted in 2014.

## Member service committee

- The Board spent a great deal of time reviewing the ILR2 online system that is currently undergoing internal testing.
- A phone application for both iPhone and Droid is under review for quick animal lookups from the AHA database.
- The Board proposed a continual breeder education program for Total Performance Records (TPR) and DNA technology.

## Show and sale committee

The Board approved the following judges for the six AHA national shows.

- Keystone International Livestock Exposition, Harrisburg, Pa. — Jirl Buck
- American Royal, Kansas City, Mo. — Kyle Colyer

- North American International Livestock Exposition, Louisville, Ky. — Terri and Mary Barber
- Western Nugget, Reno, Nev. — Tyler Cates
- Fort Worth Stock Show, Fort Worth, Texas — Ray Ramsey
- National Western Stock Show Hill Show, Denver — Dave Allan
- National Western Pen and Carload Show — Blake Ochsner, Kirk Bieber and Paul Bennett

The board approved a new classification rule — August heifer calves will be moved from the summer division to the fall division beginning January 2014.

## HPI board report

- HPI is reporting a mid-year profit of \$92,657 due to more breeder advertising and a growing number of ride-along catalogs.
- The Board approved a mailing list policy (see “AHA mailing list policy”).
- HPI will list all genetic abnormality carrier information on animals within a sale catalog or advertisement that HPI produces.

## Breed improvement committee

- The Board reviewed the new genetic parameters for the retrained genomic-enhanced expected progeny difference (GE-EPD) panel and approved the release of the updated GE-EPDs with the new adjustments.
- AHA will move to a new high density (HD) panel agreement with GeneSeek Inc. that will reduce the cost of the HD panel and include all of the following information: parentage verification, abnormalities and GE-EPDs. The cost for the product will be \$85 whereas previously the cost of all of those products was \$100.
- Economic indexes will be reevaluated this summer. **HW**

## AHA mailing list policy

- 1) The lists made available to Hereford Publications Inc. (HPI) Creative Service (CS) clients are American Hereford Association (AHA) members, National Junior Hereford Association (NJHA) members, tabloid replies (commercial list), member bull transfers, non-member bull transfers, member female transfers and non-member female transfers.
- 2) The above lists cover a period for the last two years.
- 3) The seven lists can be combined as the client chooses. For example AHA members, tabloid and member female transfer lists could all be used for a particular mailing.
- 4) The above mentioned lists can be accessed through a radius search in 50-mile increments up to 500 miles from which CS can provide a summary of the results to the client. When searching the lists the mile increment used will be the same for all the lists searched. Clients may also request to mail to individual states.
- 5) Outside mailing lists from the client can be merged with the AHA mailing lists. The merging will take place at the printer and processing costs will be the responsibility of the CS client. The printer or mailing service will not share, sell, lease or distribute the lists in anyway. The list will only be used for the particular project with the designated mailing list.
- 6) CS will not release, lend, sell or rent the lists to any AHA member or non-member. CS mailing lists will be used for the benefit of CS clients on an individual project basis only. The projects will be managed by HPI personnel.
- 7) HPI personnel will not enhance, produce or manufacture a mailing list for the benefit of any AHA member or non-member. For example looking up names and addresses, completing incomplete addresses or any other mailing list activity deemed nonprofessional or unethical. **HW**