

# BOARD ACTION

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., April 27-28. The following are highlights of the meeting:

## Breed improvement highlights

### New trait development

Mike MacNeil, Delta Genetics, and Bill Bowman and Sally Northcutt, Method Genetics, gave a presentation on the continued development of three new traits: Heifer Calving Rate (HCR), Sustained Cow Fertility (SCF) and Dry Matter Feed Intake (DMI).

### \$ Indexes

Mike MacNeil gave an update on how he plans to use the new traits along with new economic factors to update the current \$ Indexes.

### Genetic evaluation software

There was discussion on the development and possible implementation of new software to run the Pan-American Cattle Evaluation (PACE) to more effectively use pedigree information, performance data and genomics and to run the evaluation more often.

### New design for pedigrees and reports

A special committee was formed of breeders and current Board members to redesign the format of pedigrees and reports to accommodate the additional traits. A report was given to the Board and the change was made to the pedigrees format and other changes will be discussed further.

### Method Genetics agreement

A motion was unanimously passed to continue our current agreement with Method Genetics to continue the work on new traits and research.

### Marketing committee

#### National ad campaign

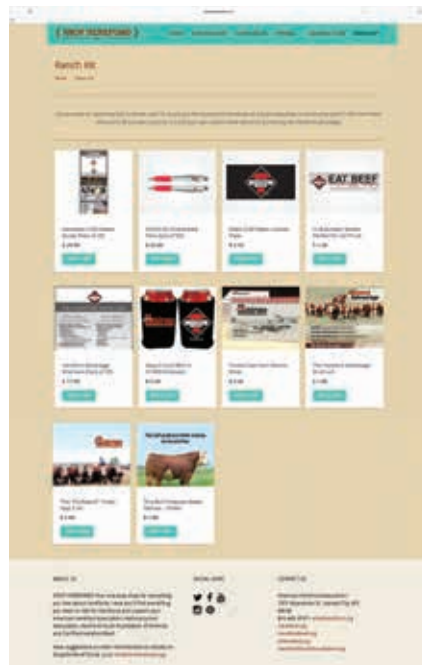
A motion was unanimously passed to have Graphic Arts, Topeka, Kan., produce a new national ad campaign and media buy. In addition, several strategies were put in place to produce the type of pictures needed to produce this ad and to use in other promotional material.

### New member packets and sale kits

A new member packet was presented as well as a strategy to follow up with new members via email to discuss opportunities and services provided by AHA. A new format has been designed through *ShopHereford.com* for breeders to customize promotional items for their sales.



New member packet



Sale kits

### Superior Marketing opportunity

Plans are in place to produce two "American Rancher" segments to promote all parts of the AHA and its membership. One-minute advertising slots will be offered to the membership. One of the shows will be scheduled to air in early January 2016 and one in August 2016.

### Financials

The mid-year financials were discussed. Most all business trends were good including registrations, inventories and transfers.



### Member Service committee

*MyHerd.org* use continues to increase and the Board was given a report on the addition forthcoming to the new online registry which will include DNA requesting screens.

A motion passed unanimously to adopt a new credit card policy. The AHA will no longer store credit card information. A member can use MyHerd to pay balances or can still call AHA with a credit card to pay current balances, and there is a spot on the sheet that accompanies work through the mail that allows individuals to use a credit card. This policy was adopted to protect members from credit card fraud that has been seen in various companies and banks.

A motion passed unanimously to adopt a new rush fee policy. Rush fees will continue to be \$25 however, there will now be a five head limit each rush fee covers. More than five animals can be included, but a \$25 rush fee will be billed for every five head that are submitted as rush processing.

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### **Hereford Publications, Inc. (HPI) committee**

Business and financials are strong for HPI and the staff has worked with the postal service to allow bundling of sale catalog mailing and the *Hereford World* magazine to exceed the prior limits. This will affect the percentage of editorial content in the *Hereford World*.

### **Show and sale committee**

A motion passed unanimously to submit the following names to judge this year's national shows.

- **Keystone International Livestock Exposition**  
Scott Bayer, Wisconsin
- **American Royal**  
Dan Shike, Illinois
- **North American International Livestock Exposition**  
Matt Copeland, New Mexico
- **Western Nugget**  
Jirl Buck, Oklahoma
- **National Western Stock Show** Tyler Cates, Indiana
- **National Western Stock Show pen and carload show**  
Ronnie Morgan, Nebraska;  
Travis Pembroke, Oklahoma; and  
Ryan Rathman, Texas
- **Fort Worth Stock Show**  
Randy Daniels, Georgia **HW**

## **Note: Registration Certificate Changes**

The American Hereford Association (AHA) Board of Directors and staff members have been working on developing several new expected progeny difference (EPD) traits. A couple of the additions were introduced last December with the release of the new Udder and Teat EPDs. There will be several to follow. With the addition of these new traits, it is necessary to find ways to make room on the various reports and forms where EPDs are reported so the format and content of various things will need to be revamped.

The first of these is the registration certificate. No information you are used to seeing on the registration certificates is being taken away; we are adding more information. The biggest change

with the registration certificates is the orientation on the paper. They will now be printed in a landscape orientation with the certificate broken down into quadrants with the animal and owner information in the upper left, EPDs in the lower left, pedigree in the upper right and trait phenotype information in the lower right.

So, when you get your next batch of registration certificates, don't be shocked if they look a little different when compared to what you have received in the past. **HW**