

Connie Couch



A native of Kansas City, Connie Couch, whose agricultural background consists of her dad working as a meat buyer for Safeway Supermarkets, says, "I'm a big city girl." After high school, Couch worked for an orthodontist for several years before moving to California to work for Unitek Information Systems as their first female sales representative. Then, she moved back home, working for Hallmark Cards in sales. A brief hiatus landed her in Iowa, where she opened her own Hallmark gift shop — Connie's Hallmark Shop.

It was more than 14 years sales and marketing experience that earned her position with the American Hereford Association (AHA). After moving back to Kansas City, she learned

of a position at the AHA through a temp agency. Couch worked two years as the AHA's member relations coordinator with additional responsibilities of accounts payable and assistant receptionist.

After more than five years since joining the AHA staff, Couch continues working to make the name Hereford known. She plays an important role in Certified Hereford Beef (CHB) LLC. As the business information specialist, Couch tackles day-to-day tasks including coordinating staff and retail meetings and organizing point-of-sale materials, data from packers and Hereford Verified information. She also coordinates CHB's internship program, plans special CHB events and directs trade show activities. Her communication skills are a valuable asset for responding to requests from producers, food industry professionals, customers and consumers.

"I live a great life," Couch says. "It's been a long road to get to CHB. I've learned a lot and have seen some great changes in the program. We have taken on five new breeds and have acquired new food services and new retailers. It has definitely grown."

When she is not at work, you can usually find Couch playing golf or watching and attending NASCAR events. She also enjoys spending time watching her great-nephew, Corey. His

father is a member of the Army Active Reserve and is awaiting deployment to Iraq. "Corey's mom works on Saturdays, and I volunteered to watch the little guy for them," Couch says. "I really enjoy him. He is full of energy and loves to be outside playing at the playground or going for a walk." Couch takes her nephew on many outings such as trips to the zoo, the swimming pool and the airport to watch airplanes approaching. Family is very important to Couch.

"Corey is the fourth of my great-nephews, and if they were all close, I would be spoiling all of them," she says. "We now have a new great-niece. Don't think she will be spoiled, do you?" **HW**

Connie's Favorites

Food: Mexican

TV Show: *Grey's Anatomy*

Singer: Country music star, Keith Whitley

Month of the year: January, because everything starts over new