



"CHB Bites" is a column designed to keep you in-the-know about Certified Hereford Beef (CHB) program happenings. You can also follow CHB on Facebook at facebook.com/CertifiedHerefordBeef.



CHB LLC introduces new ambassadors

In May Certified Hereford Beef (CHB) LLC welcomed two new CHB Ambassadors to the program: Kim Coley, Sewanee, Tenn., and Nicole Morrison, Mount Gilead, Ohio.



Kim Coley

These women will help promote the CHB® product across the country in various ways, including attending store openings and promotional festivities, and educating consumers about the benefits and quality of CHB.

Coley has a strong agricultural background and has participated in an agricultural Extension program about educating the consumer and government officials about the beef industry. In addition, her family has shown cattle across the country, and her husband, Tommy, is an American Hereford Association (AHA) fieldman for the Southeast region.



Nicole Morrison

Morrison is the food service director for the Northmor Local School District in Galion, Ohio. In addition to running a catering business, she and her husband, Tom, also raise Hereford cattle.

Brad Ellefson, CHB LLC vice president of retail accounts, says the addition of these two new CHB Ambassadors will serve the CHB brand well.

"With the addition of these two new CHB Ambassadors, we'll have the opportunity to support the growth of the CHB program in retail, as well as food service," he says. "These two women are knowledgeable and passionate about CHB and will be a tremendous asset to the brand."



CHB for a cause

On May 17 CHB was well represented for charity.

During the "Cookout for a Cause," organized by CHB vendor The Butcher Block, Quincy, Ill., customers enjoyed free giveaways and delicious CHB product in support of West Central/Area 11 Special Olympics Illinois.

In all, CHB LLC staff served nearly 75 lb. of sliced beef brisket, 75 lb. of bacon cheddar burgers and 85 lb. of ribeye steak sandwiches to event attendees. The event generated \$1,500 for West Central/Area 11 Special Olympics Illinois.

CHB Territory Manager Danielle Starr says attending the event during her first week on staff was an excellent introduction to the generosity of the Hereford family.

"The partnership with The Butcher Block instantly expanded to a community, which supported one goal: West Central/Area 11 Special Olympics Illinois," Starr says. "The Hereford community surrounded me as a child and young adult; and now, as a young professional, I can be a part of the community that strives to give back. I am thankful for this experience."

The Butcher Block, owned by Dan and Chris Viehl, conducts CHB cookouts for charity several times a year, including the local Alzheimer's association. **HW**



During the "Cookout for a Cause" on May 17 at The Butcher Block, Quincy, Ill., \$1,500 was donated to the West Central/Area 11 Special Olympics Illinois. Pictured (l to r) are: Dan Viehl, owner, The Butcher Block, and event sponsors — Steve Looten, Western Catholic Union; Danielle Starr, CHB LLC territory manager; and Kevin Reed, Reed Promotional Media — present the donation to Jill Reffert, West Central/Area 11 Special Olympics Illinois.