

Join Us for the Hereford Genetic Summit

Drought, record-high feed costs, changing consumer preferences and a growing global demand for protein have driven significant changes in the U.S. beef industry. The American Hereford Association (AHA) is committed to helping its members understand these trends shaping the beef industry and helping members take the steps necessary to position the breed to capitalize on those trends.

With this in mind, the AHA is planning a Hereford Genetic Summit Sept. 4-5 in Springfield, Mo., where breeders can gather and engage in meaningful discussions about the industry, the inherent strengths and weaknesses of the Hereford breed, and the actions necessary to position the breed for continued growth.

With the theme "Get on Board, Navigate Your Future," the Summit will include informative, educational presentations, small group discussions, audience participation, and, of course, entertainment and fun. The day-and-a-half conference program will include some of the most influential speakers in the beef industry.

The event will be hosted at Missouri State University's Darr Agricultural Center/Bond Learning Center in Springfield.

Kevin Ochsner, agribusiness consultant and host of National Cattlemen's Beef Association's (NCBA's) "Cattlemen to Cattlemen," will facilitate the program. Other industry leaders will discuss the basics of consumer demand, what is driving beef industry economics, how Herefords fit in the commercial industry today and the role of a seedstock producer. The program will be both thought-provoking and challenging as we plan for the future of the Hereford breed.

The event will also include time for some fun and social interaction with a "Hereford tailgate party" Thursday night and an evening on Table Rock Lake aboard the Showboat Branson Belle on Friday evening.

Culinary class offered

A Certified Hereford Beef (CHB®) culinary class will be offered as a program option on Friday morning from 10 to 11:30 a.m. The class will feature Flavio Ribeiro, Brazilian meat scientist, along with Andrew Brooks, CHB LLC director of marketing, sharing some CHB cooking and food preparation tips along with wine pairing.



Register now and save \$50

Hereford enthusiasts can register online at HerefordGeneticSummit.com.

Until Aug. 11, single registration will be \$200 and couples \$300. After Aug. 11, including on-site, registration fees will be \$250 for a single individual and \$350 for a couple.

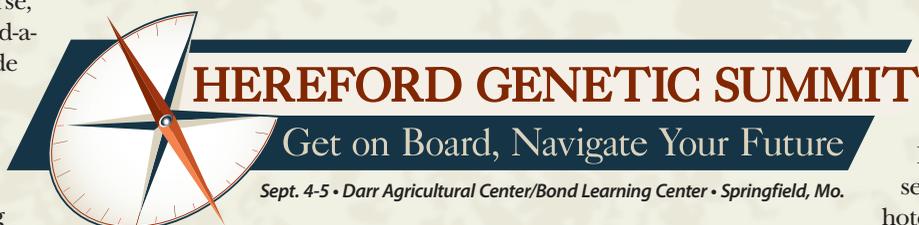
Hotel information

The University Plaza Hotel and Convention Center in Springfield will serve as the headquarters for the Summit. A block of rooms has been reserved for attendees at a rate of \$99, plus tax, per room. A complementary hot breakfast buffet will be available both Friday and Saturday mornings at the hotel.

All attendees must make their own reservations by calling the hotel directly at 417-864-7333. Rooms in the AHA block can be reserved until Aug. 21.

Airport shuttle

Attendees can fly into Springfield-Branson National Airport (SGF). The airport serves American, Allegiant, Delta and United airlines. A shuttle service will be available from SGF to the hotel on Thursday morning and to the airport from the hotel on Saturday morning.



HRF auction on the boat

A highlight Friday evening on the Showboat Branson Belle will be an auction benefiting the Hereford Research Foundation (HRF). A variety of unique items and opportunities will be up for bid Sept. 5.

Look for more information on the auction on Page 39 and in future issues of *Hereford eNews*.

More information

Don't forget to check HerefordGeneticSummit.com to find more event information and speaker biographies and to register for the event. There was also a special section starting on Page 164 of the July *Hereford World* with event highlights.

Plan to join us Sept. 4-5 for the Hereford Genetic Summit. You won't want to miss this opportunity to help chart the course for our future as a breed association. Save some money and register before Aug. 11. **HW**

A can't miss event for the serious Hereford breeder

- * Informative, educational presentations by industry leaders.
- * Stimulating discussion about the industry and the actions necessary to position the Hereford breed for continued growth.
- * Socializing with other Hereford leaders while setting a course for the future.

Register online at HerefordGeneticSummit.com

Aug. 11 registration deadline: Single \$200; couple \$300 | Walk-in (after Aug. 11): Single \$250; couple \$350

Schedule of Events

Thursday, September 4

1:30-3 p.m. Registration, Darr Center

3 p.m. **Charting Our Course**

Craig Huffhines, AHA executive vice president

Jack Ward, AHA chief operating officer and breed improvement director

4:30 p.m. **Yesterday's Lessons, Today's Decisions, Tomorrow's Opportunities**

Kevin Ochsner, agribusiness consultant and host of National Cattlemen's Beef Association's (NCBA's) "Cattlemen to Cattlemen"

6 p.m. **Hereford Tailgate Party and Taste of Missouri**

Sponsored by Ram Trucks, Biozyme Inc. and Springfield Grocer Co. Inc.

Friday, September 5

Breakfast buffet available at hotel

8 a.m. Buses leave hotel

8:30 a.m. **Navigating Our Future**

Kevin Ochsner

8:45 a.m. **Understanding the Consumer**

John Lundeen, NCBA senior executive director of market research

Joe Pawlak, Technomic vice president

10 a.m. Break

10 a.m. CHB Culinary Class

10:20 a.m. **Economic Drivers of the Beef Industry**

Randy Blach, CattleFax CEO

Dr. G. Kee Jim, Feedlot Health Management Services Ltd. CEO and managing director

11:30 a.m. Lunch buffet

12:30 p.m. **The Value of Hereford Genetics in the Commercial Industry**

Lorna Marshall, Genex Cooperative U.S. beef marketing manager

Dr. Randall Raymond, Simplot Livestock Co. director of research and veterinary services

1:45 p.m. **Your Responsibility as a Seedstock Producer**

Galen Fink, Fink Beef Genetics, Randolph, Kan.

Don Schiefelbein, Schiefelbein Farms LLC, Kimball, Minn.

3 p.m. Break

3:20 p.m. **Get on Board**

Kevin Ochsner

4:15 p.m. Buses to hotel

5:30 p.m. Load buses at hotel for Showboat Branson Belle

7-11 p.m. Evening aboard Showboat Branson Belle