

BOARD ACTION

The American Hereford Association (AHA) Board of Directors met Aug. 6-7 in Murfreesboro, Tenn., for the 2015 summer Board planning and budget meeting. The following are highlights of the meeting:

The Board heard reports from all committees and looked at the initiatives derived by the Hereford Genetic Summit and the strategic plan to formulate a budget for fiscal year 2016.

After looking at projections for 2015 year end, the Directors acknowledged that the Association will have another year of adding to reserves and a profit after depreciation.

The Board then approved a surplus budget for fiscal 2016 of \$29,633 after depreciation of \$160,516. The AHA is projected to generate more than \$6 million of revenue during the next year from its parent company and subsidiaries and will work to utilize those funds to advance the breed through member service, promotion and advertising, research, commercial marketing and advertising, and youth development.



New national ad campaign

The Board approved the new advertising campaign designed by Graphic Arts, Topeka, Kan. A series of three ads will be released over the next few months with

testimonials from industry leaders.

In addition, videos will be produced to complement the print ads, and the FY 2016 media buy includes more digital advertising. For more on the new campaign, see Page 52.

An "American Rancher" episode will be produced to air the week of Jan. 4. The show will include footage from the ad campaign testimonials along with information about the National

Western Stock Show and other AHA programs.

HPI announcement

The Hereford Publications Inc. (HPI) committee reported that Ben Brillhart has resigned as the mountain region field representative because of his growing commitment to the family ranch (see Page 58). The Board of Directors wishes to thank Ben for his years of service to the AHA.

Building committee report

Negotiations continue regarding the sale of the AHA building. AHA staff and Board are looking at possible relocation options. The mayor of Kansas City, Mo., has given his full support to a downtown convention hotel on the current AHA property. The city council has voted to accept the investment group's financial proposal including tax incentives.

Breed improvement action

The Board voted unanimously to increase the cost of a basic DNA test to \$38 because of the increase in price from GeneSeek Inc. This increase will take effect on Sept. 1.

The cost of GE-EPD (genomic-enhanced expected progeny difference) tests and combination packages of the GE-EPD test with the basic DNA profile or horn/poll tests will remain the same as they have been since late 2014.

Member service update

MyHerd continues to add members and accounted for more than 50% of the registrations during the past few months. Nearly three-fourths of all adult and junior members

have access to the MyHerd system. MyHerd continues to be tweaked and tuned to make it as user friendly as possible. Staff is working to provide access to DNA requests and DNA results through MyHerd.

The School of MyHerd webinar series has been very successful, helping to educate members about the service. New sessions will start again in October. Dates and times will be posted on *Hereford.org* and in *Hereford eNews*. If you have any questions or need assistance using MyHerd, e-mail the MyHerd team at MyHerd@hereford.org or call the AHA customer service department at 816-842-3757.

CHB celebration planned



Certified Hereford Beef (CHB) LLC continues to experience good growth in both food service and value-added programs. Since 2015 is the 20-year anniversary of the CHB program, the Association will host a celebration on Oct. 30 at the AHA headquarters.

Hall of Fame inductees selected

Jim Mrnak and family, Bowman, N.D., and Charles Chandler and family, Baker City, Ore., will be the newest members of the Hereford Hall of Fame. Both families will be recognized on Oct. 30 during the AHA Annual Meeting weekend in Kansas City.

For more Annual Meeting information, see Page 16 and the October *Hereford World*. **HW**