

The American Hereford Association (AHA) Board of Directors met in Baker City, Ore., Aug. 12-13. The following are highlights of the meeting:

After a tremendous year of increased demand for the Hereford breed, the AHA Board adopted a very progressive and challenging final version of a new strategic plan after several months of development. To review the Strategic Plan, see the September *Hereford World* or visit Hereford.org.

As part of the budgeting process, the Board worked to allocate the resources of the entire organization in a manner that will best execute the priorities of the plan and maintain the services the members have come to expect.

The key areas of focus in the coming year were identified as:

- 1) Continue to work toward the development of DNA tests that may someday be incorporated into the AHA genetic evaluation in an effort to increase the expected progeny difference (EPD) accuracies in young unproven animals.
- 2) Work to collect DNA samples on animals with known functional defects in an effort to search for tests that might identify animals that are high risk for such problems.
- 3) Expand the National Reference Sire Program (NRSP).
- 4) Continue to educate producers about proper on-farm data collection and contemporary grouping.

- 5) Explore corporate opportunities to enhance breed improvement tools.
- 6) Continue to participate in USDA (U.S. Department of Agriculture) and National Beef Cattle Consortium research related to Hereford genomics.
- 7) Work toward growing the research foundation fund.
- 8) Work toward alliances that might someday influence the marketing of 1 million feeder cattle through value-added systems.
- 9) Develop strategies to more efficiently promote and market Hereford-influenced females at a higher value.
- 10) Develop on-farm software strategies with technology partners that could make data transfer more user-friendly.
- 11) Work toward growing volume and revenue through the Certified Hereford Beef (CHB) program with a breakeven financial in 2011.
- 12) Continue the development of the CHB value-added revenue stream, adding \$200,000 of additional income to the company in the next fiscal year.
- 13) Develop a high marbling Hereford brand.
- 14) Develop educational tools through video media, online media and field service extension.
- 15) Establish a convention format for the AHA Annual Membership Meeting with educational and industry-related forums.
- 16) Expand the media exposure that seedstock breeders have to the commercial cow-calf industry.
- 17) Develop promotional contracts for breeders that bundle a variety of Hereford Publications Inc. (HPI) and AHA media tools and expand creative service talents outside the breed that will generate additional revenue for HPI.
- 18) Streamline the use of credit cards and billing systems.
- 19) Continue to benchmark and measure commercial industries' interest in Hereford genetics.
- 20) Network with ad media in an effort to best deliver the Hereford message.
- 21) Drive demand for Hereford products marketed on BuyHereford.com
- 22) Increase the National Junior Hereford Association (NJHA) membership through proper promotion and branding of the benefits the youth program delivers to young people in agriculture.
- 23) Bring multiple breeds together, along with a corporate funding mechanism, for hosting the largest seedstock youth show in the nation.

Additional Board action

A new advertising campaign was approved that addresses Hereford benefits including disposition, ease of handling and female efficiency in the Hereford cross.

In addition, the board approved a joint advertising campaign with

the American Brahman Breeders Association designed to promote the F1 tigerstripe female that will run in strategically targeted publications.

The Board approved an extension to the agreement with the Wendt Group, the Internet host and manager of BuyHereford.com.

The Board approved the recalculation of profit indexes once cow weight and heifer calving rate EPDs are firmed up and economists have defined the influence of those two traits.

The Board approved an export certification program whereby Hereford and Hereford-influenced cattle that meet specific export standards can be documented for export trade through a fee-for-service program.

The Board instructed staff to move forward in establishing the baldie registry program with permission to form a committee utilizing outside resources that might help with the process and bring back a plan to the AHA Board once a cost analysis has been conducted.

The Board approved a restructure of the CHB LLC board of directors that will add key outside positions from the meat industry to the board, establish a rotation and retain at least four representatives from AHA on the board. The total board will be eight members with an option to go to nine members.

The AHA 2010-2011 budget was approved with a projected consolidated income to the positive of nearly \$4,000. **HW**

Hereford.org Banner Ads Drive Traffic

The American Hereford Association (AHA) recently introduced banner ad packages, combining banner advertisements on the AHA Web site with advertisements in the *Hereford World*.

Caryn Vaught, Hereford Publications Inc. production manager, says these packages were created in response to requests from AHA members.

"While some breeders are just interested in purchasing a banner ad as a way to advertise, many other breeders often choose to advertise in the *Hereford World* or have AHA Creative Services

design a sale catalog for their sale or event," Vaught says. "These packages give them an option to combine their print advertising with their online advertising, which is a great value."

These banner ads can be linked directly to the advertiser's Web site or to an online sale catalog.

When the AHA staff creates a banner advertisement for a breeder, the advertisement is created as a square and rectangle for use on the AHA Web site and in electronic newsletters. Advertisements located on the AHA Web site rotate

throughout the site and are visible on all popular pages, Vaught says.

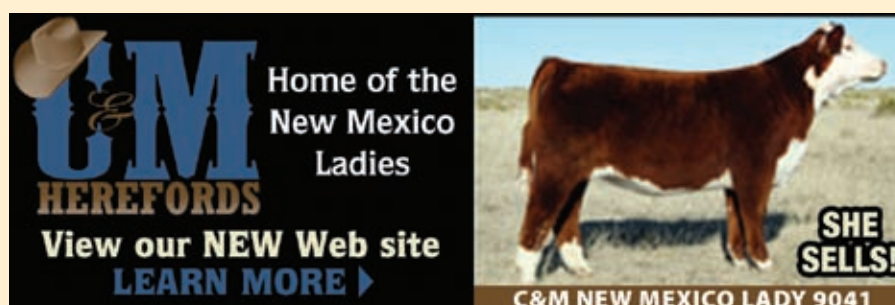
Each banner advertisement can be created with a maximum of two frames. Up to two additional frames can be added for \$50 each.

All information for banner advertisements — including information and photos — should be submitted to the AHA staff at least one week prior to the anticipated start date, Vaught says.

Pricing options include:

- 1-month with 4 *eNews* or *Sales Digest* ads – \$500
- 2-month with 4 *eNews* or *Sales Digest* ads – \$900
- 1 year with 20 *eNews* or *Sales Digest* ads – \$1,500
- HPI Contract — 4 one-page *Hereford World* ads (4-color) and a one-year banner ad on the AHA Web site – \$5,500
- Creative Service Contract — catalog, one-month banner ad on AHA Web site and 4 *eNews* or *Sales Digest* ads – Catalog bid price + \$400
- 1 distribution in *eNews* or *Sales Digest* — \$100 or \$200 for top spot

In July banner ads posted on *Hereford.org* had a total of 193,479 views. Most ads, both sizes combined, are getting about 6,000 views per month. For more information, visit Hereford.org/mediakit or contact Vaught at cvaught@hereford.org or 816-842-3757. **HW**



Banner ads are created in two sizes and rotate throughout the AHA Web site, *Hereford.org*.