

The American Hereford Association (AHA) Board of Directors met for its annual summer budget-planning meeting in Columbia, Tenn., Aug. 11-12. The Board reviewed its strategic plan objectives and initiatives and developed a 2011-12 operating budget for the Association and its subsidiaries. The following are committee briefings from the meeting:

Breed improvement committee

The Board continued to support ongoing genetic discovery research with the National Beef Cattle Evaluation Consortium (NBCEC) and, principally, Iowa State University, University of Nebraska and University of Missouri, along with support from a U.S. Department of Agriculture (USDA) Federal research grant.

The Board approved the negotiation of a new DNA laboratory agreement with GeneSeek, a laboratory based in Lincoln, Neb., that has additional research capabilities as well as cost effective technology that can transfer the AHA from microsatellite technology to SNP technology when the time is right. These plans are to be initiated in the coming fiscal year.

Collaborative efforts with staff and research consultants have developed new traits pertaining to longevity, fertility and mature cow size. The Board approved the development of updated economic indexes utilizing these new traits that measure economic efficiency.

The Board supported continued research efforts on functional defects and baldie genetic evaluation.

Marketing committee report

The Board approved several marketing, communications and advertising initiatives including:

- 1) The national advertising campaign
- 2) Continued complimentary *Hereford World* subscriptions sent to commercial bull buyers
- 3) September media event
- 4) RFD-TV "American Rancher" promotional/educational video
- 5) Social media strategy including the hiring of a communication specialist for the development of a "Buy Hereford" and Certified Hereford Beef Facebook site (see Page 12)

6) The hiring of a *BuyHereford.com* general manager

7) Development of a series of educational YouTube videos

8) Continued support of National Western hospitality suite in the Livestock Exchange building

9) The promotion of *BuyHereford.com* within the AHA national advertising campaign

Member service committee

The Board discussed the transition to the new ILR2 registry and business management system, which was a required development because of the software and equipment of the old ILR1 system becoming obsolete.

The Board strongly endorsed the new Annual Membership Meeting format in Kansas City Oct. 28-30 (see Page 24).

Hall of Fame/Hall of Merit committee

The Board unanimously endorsed the proposed candidates to be inducted into the AHA Hall of Fame and Hall of Merit during the Annual Meeting in October.

Certified Hereford Beef

The Board was encouraged by the performance of Certified Hereford Beef (CHB) LLC in 2010-11, including an 8% growth in beef volume and a near breakeven projection for the year in finances. The Board supported the budget submitted by the CHB board, including two proposed new employees in fiscal year 2012.

Finance committee

The Board unanimously approved a deficit budget for fiscal-year end 2012 of -\$79,000 after depreciation. This budget projects a positive cash flow for the year, takes into consideration the concerns over drought conditions and supports a growing number of initiatives designed to enhance the marketability and value enhancement of the Hereford breed. **HW**