

2012 Annual Meeting Planned

AHA members will meet in Kansas City Nov. 2-4 to conduct Association business.

Members of the American Hereford Association (AHA) will be in Kansas City Nov. 2-4 for the 2012 Annual Meeting. New dates and a venue change are planned for this year's event.

The Argosy Casino Hotel and Spa, located in Riverside, Mo., will host the event. The hotel's two restaurants — Crazy Olives and the Journey steakhouse will feature Certified Hereford Beef entrées during the annual meeting weekend.

Friday afternoon an educational forum will kickoff the weekend at the Argosy, followed by a "Hereford Honoree" reception. The educational forum will focus on the basic principles for proper expected progeny difference (EPD) calculations including the importance of proper contemporary

grouping, genetic correlations among traits, heritabilities of traits and age of dam adjustments. Discussion will also include explanations of the new heifer calving rate (HCR) and sustained cow fertility (SCF) EPDs. Also planned is an update on AHA's DNA testing and genomic-enhanced EPDs (GE-EPDs).

Saturday highlights

Saturday the Annual Membership Meeting, which is open to the public, will start at 8:30 a.m. Association members selected 126 delegates to conduct the Association's business and to elect three members to serve on the AHA Board of Directors.

The six Board candidates are Craig Beran, Claffin, Kan.; Curtis Curry, McAlester, Okla.; Jonny Harris, Screven, Ga.; Sam Shaw, Caldwell, Idaho; Harold Sidwell, Carr, Colo., and Jay Wright, Morgan, Texas.

Candidate profiles are on Page 25 and a list of delegates starts on Page 27.

The Association's Annual Report will be presented and distributed during the Annual Membership Meeting along with other reports on activities within the Association, Hereford Publications Inc., Certified Hereford Beef (CHB)

LLC and the Hereford Youth Foundation of America (HYFA).

This year's Hereford Heritage Hall of Fame and Hereford Hall of Merit recipients will also be recognized. Buses will be available to shuttle attendees to the American Royal complex for the Ladies of the Royal Sale, which will start at 3 p.m.

Herefords in the ring

Sunday the junior Hereford show will begin at 8 a.m. at the American Royal complex. The junior show judge will be Mark Ebling, Cleburne, Texas. The National Hereford Show, judged by Murray Andrew, Moose Jaw, Saskatchewan, will follow the junior show.

Between the female and bull shows, 2011-12 National Show Award winners will be recognized. Prior to the selection of the champion bull, the 2012-13 National Hereford Queen will be crowned.

At 9 a.m. the AHA Board of Directors will be available in the American Royal Governor's Room at the American Royal complex to answer questions about the Association and its programs.

For those who can't make the trip to Kansas City, show results will be available online at Hereford.org **HW**

Schedule of Events

(subject to change)

Friday, November 2

1:30 p.m. Educational Forum, Argosy Hotel & Spa's Cordoba Room

Industry Outlook During Volatile Times — Randy Blach

Breed Improvement 101: Contemporary Groups, Age of Dam Adjustments, New Traits for Fertility — Dan Moser

Hereford Genomic Update — Dorian Garrick

DNA Testing: Our New Partner GeneSeek — Elisa Marques

3 p.m. Hereford Youth Foundation of America (HYFA) Board Meeting, Argosy Hotel & Spa's Board Room

5 p.m. National Hereford Women (NHW) board meeting, Argosy Hotel & Spa's Barcelona Room

6:30 p.m. Hereford Honorees Reception, Argosy Hotel & Spa Grand Ballroom

Saturday, November 3

9 a.m. Annual Meeting, Argosy Hotel & Spa's Cordoba Room

1 p.m. NHW Annual Meeting, American Royal Complex Governor's Room

3 p.m. Ladies of the Royal Sale, American Royal Complex Wagstaff Sale Arena

Sunday, November 4

8 a.m. National Hereford Show, American Royal Complex

9 a.m. Board Q&A Session, American Royal Complex Governor's Room

Headquarter Hotel Argosy Casino Hotel & Spa

777 N.W. Argosy Casino Parkway
Riverside, MO 64150

1-800-270-7711

Room rate: \$99

Reservations need to be made by Oct. 16

All reservations must be made on or before the cutoff date. Ask for the American Hereford Association rate when making reservations.

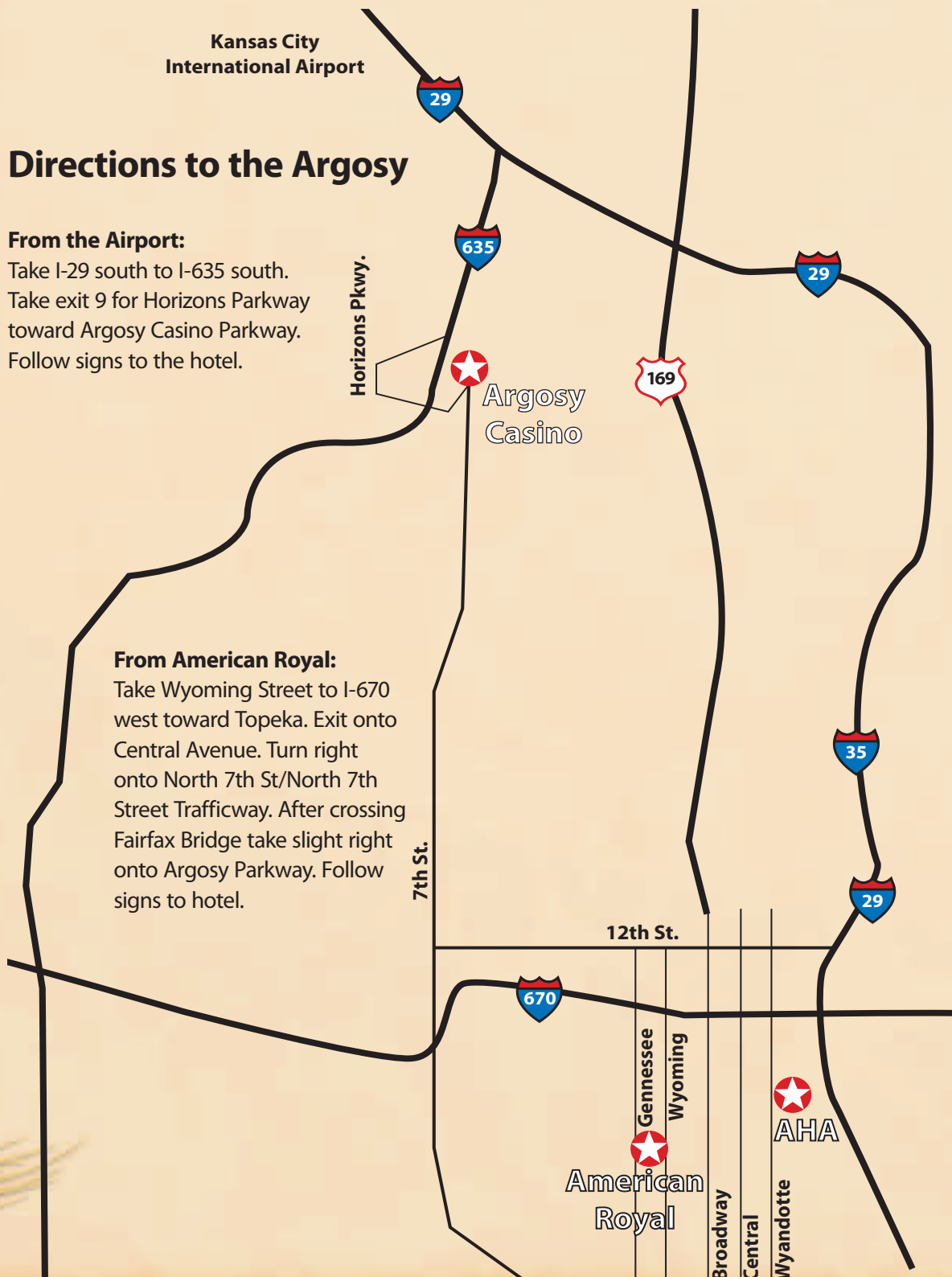
Directions to the Argosy

From the Airport:

Take I-29 south to I-635 south. Take exit 9 for Horizons Parkway toward Argosy Casino Parkway. Follow signs to the hotel.

From American Royal:

Take Wyoming Street to I-670 west toward Topeka. Exit onto Central Avenue. Turn right onto North 7th St/North 7th Street Trafficway. After crossing Fairfax Bridge take slight right onto Argosy Parkway. Follow signs to hotel.



Six Contending for AHA Board

The American Hereford Association (AHA) nominating committee has announced six Hereford breeders are vying for positions on the AHA Board.



Craig Beran

Craig Beran, Claflin, Kan., is a partner in his family-owned ranch, B&D Herefords. Craig and his three brothers — Gerald Jr., Terry “Tex” and Kevin — work together to manage the family’s Hereford, Angus and commercial cow herds.

The Beran family has been in the registered Hereford business since the late 1960s. With the focus of raising quality seedstock as well as supplying quality beef for consumers, the Berans calve around 800 cows a year. They host a production sale the fourth Tuesday in March each year and offer 125 to 150 bulls and 80 pairs.

Craig has been a member of the Kansas Hereford Association board, serving a term as president.

His family has participated in the Hereford Feedout for a number of years as well as shown cattle at the American Royal, Kansas State Fair and the National Western Stock Show (NWSS).

Craig’s daughter Bridget is active in National Junior Hereford Association activities and is serving as the Kansas Hereford Queen.

Craig has been a voting delegate at the AHA Annual Meeting for several years and has attended two Young Guns conferences.

Locally, Craig has served on the Barton County Farm Bureau board, the Holy Family parish finance council for 10 years, the Claflin Recreation Commission and the Barton County FSA board, serving as chairman in 2010 and 2011.

Craig and his wife, Michelle, have two children.



Curtis Curry

Oklahoma breeder Curtis Curry has been in the registered Hereford business since 1989.

Curtis and his family reside in McAlester. They run approximately 75-100 females in Okfuskee and Pittsburg counties.

They sell mostly private treaty, marketing approximately 40

to 50 bulls per year. Curry Herefords also hosted a *BuyHereford.com* sale last fall — making the Curry family the first to host its own *BuyHereford.com* sale. The family has also consigned to most National Hereford Sales through the years.

His marketing goal is to obtain enough land to increase his herd and be able to have the numbers to host a production sale each year. He’d also like to be able to sell all bulls to one operation annually.

Curtis and his family participate in national shows including the Junior National Hereford Expo, American Royal, Ft. Worth Stock Show and the NWSS.

He is currently president of the Oklahoma Hereford Association (OHA) and has served on the OHA board for 10 years. He’s also served as the Junior Hereford Association of Oklahoma advisor for six years.

Curtis is a member of the Pittsburg County Cattlemen’s Association and the Oklahoma Cattlemen’s Association.

Curtis and his wife, Donna, have two children.



Jonny Harris

Fifth-generation cattleman and farmer, Jonny Harris, Screven, Ga., owns and manages Greenview Farms Inc., a 3,500 acre diversified farm. Greenview Farms is the oldest, continuously active Hereford operation in the state of Georgia, producing seedstock since 1942.

In addition to Herefords, the Harris family has been producing F1 Braford, crossing half of their 400 mama cows with Brahman bulls, since 1981. Along with the cattle operation, they also manage timber, annual forages, hay, haylage and row crops including cotton, corn, peanuts and soybeans.

One of the family’s goals is to continue producing seedstock with quality to meet the purebred breeder’s needs and quantity to serve the commercial breeder and supplying both with the information they need to make their selections.

Jonny is currently a Georgia Hereford Association director. Other leadership roles include United Braford Breeders director and former treasurer, former Georgia Cattlemen’s Association (GCA) regional vice president and executive committee member, Florida Cattlemen’s Association member, former Wayne County Livestock Association president, former Southeast Georgia Cattlemen’s Association president, Wayne County Farm Bureau director and Wayne County Supervisor.

He represents GCA on the National Cattlemen’s Beef Association property rights and environmental committee, has testified at a U.S. Department of Agriculture, Environmental Protection Agency and Department of Interior listening session and has participated in two Washington, D.C. fly-ins promoting sustainable agriculture and conservation.

Jonny and his wife, Toni, have three children and six grandchildren.



Sam Shaw

Sam Shaw, Caldwell, Idaho, has been involved in the Hereford business since birth. His family owns and operates Shaw Cattle Co. The Shaw family has been in the Hereford business for 68 years, and Sam’s children represent the fourth generation involved with Hereford cattle.

The Shaws currently run more than 1,250 cows including registered Herefords, Angus and Red Angus. Two thirds of the Shaw herd calves in the spring with the remainder calving in the fall. The Shaws host an annual production sale in the spring and market 500 bulls and females. They also sell bulls and females private treaty throughout the year.

The Shaws’ breeding philosophy is based on their customers’ needs including production, soundness and performance. They have an extensive artificial insemination (AI) program. All females are synchronized once and then heat detected for a second cycle. They also collect feed intake data using the GrowSafe program. The entire crop of bulls from their fall calving herd is placed in the program.

Growing up, Sam was active in the American Junior Hereford Association, serving as president of the junior board. He represented AHA at the Young Cattlemen’s Conference (YCC) in 2003 and served as chairman of YCC in 2004. He served as the Idaho Cattlemen’s Association purebred council chairman from 2006-2008.

Sam and his wife, Janel, have three children.



Harold Sidwell

A Hereford breeder for 54 years, Harold Sidwell, Carr, Colo., partners with his son to manage Sidwell Herefords.

The Sidwell family has been in the Hereford business for 104 years, and today the Sidwell herd includes 125 registered Hereford cows and 200 commercial cows.

The family buys 100 heifers each year to breed to their home-raised bulls and then sells the bred females in late fall or early winter. They usually keep 35 bulls to sell private treaty. Any bulls not sold are consigned to the Oklahoma state sale.

The Sidwells also retain a select group of 30 heifer calves each fall. All steer calves and remaining heifer calves are marketed in the fall of the year. They also sell a few show prospects on a private basis. Sidwell Herefords can also be found exhibiting cattle at the NWSS, in the Yards and on the Hill.

Harold was inducted into the AHA Hall of Fame in 2011. He is a member of the Wyoming and Oklahoma Hereford Associations and has served as a director for the Colorado Hereford Association. He is a current member of the Wyoming Stock Growers Association, a past member of the Weld Re-9 School Board and past president of the Belvoir Grazing Association and has served as a church deacon. He currently attends Carr Community Church.

Harold and his wife, Marlene, have three grown children, four grandchildren and two great-grandchildren.



Jay Wright

Texas Hereford breeder Jay Wright is general manager of and partner in W4 Ranch, Morgan, Texas.

W4 Ranch was established in 1961 and currently includes 12,000 acres and supports 1,000 registered cows. W4’s goal is to raise registered seedstock that

will meet the needs of the changing cattle industry.

The ranch sells about 300 bulls per year and 150 to 250 females — both registered and commercial. The ranch hosts an annual production sale each fall.

Prior to joining the W4 Ranch team in 1999, Jay managed several seedstock and commercial ranches including Double Creek Farms, Deep Down Ranch, Riley Brangus, Hidden Valley Ranch and Hondo Creek Ranch.

Jay is a member of Texas Hereford Association (THA). Currently the THA president, he has served as a THA director for 10 years and as a member of the executive committee eight years. He has been on the Cowtown Select Sale committee for eight years. The Cowtown Select Sale is hosted during the Fort Worth Stock Show and Rodeo.

He has been a beef leader and president of the county fair board in both Somervell County and Bosque County, Texas. He currently serves on the crops and livestock committee for Bosque County. He is a member of the Texas and Southwestern Cattle Raisers Association.

Jay and his wife, Diana, have two sons and two granddaughters.

All six candidates had a chance to respond to three questions. Below are the questions and the candidates' responses.

Why are you running for the Board?

Beran: As a breeder whose livelihood depends on the success of the Hereford breed and the cattle industry as a whole, I have a vested interest in how the AHA operates.

Curry: I made the decision to run because several prominent breeders asked me to consider running for the Board and I feel like I would be an asset to the Board having the background of owning my own business for 19 years, experience of serving on other boards and being involved in the Hereford breed in all aspects.

Harris: I have the experience of being a director for local, state and national organizations. I feel this previous experience will enable me to offer positive direction to help keep our Association in the forefront of the cattle business.

Shaw: I have grown up in the Hereford breed and truly believe in it. Hereford breeders have built an incredible set of genetics that are valuable to the beef industry. I want to continue to move the breed forward as we increase market share in the future. The Hereford breed is something I plan to be a part of for the next 50 years, and it would be an honor to serve on the Board.

Sidwell: I am running for the Board because I am committed to the Hereford breed. As a Board member I want to be able to assist all breeders – big or small, horned or polled. Also, I believe Board members need to take an active role in resolving issues pertaining to the Hereford breed. I am proud to say I have been a lifetime breeder of Hereford cattle; I have a strong belief and passion for Herefords, and I want to share that with others.

Wright: I believe that my experience in all phases of a cattle operation and expertise will help guide the Board in the direction in which it is going.

I understand marketing, business, financing and the day-to-day operations of a ranch. I know many people across the U.S. who are in the Hereford business and understand their needs and concerns. The Association has been very progressive in pushing the Hereford breed to the forefront. Also, I firmly believe that a person should give back to his Association if he has the opportunity to do so.

What are some goals or ideas you have for the Association?

Beran:

I believe we need to continue to expand the Certified Hereford Beef (CHB) program, which will increase the demand for Hereford seedstock. I also believe we need to continue working on the validity of feed efficiency data and access for commercial producers. Expanding the marketing efforts of this data is crucial in light of the rising cost of feed and tight economic conditions.

Curry: I would like to see the website be more user friendly, including adding the capabilities of online transfers and registration papers so owners can automatically receive their papers. I'd like to see the Association pull DNA on all national champions, and develop a mobile EPD application for smart phones.

Harris: I will be a link between producers and the Association to help guide our organization into the future while supporting our existing staff and programs. I feel that in the next couple of years, the AHA should expend more resources on

implementing genomic linked EPDs. The AHA should continue to upgrade our software and initiate an online training program to help non-users become more efficient with the program.

Shaw: My main goal is to continue to grow our market share. I want to grow the AHA over the next four years in a number of areas:

I want to grow CHB to create a national "pull through demand" for Hereford genetics.

I want to continue to grow the National Reference Sire Program.

I would also like to see more programs similar to "Young Guns" that keep our younger adult members involved in the breed. Our younger members are the future of the Hereford breed and building their leadership skills is essential to the cattle industry as a whole.

I would like to ensure a user-friendly technology for all Hereford members.

Sidwell: I believe that the AHA needs to continue to find innovative ways of marketing the live animal as well as CHB product. We must also continue to prove the doing ability and carcass quality of Hereford/Hereford-influenced cattle. As a Board member, I believe it is also important to keep Herefords going as an ongoing trend for decades to come, not a fading fad.

Wright: A board member is the voice of the AHA and needs to seek every possible opportunity to promote the AHA and Herefords. Listening to what members request and desire is a huge factor. Getting Herefords at the forefront of the cattle industry is monumental.

An AHA Board member is an advocate who promotes Herefords, enlists the support of members and seeks support of those new to the industry. Most of all, a Board member needs to be open minded and willing to take the time to plan for the future.

The AHA records department needs to strive to become paperless. Registrations and transfers preferably should be completed online and remove the paper trail unless a customer requests it.

I would like to submit registrations and transfers online, receive online verification and rid the AHA of redundant paper copies. Also, if there is a problem with my registration or transfer requests, I would like to receive an electronic message as to the status of the request with details to address the matter.

I would really like to see hard copies of registration and transfer papers become the exception and not the rule. Performance data spreadsheets can be more user-friendly if they are streamlined so that any member can find the data he is looking for in less than three clicks of the mouse.

The horned and polled Hereford breeders across the U.S. must band together to promote Herefords on the global market. Horns, or lack thereof, do not feed the world. Let the beef quality speak for itself.

What is the biggest issue the AHA will face in the next five-10 years?

How does the Board prepare to face that issue?

Beran: I believe one of our biggest issues will be educating people on animal rights. Sharing with consumers that we use appropriate management practices and making them aware of the contributions of the agricultural industry are important to educate the public.

Curry:

With the growing decline in cattle numbers across the U.S., AHA needs a long-term goal and plans to capture and gain in market share. Along these terms AHA needs to increase registrations. This is what funds the Association.

AHA also needs to stress the importance of genomic profiles. The Association needs to build marketing plans to focus toward commercial breeders and the benefits of the Certified Hereford Beef (CHB) program.

The Board should also develop a marketing plan to capitalize on potential buyers and breeders at national events, where a large number of people attend.

Harris: With decreasing total cattle numbers nationwide, I feel the biggest issue AHA will face in the next five to 10 years is maintaining and increasing membership. We will face that issue by making sure we can document Herefords as superior in all aspects of the cattle industry – growth, carcass, tenderness, taste, maternal, temperament and predictability – which will keep Herefords as the breed of choice.

Shaw: The biggest issue that we will face is the continued decrease in the number of cows in the U.S. This will create a challenge for breeders, but there will be promising times that lie ahead for our breed.

When the cow herd starts to rebuild, maternal heifer calves (Hereford genetics) will be in high demand. As Board members and an Association, we need to be able to equip our members with the tools and information that it will take to promote our herd as the right cross to rebuild the nation's cow herd.

Sidwell: The biggest issue will be to continue with genomics. The integrity and purity of the Hereford breed must be protected. The Board has already taken steps in the right direction with genomics, and I believe the Board must not stop short in the testing process, thus enhancing the registration of animals. As breeders, we must embrace the process and continue to be open to changes that need to be made along the way to protect the integrity of the Hereford breed. As the testing/research continues the Board needs to be diligent in finding ways to make this more cost effective to the average breeder.

Wright: The biggest issue the AHA will face in the next five to 10 years will be the lack of cattle. The board will need to find producers who can meet the ever-increasing consumer demands.

Across the U.S., our greatest opportunity for growth is that Hereford cattle are economically efficient and sound. In the next couple of years, more resources could be expended to research ways to market Hereford cattle and make them the breed of choice in the market place whether that is through DNA or market profitability or the overall usefulness of using Herefords in crossbreeding programs.

