

2016 Annual Meeting Planned

AHA members gather in Kansas City Oct. 28-30 to conduct Association business.

Members of the American Hereford Association (AHA) will meet in Kansas City, Mo., Oct. 28-30 for the 2016 AHA Annual Meeting. Hereford enthusiasts will enjoy three days of events and activities

including educational forums, trade show, the Annual Meeting and the National Hereford Show during the American Royal. The Westin Kansas City at Crown Center, 1 E. Pershing Rd., will host the event this year.

New this year, an industry trade show will kick off the weekend at The Westin, connecting Hereford breeders with allied partners. An educational forum will be hosted Friday afternoon. The forum will offer six breakout sessions to dive deeper into AHA programs including *MyHerd.org*, social media marketing, Certified Hereford Beef (CHB®), Creative Services, Whole Herd Total Performance Records (TPR™) and leadership.

On Friday night, Hereford breeders are invited to attend an evening program to recognize this year's Hereford Heritage Hall of Fame recipients as well as Hereford Youth Foundation of America (HYFA) scholarship winners. The event will be at

6 p.m. at The Westin with food and drinks followed by the awards program.

Saturday events

Saturday, the Annual Membership Meeting, which is open to the public, will start at 9 a.m. Association members selected 154 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 Joel Birdwell, Kingfisher, Okla.; Stephen Coates, San Angelo, Texas; Tommy Mead, Midville, Ga.; David Schubel, Medina, N.Y.; Bruce Thomas, Gold Creek, Mont.; and Joe Waggoner, Carthage, Miss. Candidate profiles begin on Page 32, and a list of delegates begins on Page 36.

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., CHB LLC, National Hereford Women (NHW) and HYFA.

Buses will be available Saturday afternoon to shuttle attendees to the American Royal complex for the Ladies of the Royal Sale and the junior Hereford show.

Shuttles will start at 1 p.m. and run every half hour between the hotel and the American Royal complex. The last shuttle will leave the American Royal complex at 8 p.m.

Schedule of Events

Friday, October 28

11:30 a.m. **Trade Show open**, *The Westin Kansas City at Crown Center Pershing and Roanoke Foyer*

12 p.m. **Talk Hereford educational session one**, *The Westin Kansas City at Crown Center Pershing East, West and North*

MyHerd.org: The Efficiency of Electronic Recording

Creative Services: Capture an Outstanding Photo, Logo, Brochure or Catalog

Certified Hereford Beef: Excellence Built by Tradition

2:10 p.m. **Break**

2:30 p.m. **Talk Hereford educational session two**, *The Westin Kansas City at Crown Center Pershing East, West and North*

Social Media Marketing: Navigating a Social World

Whole Herd TPR Genetic Evaluation: What You Need to Know

New Heights in Leadership

4 p.m. **National Hereford Women (NHW) board meeting**, *The Westin Kansas City at Crown Center*

6 p.m. **Hereford Honorees Reception**, *The Westin Kansas City at Crown Center Century Ballroom C*

Saturday, October 29

8 a.m. **Continental breakfast in Trade Show**, *The Westin Kansas City at Crown Center Pershing and Roanoke Foyer*

9 a.m. **Annual Meeting**, *The Westin Kansas City at Crown Center Pershing rooms*

1 p.m. **NHW Annual Meeting**, *The Westin Kansas City at Crown Center*

2 p.m. **Ladies of the Royal Sale**, *American Royal Wagstaff Sale Arena*

5 p.m. **Junior Hereford Show**, *American Royal Hale Arena*

Sunday, October 30

8 a.m. **National Hereford Show**, *American Royal Hale Arena*

8:30 a.m. **Board Q&A Session**, *American Royal Governor's Room*



Headquarters Hotel

The Westin Kansas City at Crown Center

1 E. Pershing Rd., Kansas City, MO 64108
816-474-4400

A block of rooms is also available at the **Argosy Casino Hotel & Spa**, 777 N.W. Argosy Parkway, Riverside, Mo. Reservations can be made by calling 1-800-270-7711. Please reference the American Hereford Association to get the \$119 rate.

The sale starts at 2 p.m. followed by the junior Hereford show at 5 p.m. The junior show judge will be Scott Bush, Britton, S.D.

Herefords at the Royal

Sunday, the National Hereford Show will begin at 8 a.m. in Hale Arena at the American Royal complex. Between the female and bull shows, 2015-16 National Show Award winners will be recognized. Prior to the selection of the champion bull, the 2016-17 National Hereford Queen will be crowned. At

8:30 a.m. the AHA Board of Directors will host a Q&A session at the American Royal in the Governor's Room.

The National Hereford Show will be judged by Kevin Jensen, Courtland, Kan. For those who cannot make the trip to Kansas City, show results will be available online at Hereford.org.

The NHW will host its board meeting Friday at 4 p.m. and its annual meeting Saturday at 1 p.m. both at The Westin Kansas City at Crown Center. **HW**

Talk Hereford

Industry Trade Show

Hereford enthusiasts are invited to the Talk Hereford industry trade show hosted at The Westin Kansas City in Crown Center. The trade show will be open 11:30 a.m. to 8 p.m. Friday, Oct. 28, and 8 a.m. to noon Saturday, Oct. 29.

Exhibitors

Allflex
CattleMax
Certified Hereford Beef
GeneSeek
Hereford Publications Inc.
MyHerd
Purina Animal Nutrition LLC
ST Genetics
Shop Hereford
Superior Livestock Auction
VitaFerm

Note: exhibitor list as of Sept. 14.



TALK HEREFORD

Connecting Cattlemen with Our Allied Partners

Educational session one

Attendees may attend two of three forums in session 1.

MyHerd.org: The Efficiency of Electronic Recording

Are you a new AHA member curious about the MyHerd.org program, or a current member needing to brush up on the new updates? AHA Director of Records Stacey Standers and representatives from the records department will give a brief overview of the MyHerd site for any non-users or new members. The team will also focus on new features and will give an update on new tools available to help users learn to navigate the system and perform specific tasks.

Creative Services:

Capture an Outstanding Photo, Logo, Brochure or Catalog

Take your Hereford Publications Inc. (HPI) creative services projects to the next level with this session. HPI will present a panel discussion between HPI staff and attendees and will open the door for learning how to prepare projects for both print and digital production. The moderator, Joe Rickabaugh, director of field management and seedstock marketing, will introduce staff and lead the conversation on various HPI projects. This will be a fun, interactive, fact-finding session for those who attend.

Certified Hereford Beef: Excellence Built By Tradition

In this session, participants will learn why the Certified Hereford Beef (CHB®) program was formed and the requirements to qualify for the program from Chief Operating Officer Amari Manning, and Director of Commercial Programs Trey Befort. The team will cover live animal specifications and the USDA quality-graded carcass specifications along with an overview of the consumer side of the industry to learn how CHB is marketed in both retail and foodservice segments.

Educational session two

Attendees may attend two of three forums in session 2.

Social Media Marketing: Navigating a Social World

Whether you're a Facebook pro or just getting started online, this session is designed for those needing assistance in the social media world. Take your social media marketing to the next level with AHA Marketing and Communications Coordinators Kaylen Baker and Katy Holdener. The team will help lay the groundwork to enhance social media presence for your business. A question and answer portion will be included after the discussion of Facebook, Instagram, Twitter and website tips.

Whole Herd TPR Genetic Evaluation Updates:

What You Need to Know

AHA Director of Breed Improvement Shane Bedwell will discuss implementation of new genetic evaluation updates and will provide a roadmap for the future of the Hereford breed. This session will cover the reasons why the AHA is moving to the new genetic evaluation software, BOLT. Bedwell will also examine trait groupings and re-estimation of parameters, new economically relevant traits including Sustained Cow Fertility (SCF), Heifer Calving Rate (HCR) and Dry Matter Intake (DMI), and will review the four profit (\$) indexes — Certified Hereford Beef Index (CHB\$), Baldy Maternal Index (BMI\$), Calving Ease Index (CEZ\$) and Brahman Influence Index (BI\$).

New Heights in Leadership

Hereford breeders and enthusiasts are invited to attend a presentation by a high-energy, entertaining and, most of all, inspiring Kelly Barnes. Born and raised on a small family farm in eastern Oklahoma, Kelly's message is centered on the stories, life lessons and virtues he learned growing up. This is a can't-miss opportunity for all who want to take your personal and professional leadership to the next level.



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.



Joel Birdwell

Hereford breeder Joel Birdwell, Kingfisher, Okla., grew up on a ranch in southwest Oklahoma, where his family homesteaded 114 years ago.

Joel raised and showed Hereford cattle in his youth and was involved in the state and national junior Hereford programs.

He attended Oklahoma State University (OSU) and was a member of the 1995 livestock judging team.

Upon graduation, Joel was hired by OSU to manage its purebred beef cattle herd, which consisted of 500 purebred cows and five breeds. He was responsible for managing the artificial insemination (AI) and embryo transfer (ET) programs, the student workforce, and the annual production sale.

In 2002 Joel and his wife, Bridget, moved to Kingfisher to help expand Bridget's family's farming and cattle operation. They run approximately 2,000 head of stocker cattle annually that graze winter wheat. They also have more than 400 commercial cows and utilize a three-breed cross breeding rotation of Hereford, Angus and Charolais genetics. Cattle are marketed through video and private treaty sales.

Joel partners with his father on 300 registered Hereford and Angus cows, which are on the family ranch in Fletcher, Okla. They utilize AI and calve both in the spring and the fall. Approximately 100 head of bulls and females are marketed through their production sale hosted in February as well as through private treaty.

Joel's focus is to raise bulls and females that excel in the economically important traits – calving ease, marbling, fertility, fleshing ability and rapid growth to a moderate mature size.

Joel has also followed in his father's footsteps and has been growing his purebred auction business for the past 10 years.

He is a member of the Oklahoma Hereford Association and has served as a voting delegate for the AHA Annual Meeting. Joel is also involved in the Oklahoma Cattlemen's Association as district director and the American Quarter Horse Association and is president of the Kingfisher County Cattlemen's Association.

In his community, Joel is a member of the First Baptist Church and is on the grounds and property committee.

Joel and his wife have three sons, Jarret, 14, Judson, 12 and Jhett, 9.



Stephen Coates Jr.

West Texas cattleman Stephen Coates Jr., of San Angelo, Texas, is a fourth-generation Hereford breeder.

Coates Ranch was established in 1905 by Stephen's great-grandfather, P.H. Coates. In 1927 P.H. and his son-in-law, J.A. Queen, purchased 15 females at the Anxiety 4th Sale in Snyder, Texas, and began the registered herd. Every cow in the Coates Ranch herd today traces back to this purchase.

Stephen's grandfather, P.H. Coates Jr., purchased the herd in 1957 and continued the Anxiety 4th breeding until Stephen's father, Steve, partnered with P.H. Jr. in 1970. Stephen's grandfather passed away in 1987, and in 1994 Stephen formed a partnership with his father. Since their partnership, Coates Ranch has used Line One genetics to build its herd.

For decades Coates Ranch raised sheep and goats, but due to market changes, the Coates family sold all the sheep in 1998 and the goats in 2004.

Today they strictly raise Hereford cattle and Quarter Horses. Currently they run their 300-500 cow herd on the ranch that consists of 60 sections in the Permian Basin and Trans-Pecos areas of West Texas, including deeded and leased lands in Crockett, Reagan and Upton counties.

Each year they market 80-120 bulls along with heifers and bred cows private treaty. They strive to raise functional cattle that can survive in harsh environments and meet the needs of their commercial customers.

Coates Ranch also leases hunting rights to several major companies as well as small businesses. The Coates family is very active in brush control and improving watering conditions on the ranch for livestock and wildlife.

Stephen grew up showing Hereford heifers on the local level. From 2002-2005 he served on the Texas Hereford Association executive committee and was president for a term. He attends the AHA Annual Meeting each fall and has served as a voting delegate numerous times. Additionally, he is co-superintendent of the San Angelo Livestock Show and Rodeo Junior Hereford Heifer Show.

Stephen started working as a board-certified gastroenterologist at Shannon Clinic in San Angelo, Texas, in July 2004. He is currently on several hospital committees at Shannon Medical. In addition, he is on the board of directors at The First National Bank of Mertzon in Mertzon, Texas.



Tommy Mead

Involved in the Hereford business since his youth, Tommy Mead and his wife, Valarie, own and operate Mead Cattle Enterprises in Midville, Ga.

Tommy purchased his first registered Hereford in 1977, and at the age of 12, Tommy began showing Herefords in 4-H. Although he has always lived in Burke County, he has a broad base of experience

managing complex issues in both large and small operations.

Tommy manages the day-to-day operation of Mead Cattle Enterprises. Mead Cattle consists of a base herd of 250 registered Hereford cattle, and it produces an additional 150 ET calves each year. Tommy manages a vigorous ET program that flushes every five weeks from October to June. Semen and embryos are sold around the globe.

Tommy began marketing cattle through production sales in 1985, and in 2000 the first Mead Program Sale was hosted at the farm. In 2017 Mead Cattle Enterprises will host its 17th sale on Memorial Day.

In 2009 Mead Cattle received the Conservationist of the Year award from the Brier Creek Soil and Water Conservation District.

Tommy was a National Junior Hereford Association member for nine years, has been a member of the Georgia Hereford Association for more than 30 years and has served two terms as its president, has been its sale chairman and has hosted and facilitated field days.

He has been involved with national, state and county shows not only as a member but as a father, volunteer and sponsor. Tommy

and his daughter Tommie Lynn have attended many junior events at the state and national level.

Tommy has served on the boards for the Burke and Jefferson County Cattlemen's Associations and the Georgia Cattlemen's Association, and is a 4-H advisor and consultant.

Tommy and Valarie have four children, Tommie Lynne Mead, C.W. Walker, Katelyn Walker and Jackson Walker.



David Schubel

New York Hereford breeder, David Schubel, Medina, N.Y., has been a partner in SK Herefords LLC since 1996.

David, along with Phil and Dawn Keppler and their daughter Alana, owns and operates a 300-head cow herd in western New York, with approximately 100 registered Hereford cows. The commercial herd consists of Hereford and red and

black baldie females.

SK Herefords retains ownership of a percentage of its calf crop not sold for breeding stock and are fed out in its own facility. The remainder is sold as feeder calves through a local sale barn. The operation involves approximately 1,200 acres of pasture and row crops and produces corn and forages sufficient for the herd's needs.

SK Herefords collects data on both registered and commercial females and focuses breeding decisions on a balance of maternal, growth and carcass traits. The females at SK Herefords must produce efficiently in a real-world environment in order to stay in its herd.

Prior to his partnership with the Kepplers, David operated his own smaller herd from 1986-1996 under the name of Schubel Herefords.

Apart from his cattle endeavors, David is a partner in a local law firm, Webster, Schubel & Meier LLP, focusing on the representation of municipalities.

David has been a member of the AHA and the New York Hereford Association since 1986. He has held numerous offices of the New York Beef Producer's Association, and as a member of the National Cattlemen's Beef Association, he is on the production research committee.

He has served on the New York Beef Industry Council board of directors and held the offices of vice president and secretary/treasurer. He has been a member of the Cattlemen's Beef Board and served on the joint human nutrition research committee and joint evaluation committee, where he served as chairman in 2010.

David is also involved with various local charities and Trinity Lutheran Church.



Bruce Thomas

Montana Hereford breeder Bruce Thomas has been involved in the Hereford industry since birth.

Bruce and his wife, Tammy; son, Kurt and his wife, Jessica; and his parents, Richard and Shirley, manage Thomas Herefords, Gold Creek, Mont.

Bruce's parents began their registered Hereford operation in 1957 and brought

Bruce up in the business.

In the late 1970s, Bruce started Thomas Custom Fitting, in which he fed, fit and showed Hereford cattle across the United States, culminating with winning grand champion horned female at the 1984 National Western Stock Show. As his family began to grow, Bruce dissolved this business to be home with his family.

He then started a 25-year career in the timber and sawmill industry while helping with the day-to-day responsibilities of the ranch. During this time, Bruce had numerous responsibilities including being in charge of ranch sales, managing the operation's human resources and ensuring the safety of 150 employees.

In the 1970s Thomas Herefords began to use AI, but the ranch became aggressive in using this technology in the 1990s when the Thomases also started to utilize expected progeny differences (EPDs).

Today Thomas Herefords maintains 250 head of registered Hereford cows and markets cattle private treaty throughout the United States and other countries. The ranch sells 75 bulls and more than 50 head of females annually. Its partnership with Accelerated Genetics has provided an opportunity for domestic and international semen sales.

The focus of Thomas Herefords is to develop cattle to meet the needs of commercial customers by producing sound, efficient cattle that can excel in all segments of the beef industry.

Bruce is a member of the Montana Hereford Association and has served numerous terms on the board of directors and held various officer positions including treasurer for the 2016 Montana Hereford Association Tour. He has also served as an advisor for the Montana Junior Hereford Association.

Currently, Bruce is vice chairman of the Watershed Restoration Coalition of the Upper Clark Fork River and is on the Powell County Planning Board. He is also a member of the Montana Stockgrowers Association and Clark Fork City Church.

Bruce and Tammy have three children — Kurt and his wife Jessica, Amber and her husband Travis, and Heather and her husband Ben — and five grandchildren.



Joe Waggoner

Hereford breeder Joe Waggoner, Carthage, Miss., has been raising cattle all of his life.

Joe's youth was shaped by experiences in both beef and dairy judging and exhibiting livestock. He learned the business from his father and now, 55 years after purchasing his first Hereford calf, he manages the seedstock division of his family's fourth-generation farm in central Mississippi —

Waggoner Cattle Company, LLC. The family farm consists of a 150-head Hereford herd, a commercial herd and timber production.

The purebred cattle are marketed regionally in the Southeast and partnerships for bull development and sales in Kansas while females are marketed private treaty. He works to improve herd genetics and performance through participation in the Mississippi Beef Cattle Improvement Association (MBCIA), the AHA Whole Herd Total Performance Records (TPR™) and genomic testing.

Joe's father also influenced his decision to obtain degrees in civil engineering and law. In 1976 Joe and his wife, Allison, founded a civil engineering and management business in Jackson, Miss. For the last 40 years growing this firm and expanding the family cattle business have formed Joe's professional career.

Joe joined the American Polled Hereford Association in 1964 and became a member of the AHA following the merger of the polled and horned organizations. He has served as president, secretary and board member of the Mississippi Polled Hereford Association and has sponsored field days at the farm.

He is a member of the MBCIA, the National Cattlemen's Beef Association and the Beef Improvement Federation. Joe is also involved in chambers of commerce, economic development districts, state and national bar associations, the Society of International Business Fellows, the National Society of Professional Engineers, the American Council of Engineering Companies and Habitat for Humanity.

Joe and Allison have two grown daughters — Alex and Olivia. **HW**

Candidate Q&A

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

Why are you running for the Board?

Birdwell

I grew up raising and showing Hereford cattle and was heavily involved in the junior program at the state and national levels. I credit these experiences with helping to shape my career path. I have been involved with several different breeds from ownership to management to marketing, but Hereford cattle are where my loyalty lies.

I feel it is my obligation to do my best to continue to help strengthen the Association as well as to move it forward. I derive my livelihood from the cattle business – it is important to my family and me.

I have been in the Hereford business all of my life, even when being in that business was extremely tough, and have enjoyed seeing the revitalization of the Hereford breed. I want to be sure that we continue to be forward thinking in terms of advancing and strengthening our breed and Association.

Coates

Herefords have been part of my family for almost a century and now, more than ever, are the mainstay of our ranching operation. We have never raised another breed of cattle in nine decades. Herefords are the best and most versatile breed of cattle on Earth. They were right for the times when first introduced to America in 1817 and are still right for the times today. I believe that my background in medicine and research and my connections with commercial cattlemen would be an asset to our board in advancing the Hereford breed and gaining a larger market share. Ranching and Herefords are my true passion in life along with gastroenterology. I will listen to members' needs and work hard to improve on our predecessors' actions over the years to advance the Hereford breed and to make it more valuable and marketable.

Mead

When you watch something grow, it is easier to stand back. I feel it is time for me to give back to the AHA. I would like to share my philosophy, passion and years of experience.

Schubel

Having bred Hereford cattle for upwards of 30 years, now more than ever, I am a passionate believer in the functionality of the breed, which enables all segments of producers to realize profits in their respective operations. I would like the opportunity to play a role in shaping the Association's programming to encourage high-quality genetics that fit the different geographic areas where cattle are produced balanced against the need for cow-calf producers to have profit as their highest priority.

Thomas

Herefords have been my life's passion. Over the years I've watched the unselfish dedication of past and present Board members serve our membership so that individuals and operations like ours can benefit from the program, technology and marketing services. I was humbled to have been asked by the nominating committee to run for the Board and would be honored to serve the membership unselfishly.

My years of involvement in the corporate world have taught me that having diversity and different mindsets on a team is of great value. Bringing the challenges and ideas from the membership to the table and being able to open-mindedly work through those is a must.

Waggoner

Like many friends and acquaintances within the Hereford industry who are passionate about our breed, I am committed to supporting and contributing to advancement of Hereford to its appropriate position at the top of the beef cattle business. Being a member of the board will serve as an extension of my current work and provide an effective forum to devote my energy and ideas in support of the Hereford cattle industry. It also represents an important way to say "thank you" for the many ways the Association and individual members have helped me over the last 55 years.

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

Birdwell

It is very encouraging to see the steps the Association has taken in implementing Whole Herd Total Performance Records (TPR™), genomics and, more recently, the \$CHB program as well as the many research projects that it has been involved in. However, we need to continually be looking at ways to help producers add value to their cattle. One way is to continue to move Certified Hereford Beef (CHB®) toward a premium product so those who are producing and feeding Hereford-influenced cattle can be more competitive in garnering premiums in value-based programs.

The AHA has been involved in studies to evaluate Hereford genetics and needs to continue to expand those projects such as the National Reference Sire Program to continue to collect performance, carcass and feed efficiency data as well as cost-of-production data.

Value-based marketing is growing and will become more and more relevant in the future even into the calf and feeder cattle segments of the industry. We need to be exploring areas where we can help our producers document genetics, performance, efficiency and carcass traits so they can take advantage of these markets as they develop.

Producers need incentives to use Hereford genetics. We need to increase our presence in the commercial AI sector. We need to be producing sires that can be used with confidence in commercial heifer programs.

Coates

To be honest, Craig Huffhines, Jack Ward and the previous board members in recent years have done tremendous work with expected progeny differences (EPDs), profit indexes, genomics and data mining. I want to continue their work and to expand it to emphasize to the cattle industry and the general public that Hereford is the breed best suited to move the beef industry forward and to provide sustainable cattle to feed the world's population. As we continue to conduct research and to improve our performance data, we can show cattlemen through the consumer that our breed is right for the time.

Mead

I would like to see CHB expand to allow more members to benefit. Working with other Board members, I would like to have goals that propel staff to continue to enhance the future of the breed.

Schubel

Continued interaction by the AHA with the U.S. Meat Animal Research Center, the Beef Improvement Federation and the National Beef Cattle Evaluation Consortium is critical to ensuring the Hereford breed stays relevant and profitable. Additionally, the

AHA needs, to a limited extent, to make information available to the members concerning human nutrition and consumer demand determinates so breeders and producers are sensitized to what consumers want when they purchase our product.

Thomas

Looking back at what shaped my own children's lives, I would have to say the junior program, which is possibly second to none, should continue to be a strong priority for the Association. I want to applaud all those involved in making it what it is today and challenge each of us to continue to think outside the box in creating even more activities that will capture the interest of today's juniors.

Another goal would be to enhance the market share for Hereford cattle. One of those avenues is through the continued growth of the CHB program.

Our customers are beginning to witness an increased demand for Hereford-influenced calves, and as the program continues to grow, I believe that the commercial cow-calf producer will see a premium for those animals that qualify for CHB.

As breeders, and with as much support as economically possible from the Association, I believe that we need to be involved in our communities. We can do this by hosting cattle tours and junior livestock judging events — ultimately telling the Hereford success story.

The use of genomic testing technology and the refinement of those gene markers are a must for the accelerated improvement of the Hereford breed. Combining these with even more research projects and then networking those results to the commercial cow-calf sector will stimulate a greater market share for Hereford cattle.

Waggoner

- Continue and intensify use of the breed improvement tools now in place, and those on the horizon, and elevate the positive end-product value of Hereford cattle in the beef industry.
- Focus on maintaining and enhancing the core Hereford qualities of docility, heterosis, maternal instincts, meat quality and fundamental physical soundness (feet, eyes and environmental adaptability).
- Expand the use of the most current and cost-effective communication platforms to reach and influence targeted and broader areas of market potential from millennial prospective members to end-product consumers.
- Doubling down to focus on youth — elevating the already terrific youth programs to enhance the pleasure and business aspects the breed offers through creative use of technology to broaden awareness and appeal.

What is the biggest issue the AHA will face in the next five to 10 years? How does the Board prepare to face that issue?

Birdwell

With cattle prices retracting to lower levels, production costs and efficiency will continue to become more important to producers along with ways to add value to their cattle. The Hereford breed should be poised to take advantage of these situations. Value-based marketing systems will continue to grow in all segments of the industry, and we, as an Association, should have relevant programs in place to help producers take advantage of opportunities and add value to their cattle.

Even though we have seen tremendous growth and acceptance of Hereford cattle, there is still a generation of commercial producers who haven't yet used Hereford genetics. It is important that we reach these producers by breeding industry-relevant cattle that hit the targets of economically important traits such as calving ease, marbling, feed efficiency, fertility and growth. Our customers should dictate the kind of cattle we breed and the programs we implement. Our goal should be to make our product as well as theirs profitable.

It is also important to realize that our breed and Association are made up of a very diverse group of breeders. No two operations are the same. From those producing junior heifer prospects to commercial bulls or elite purebred breeders, large or small, commercial or registered, we all must work together to advance Hereford cattle.

Coates

I believe some of the biggest issues facing AHA, as well as the entire cattle industry, in the next decade are sustainability, safety and dietary benefits. I wrote an article for *Texas Hereford* in December 2002 documenting the benefits of beef. In human medicine, we call this evidence-based medicine. This dogma came into force in the 1990s, and we can use this same ideology to advance the Hereford breed. The term was defined in 1996 as "the conscientious and judicious use of current best evidence from clinical care research in the management of individual patients." I believe that we should use this same approach to expand on our current database and to document the benefit of using Hereford cattle in a national cow herd that is predominantly black-hided.

Mead

With the rapid increase in the use of genomic testing, I think the Association must continue to be on the forefront to improve the breed and to offer customers the best information available. We need to maintain financial stability to be able to fund programs that benefit all members. This, with increased registration and transfers, will allow us to continue to grow.

Schubel

Along with other breed associations, the AHA will need to continually address the criticism that the environmental footprint of the cattle industry is too large and burdensome.

Thomas

There are a multitude of issues and opportunities facing the AHA:

- Continued growth of market share through education of the benefits of a Hereford influence.
- Continued growth and utilization of affordable genomic testing for our breeders.
- Continued effort on the global market of U.S. Hereford genetics.
- Continued effort to keep the showring focused on functional cattle that can and will be a positive contribution to the breed.

The biggest issue the AHA will face is its ability to remain a face and a voice to every member of the Association. It is necessary for the Association to be on the cutting edge of technology. With that said, with this ever changing technology, it sometimes becomes less user-friendly. Knowing that economics need to be considered, the AHA and the Board need to remain personally invested in its members as much as possible.

Waggoner

Promoting and advocating the importance of producing enough of the "right kind" of beef cattle to meet consumer demand while maintaining the fundamental soundness and characteristics of legacy Hereford cattle, i.e. not diminishing breed identity.

I believe the Board can help accomplish these goals by expanding the use of more advanced and cost effective technological tools including database development, genomic testing and selection, and communication platforms. With technology changing every day, creating opportunities in both the way we conduct our business and how we communicate the message to a larger audience are critical elements of the challenge and solution. Through wise and strategic use of these tools, it is my respectful view the Association can anticipate and stay ahead of the changes that will be facing our business in the years ahead for the betterment of our membership and breed. **HW**

Delegates

ALABAMA

Ron Dugger

Drummond Mine Ranch
Hanceville, Ala.

Grady Sparks

Birmingham, Ala.

ARKANSAS

Craig Bacon

Bacon Herefords
Siloam Springs, Ark.

Philip Moon

Harrison, Ark.

Scott Sullivan

Triple S. Ranch
De Queen, Ark.

CALIFORNIA

Karl Blagg

Blagg Herefords
Grass Valley, Calif.

Steve Lambert

Lambert Ranch
Oroville, Calif.

Jim Mickelson

Sonoma Mountain Herefords
Santa Rosa, Calif.

COLORADO

Kenneth Coleman

Coleman Herefords
Westcliffe, Colo.

Jane Evans Cornelius

Coyote Ridge Ranch
La Salle, Colo.

Marshall Ernst

Ernst Herefords
Windsor, Colo.

IDAHO

Guy Colyer

Colyer Herefords
Bruneau, Idaho

Katie Colyer

Bruneau, Idaho

Sam Shaw

Shaw Cattle Co.
Caldwell, Idaho

One delegate to be determined.

ILLINOIS

Kevin Babbs

Apple Ridge Farms
Salem, Ill.

Joe Ellis

Ellis Farms
Chrisman, Ill.

Jack Lowderman

Lowderman Cattle Co.
Macomb, Ill.

Kyle McMillan

Rustic Oaks Farm
Tiskilwa, Ill.

Jim Milligan

Milligan Herefords
Kings, Ill.

Mark Stephens

Stephens Hereford Farm
Taylorville, Ill.

INDIANA

Jill Duncan

Able Acres
Wingate, Ind.

Bruce Everhart

Everhart Farms
Waldron, Ind.

Terry Ferguson

Odon, Ind.

Doug Gerber

Gerber Polled Herefords
Richmond, Ind.

IOWA

Steve Landt

Union, Iowa

Marilyn Lenth

Lenth Herefords
Postville, Iowa

David Trowbridge

Beef Resources Partnership
Taylor, Iowa

Chance Wiese

Wiese & Sons
Manning, Iowa

One delegate to be determined.

KANSAS

Craig Beran

B&D Herefords
Clafin, Kan.

David Breiner

Mill Creek Ranch
Alma, Kan.

Dean Davis

Davis Herefords
Maple Hill, Kan.

Tom Granzow

Granzow Herefords
Herington, Kan.

Gus Gustafson

Gustafson Herefords
Junction City, Kan.

Tom Krauss

Brookcliff Herefords
Russell, Kan.

Glenn Oleen

Oleen Cattle Co.
Falun, Kan.

Kevin Schultz

Sandhill Farms
Haviland, Kan.

Brian Staab

VJS Polled Herefords
Hays, Kan.

KENTUCKY

Andrew Metheny

Mays Lick, Ky.

Kevin Perkins

Turners Station, Ky.

Tony Staples

Brandenburg, Ky.

LOUISIANA

Damon Kirk

K-One Cattle
Deville, La.

One delegate to be determined.

MICHIGAN

Jill Bielema

Grand Meadows Farm
Ada, Mich.

Nancy Keilty

Cottonwood Springs Farm
Cedar, Mich.

MINNESOTA

Ross Carlson

Carlson Farms
Murdock, Minn.

Jerry Delaney

Jerome Delaney Family
Lake Benton, Minn.

David Kitchell

Dakitch Hereford Farm
Ada, Minn.

MISSISSIPPI

Bill Darnell

Unity Creek
Caledonia, Miss.

Ryan McGuffee

McGuffee Polled Herefords
Mendenhall, Miss.

MISSOURI

Jim Bellis

Aurora, Mo.

Gary Doss

Doss Hereford Farms
Smithville, Mo.

Marty Lueck

Mountain Grove, Mo.

Jim Reed

Reeds Farms
Green Ridge, Mo.

Matt Reynolds

Reynolds Herefords
Huntsville, Mo.

John Ridder

Falling Timber Farm
Marthasville, Mo.

Edgar Roth

Roth Hereford Farm
Windsor, Mo.

Bob Thompson

Glengrove Farm
Rolla, Mo.

MONTANA

Mark Cooper

Willow Creek, Mont.

Jack Holden

Holden Herefords
Valier, Mont.

Thomas Lee Sparks

Plevna, Mont.

Bruce Thomas

Gold Creek, Mont.

Dale Venhuizen

Churchill Cattle Co.
Manhattan, Mont.

NEBRASKA

Dave Goertz

Double Heart Diamond Cattle
Berwyn, Neb.

Keith Lapp

Hayes Center, Neb.

Art Linton

Linton Polled Herefords
Miller, Neb.

Scott McGee

Valley Creek Ranch
Fairbury, Neb.

Brent Meeks

Upstream Ranch
Taylor, Neb.

Ronny Morgan

Morgan Ranch
Burwell, Neb.

Arthur Olsen

Olsen Ranches
Harrisburg, Neb.

John Ridder

Ridder Hereford Ranch
Callaway, Neb.

Ron Schutte

Alfred Schutte & Sons
Guide Rock, Neb.

Joe Van Newkirk

Van Newkirk Herefords
Oshkosh, Neb.

NEW MEXICO

Cliff Copeland

Copeland & Sons LLC
Nara Visa, N.M.

Becky King Spindle

Moriarty, N.M.

NEW YORK

Timothy Dennis

Glade Haven Herefords
Penn Yan, N.Y.

Ted Kriese

Spring Pond Farm
Cato, N.Y.

NORTH CAROLINA

Jim Davis

Terrace Farms
Lexington, N.C.

John Wheeler

Double J. Farms
Trap Hill, N.C.

NORTH DAKOTA

Wayne Mrnak

Mrnak Herefords
Bowman, N.D.

Craig Pelton

Pelton Polled Herefords
Halliday, N.D.

Roger Stuber

Stuber Ranch
Bowman, N.D.

Ryan Topp

Topp Herefords
Grace City, N.D.

OHIO

Marsha Farno

Farno Pulled Herefords
Eaton, Ohio

Jeff Harr

J&L Cattle Service
Jeromesville, Ohio

One delegate to be determined.

OKLAHOMA

Rindy Bacon

Turkey Feather Ranch
Ada, Okla.

Cameron Curry

McAlester, Okla.

Curtis Curry

McAlester, Okla.

Susan Gebhart

Claremore, Okla.

Jimmy Johnson

Red Hills Herefords
Clinton, Okla.

Randy LeForce

LeForce Land & Livestock Inc.
Pond Creek, Okla.

John Loewen

Loewen Herefords
Waukomis, Okla.

Richie Oakes

Vanderwork Herefords
Taloga, Okla.

Jason Shanks

Waynoka, Okla.

OREGON

David Bird

Halfway, Ore.

Bob Harrell

Harrell Hereford Ranch
Baker City, Ore.

George Sprague

Bar One Ranch
Eugene, Ore.

PENNSYLVANIA

William Dunn

Dunn Polled Hereford
Cochranon, Pa.

Paul Slayton

Bedford, Pa.

SOUTH CAROLINA

Two delegates to be determined.

SOUTH DAKOTA

Pete Atkins

Tea, S.D.

Phil Eggers

Eggers Southview Farms
Sioux Falls, S.D.

Nate Frederickson

Frederickson Ranch
Spearfish, S.D.

Mark Johnson

Sleepy Hollow Farm
Centerville, S.D.

Jerome Ollerich

Ollerich Bros. Herefords
Clearfield, S.D.

Vern Rausch
Rausch Herefords
Hoven, S.D.

Dick Wettlaufer
Winfred, S.D.

TENNESSEE

Billy Ashe
Selmer, Tenn.

Rob Helms
Candy Meadow Farms
Lexington, Tenn.

Mitch Ingram
Notchey Creek Farms
Madisonville, Tenn.

Johnny Martin
Martin Polled Herefords
Dyer, Tenn.

Eric Walker
Walker Polled Herefords
Morrison, Tenn.

TEXAS

Dale Barber
Barber Ranch
Channing, Texas

Terri Barber
Channing, Texas

Gary Buchholz
Waxahachie, Texas

Jack Chastain
Ft. Worth, Texas

Mike Doyle
Doyle Hereford Ranch
Garland, Texas

John Dudley
Dudley Bros.
Comanche, Texas

Mike Willis
Willis Polled Herefords
Emory, Texas

James Kinnear
Kinnear Polled Herefords
Joshua, Texas

Lee Haygood
Indian Mound Ranch
Canadian, Texas

Joe Dan Ledbetter
Ledbetter Cattle Co.
Wheeler, Texas

Barbara Metch
Metch Polled Herefords
Canton, Texas

Donlie McMullin
McMullin Ranch
Copperas Cove, Texas

Keith Rogers
Hidden Oaks Ranch
Hamilton, Texas

Loyd Whitehead
Menard, Texas

Larry Woodson
Still River Ranch
Van Alstyne, Texas

Curtis Younts Jr.
Curtis Younts & Sons
Belton, Texas

UTAH

Rodney Curtis
Cache Cattle Co.
Wellsville, Utah

VIRGINIA

Rodney Phillips
Bay Brook Farm
Dabneys, Va.

Robert Schaffer
Deer Track Farm
Spotsylvania, Va.

WASHINGTON

Joe Bennett
Connell, Wash.

Bill Cox
Pomeroy, Wash.

WEST VIRGINIA

Derek Haught
Five Star Polled Herefords
Smithville, W.Va.

Mike Taylor
Cottage Hills Farm
Petersburg, W.Va.

WISCONSIN

Steve Folkman
Ixonia, Wis.

Jerry Huth
Huth Polled Herefords
Oakfield, Wis.

Fred Larson
Larson Hereford Farm
Spring Valley, Wis.

Gary Reinke
Gari Alan Farm
Johnson Creek, Wis.

WYOMING

Dale Micheli
Micheli Hereford Ranch
Ft. Bridger, Wyo.

Jay Middleswarth
Middleswarth Herefords
Torrington, Wyo.

Ned Ward
Sheridan, Wyo.

FLORIDA/GEORGIA

Jonny Harris
Greenview Farms
Screven, Ga.

Lowry Hunt
Innisfail Farm
Madison, Ga.

Tommy Mead
Midville, Ga.

One delegate to be determined.

NEVADA/ARIZONA

Don Brumley
Brumley Farms
Orovada, Nev.

One delegate to be determined.

NEW ENGLAND

Cindy Harrison
Breezy Knolls Farm
Southbury, Conn.

UPPER ATLANTIC

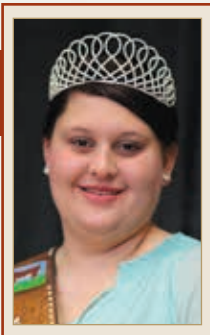
Two delegates to be determined.

HW

NHW Announces

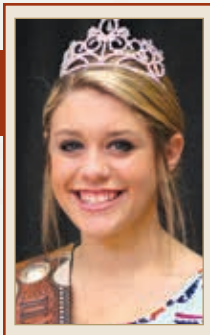
National Hereford Queen Candidates

During the Annual Meeting weekend six state Hereford queens will vie for the title of National Hereford Queen. On Sunday the new queen will be crowned during the National Hereford Show at the American Royal Complex. Pictured are this year's candidates.



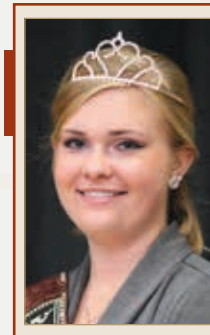
Megan Andersen
Long Eddy, N.Y.

Megan, 21, graduated from State University of New York at Cobleskill with a degree in agriculture business management. She has served as president and secretary for the New York Junior Hereford Breeders.



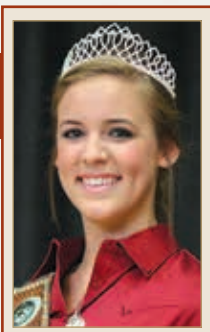
Emily Bernard
Grand Ridge, Ill.

Emily is 18 years old and a freshman at Joliet Junior College. She has served as reporter and secretary for the Illinois Junior Hereford Association.



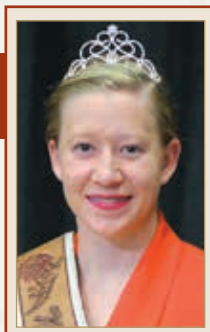
Annah Dobson
Johnson Creek, Wis.

A freshman at the University of Wisconsin-River Falls, Annah, 18, is serving in leadership positions for both FFA and 4-H. She is a director and secretary for the Wisconsin Junior Hereford Association.



Stephanie Golightly
Bellville, Texas

Stephanie is 18 years old and is a freshman at Blinn College. She is active in 4-H, FFA and a member of the Texas Junior Hereford and Texas Junior Polled Hereford Associations.



Montana Lawrence
Princeton, Minn.

Montana is 18 years old and is a freshman at University of Minnesota Morris. She is active in both FFA and 4-H.



Brianne Nelsen
Fredonia Kan.

A freshman at Northeastern Oklahoma A&M, Brianne, 18, has served as an officer for both FFA and 4-H and is a member of the Kansas Junior Hereford Association. **HW**