

BOARD ACTION

The American Hereford Association (AHA) Board of Directors met in Boise, Idaho, Aug. 24-25.

The following are highlights of the meeting:

The AHA Board heard reports from all committees and focused on how to continue to build programs for office efficiency, genetic improvement and marketing for all businesses at the Association. After reviewing projections for 2016's year-end, the Board acknowledged that AHA will have another year of contributing to reserves and a profit after depreciation.

After hearing from each committee, the Board approved a surplus budget for fiscal year 2017 of \$96,538, after depreciation of more than \$205,172.

Breed improvement

Tad Sonstegard, Recombinetics, addressed the Board on precision breeding technology for the meat, livestock and milk industries.

Shane Bedwell shared with the Board the progress that has been made with the new genetic evaluation software, BOLT, at Agricultural Business Research Institute (ABRI), and the Board discussed the importance of the extension component for the membership.

There was also discussion on the work that Mike MacNeil, Delta Genetics, is doing with the profit (\$) Indexes, including the additional traits and economic components.

A motion was passed unanimously to charge a \$250 fee for any animal DNA reconstruction.

Bedwell presented the new Tissue Sample Unit (TSU) product that can be utilized by members to collect and submit DNA. Collecting DNA using TSUs can be done at any age of the animal.

Marketing and communications

The third ad in the "He Wants it All" series will appear in publications this fall. This ad focuses on how Scott Ellinger, chef-owner of The Brass Rail Steakhouse and an adjoining meat market in O'Fallon, Mo., has incorporated Certified Hereford Beef (CHB®) into his business.

Staff reported they plan to work with Propaganda 3, a company based in Kansas City, Mo.

The Board has asked that the staff organize a strategic planning meeting for the spring of 2017.



Hereford Hall of Fame and Hall of Merit

The AHA Board selected Jack Turner, Oklahoma City, Okla., and Jimmy Powell, Ft. McKavett, Texas, as the newest members of the Hereford Hall of Fame. Art Handel, Rapid City, S.D., will be inducted to the Hereford Hall of Merit.

Member service

The member service committee reported that *MyHerd.org* business is up nearly 50% and continues to enhance office efficiency. The staff is working on adding features to MyHerd including a DNA kit request.

The Board collectively wanted to congratulate AHA staff members for a great fiscal year and to thank them for the work each has done for the membership. **HW**

myHERD.org
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