



## Arden Gremmert

Arden Gremmert's life is the definition of service. For more than 12 years, he has been a key part of Certified Hereford Beef (CHB) LLC's success, initially called on to help market the brand when it was first started. He's now worked in all facets of the supply chain, processing and market development for Certified Hereford Beef®, personally selling and servicing many of CHB's best customers since 1995.

As interim general manager, Arden provides keen organization and communication skills plus top-notch customer care. "My highest priority is retaining the Certified Hereford Beef business entrusted to us by our customers, both retail and foodservice," he says. "Thus, teaching and mentoring our excellent staff is a major responsibility, and I know that our competence in customer service is the key to customer retention."

New sales development is greatly facilitated by satisfied current customers, he adds. "The best new prospects always ask for a list of our clients to call for comment on the success of CHB in their own experience," he says. "Those phone interviews, more often than not, make or break our efforts at closing new business."

Arden long ago established himself as a strong relationship builder and enjoys the trust of many major retailers, wholesalers and foodservice

operators. Prior to working with the CHB LLC program, he was director of promotion for the Washington State Beef Commission (the checkoff) and director of marketing and magazine publishing for the Washington State Food Dealers Association.

His experience also spans from gate to plate, as he has been responsible for supply chain negotiations representing cow-calf producers and feeders, has handled issues with processing partners on workmanship and specification compliance, and is distinguished in his acute consumer marketing awareness.

"In my heart of hearts, I believe retailers get a very valuable 100% opportunity to invest in our brand and make it their own," Arden says. "Since we offer rock-solid geographic exclusivity to our grocers, they know every dollar they spend advertising CHB grows the brand to their benefit. No other store can claim they sell CHB too, so our customers can truly say 'Only at Yoke's, Lowe's, Hen House, etc.' with confidence. This

is a powerful incentive to advertise and promote Certified Hereford Beef heavily, using their own available advertising budgets."

One driving reason Gremmert joined CHB LLC is very simple: Certified Hereford Beef can, has, and will build more value in the Hereford breed. "I will continue to grow the brand by promoting our products nationally and bring more of that value back to Hereford breeders and cattlemen."

However busy his work schedule may be, Arden doesn't let that get in the way of his love of travel and meeting new people. He and his wife, Eva, have a home in Ireland, where they spend time with her family and the friends they have made during the last 20 years. Arden enjoys scuba diving, water skiing, snow skiing, boating and hunting. "I love to be with my family and try to make sure I spend plenty of time with them, even with my hectic work schedule," he says.

Not only a servant to CHB LLC, Arden, along with his wife, has lived his life in the name of service. "Over the years, Eva and I have fostered 22 children in our home, along with our own four," he says. "We stay in touch with some of those kids; a few of them have children of their own now that call us grandpa and grandma. We also travel with our own kids and love spending time with them."

Arden and Eva have four grown children: Ryan, Nick, Karen and Derek, plus two grandchildren, Aidan and Lacey (Ryan and wife, Tiffany's, kids). Their middle son, Nick, lives with them and always will — he was diagnosed with cerebral palsy at birth. Arden and his wife care for him and take him on all their family travels.

Their sense of family keeps them strong and personable, especially in their work.

Arden says, "The positive personal side of people assists them in the work place. It gives them the capacity to create strong bonds and exert powerful influences in the

office and in the field. These positive attitude traits also enhance their ability to form close professional and personal relationships with customers, vendors and government representatives."

Much of his success in his 30-year marketing and management career is based on Arden's innate ability to form these relationships of trust that now benefit CHB LLC. "I am constantly working to build this attitude of service and trust in our CHB staff. Their performance in this key area is critical to our success overall."

Arden works nationwide from his home office in Carnation, Wash., which is about 45 minutes east of downtown Seattle. "I love the Pacific Northwest," he says. "I grew up here. My wife and I find our home to be the comfortable base from which we operate our lives, our professions and our businesses. It just doesn't get any better." **HW**

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