



A Hereford Reunion

Members reflect on fiscal year 2010, conduct Association business and learn about new programs and services.

Hereford enthusiasts from across the U.S. and Canada were in Kansas City Oct. 30 to Nov. 1 to participate in the 2010 American Hereford Association (AHA) Annual Meeting activities.

Kicking off the weekend on Saturday morning were educational forums at the Clubhouse on Baltimore. Craig Huffhines, AHA executive vice president, welcomed Hereford enthusiasts to the forum, explaining how Annual Meeting weekend is like a family reunion and that the Association is excited to have Hereford breeders in Kansas City for the 2010 meetings.

More than 200 attended the event that featured updates on genomics, reproduction, animal welfare and speaking out for agriculture. The afternoon session focused on what Hereford breeders can do to meet the needs of the commercial producer in the next five years.

NHW celebrates first birthday

Saturday the National Hereford Women (NHW) hosted its annual meeting and birthday celebration. During the meeting the 2010 Outstanding Hereford Women — Cheryl Evans, Winona, Miss., and Susan Gebhart, Claremore, Okla., — were recognized (see page 37). Another highlight of the meeting was the election of new board members and the announcement of NHW officers (see NHW board photo on Page 37). For more NHW highlights, see Page 14.

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Hereford delegates prepare to vote for new directors during the Annual Meeting.



2010 AHA Annual Meeting and American Royal Coverage

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Dorian Garrick, Iowa State University Lush chair in animal breeding and genetics and National Beef Cattle Evaluation Consortium executive director, gave an update on Hereford genomic research (see Page 8 for more information).

David Faber, president and founder of Trans Ova Genetics, discussed cloning and reproduction techniques and the importance of nutrition.



Dave Daley, California State University, Chico associate dean and farm administrator, says the animal welfare issue is not just specific to California. He explained how people really care about animals and that most consumers just want to know that animals are grown humanely and ethically. He encouraged producers not to attack consumers, but to listen to their concerns.

Daren Williams, National Cattlemen's Beef Association (NCBA) executive director of communications, encouraged producers to stand up and tell their story. He explained the Masters of Beef Advocacy (MBA) program and challenged Hereford breeders to earn their MBA. For more on the MBA, visit www.beef.org/mba or see "Speaking Out" in the November *Hereford World* Page 48.



Barbara and Jesse McGaha of McGaha Hereford Farms, Macomb, Okla., were recognized as Golden Hereford Breeders. Pictured presenting the award is Paul Funk, AHA director.

Sale averages \$4,276

Saturday afternoon was the Ladies of the Royal Sale at the American Royal complex. A standing-room-only crowd packed the Wagstaff Sale Arena as 25 heifers averaged \$4,276, eight steers averaged \$3,138 and 21 embryos averaged \$425. For more sale highlights, see Page 27.

Boots and Brew II

Hereford enthusiasts celebrated Hereford youth Saturday evening during the Hereford Youth Foundation of America (HYFA) Boots and Brew II reception (see Page 28).

During the event it was announced that the Ed and Virginia Ball Foundation donated \$50,000 to HYFA, and their daughter Nancy and her husband, Tim Keilty, matched the donation to create a total contribution of \$100,000. Another highlight of the evening was the distribution of \$26,250 to Hereford youth (see Page 30).

Herefords in the ring

Sunday, Hereford enthusiasts spent the day at the American Royal complex attending the junior Hereford show, followed by the National Hereford Show.

Junior exhibitors paraded 78 entries before Ernie Wallace, Stotts City, Mo. Father-son team Bill and Kyle Conley judged the 199-head open show. For highlights of the show, see Page 32. For complete placings of both shows visit Hereford.org.

Prior to the selection of the champion bull, the 2010-11 National Hereford Queen was crowned. Bethany Nolan, Gilmer, Texas, will represent the Hereford breed during the next year as national queen. Bethany competed against nine other state queens for the title. First runner-up honors went to Mary Porter, Jesup, Ga., who was also voted Miss Congeniality. Laken Lierle, Ft. Cobb, Okla., was named second runner-up (see Page 38).

During the open show, Hereford exhibitors were honored for

showcasing their breeding programs at national and regional shows throughout the past year. Awards for Hereford show heifer, show bull and premier exhibitor were presented to recipients in each of four U.S. regions (see Page 35).

New directors selected; award winners recognized

Monday the Annual Membership Meeting was at the Clubhouse on Baltimore. The meeting included the election of three new directors, announcement of new officers, and recognition of Hall of Fame and Merit, Century and Golden breeders.

Elected to serve as AHA Directors for the next four years were Keith Fawcett, Ree Heights, S.D.; Steve Lambert, Oroville, Calif.; and Dale Venhuizen, Manhattan, Mont. Leading the AHA in 2011 will be John Woolfolk, Jackson, Tenn., as president and David Breiner, Alma, Kan., as vice president.

During the meeting three individuals were inducted into the AHA Hall of Fame including Marvin Berry, Tom Dashiell and George Ochsner. Bob Call and Lovell Kuykendall were also honored with the Hereford Hall of Merit Award (see Page 24).

In addition, AHA committee chairmen presented program updates. A PDF of the presentation slides, as well as a year-in-review video are available at Hereford.org.

The Annual Meeting weekend and specifically the educational forums would not have been possible without support from AHA partners. A big thank you goes to National Beef Packing Co. LLC for sponsoring the forum lunch, *Drovers/CattleNetwork* for sponsoring the forum break and *BEEF* magazine for sponsoring the buses. Other sponsors included ABS Global, Maxxam Analytics, Modern Litho, PrintTime, Stinson Morrison Hecker LLP, Tribune Publishing and UMB Bank.

The pages that follow highlight the weekend activities. **HW**



Hereford breeders had a chance to ask questions about AHA services and programs during the Board Q&A session on Sunday.



Cody Beck, Bainbridge, Ind., was presented a netbook computer for completing the Masters of Beef Advocacy (MBA) program. During the Program for Reaching Individuals Determined to Excel (PRIDE) Convention NJHA members were challenged to complete their MBA and be entered into a drawing for the netbook. Forty NJHA members completed the MBA program prior to the AHA Annual Meeting.

Panel members share their stories, tips for future

During the educational forum, the Saturday afternoon session featured a group of industry leaders who discussed the future of the Hereford breed. The group shared their individual stories and then answered questions from the membership.

Serving on the panel was Lorna Marshall, ABS Global beef sire acquisition manager, Burlington, Colo.; Paul Bennett, Knoll Crest Farms, Red House, Va.; Montie Soules, Star Lake Ranch, Skiatook, Okla.; Marty Lueck, Journagan Ranch, Springfield, Mo.; Mark Akin, Circle A Ranch, Iberia, Mo.; Bobby Harrell, Harrell Hereford Ranch, Baker City, Ore.; and Dave Daley, California State University, Chico.

Marshall said, "I'm very bullish on the Hereford breed. It's the fastest growing breed in our offering, growing 20% during the last three years."

She credits this growth in demand to the fact that Hereford breeders have done a good job paying attention to what commercial customers want.

Bennett said, "It's an exciting time to be a Hereford breeder. I don't know of a time in my lifetime that I've been more excited than I am right now." The Bennett family has a Hereford herd as well as Gelbvieh and Angus.

He explains their strategy is to have the bulls available that customers want and need instead of trying to sell them just what they have to sell. They have seen an increase in demand for Hereford genetics in recent years. Their annual calf crop is 90% embryo transfer (ET) calves and this fall 80% of the ET calves were Hereford.

Along with selling registered Hereford and Angus bulls, the Bennetts have also started offering Hereford-Angus F1 bulls. "This has allowed us to reintroduce Hereford genetics into programs we would not have had an opportunity to get into otherwise," he says.

Soules said he's also proud to be a Hereford breeder today. He discussed new marking and management tools Star Lake is using including RFD TV, monthly online auctions and sexed semen. He encouraged producers to utilize new marketing tools such as Facebook as well as video technology to advertise sale animals online. Buyers like watching video compared to just seeing a photo, Soules explained.

Lueck shared the success of the recent Journagan Ranch sale. Utilizing American Hereford Association (AHA) services, they videoed all sale cattle and posted to the *BuyHereford.com* site. They also utilized *Hereford.org* banner advertising and posted the

sale catalog at *HerefordMarketplace.com* in three formats — pdf, database searchable and flip format. On sale day the cattle were not run through the sale ring; instead video clips were played on big screen TVs as the auctioneer sold each lot.

"This new format was very well accepted," Lueck said. "It was the best sale we have ever hosted in the 18 production sales we have had."

Akin explained the goals of Circle A Ranch and why Circle A first participated in the heterosis research project and why it continues to utilize Hereford bulls in its commercial cow herd. He said his staff is very happy with the disposition and efficiency of the Hereford genetics.

Harrell explained how he works with his neighbor, a registered Angus breeder. The ranches advertise their sales, which are a day apart, together. They also host events together during the year. This collaboration has allowed the Harrell family to tap into potential customers who have been using Angus bulls.

For the Harrell family, customer service is very important. Harrell encouraged producers to get involved in the livelihoods of their customers and to focus on marketing profitable genetics.

Daley said he thinks the Hereford breed is positioned for a lot of success during the next few years because of the value of heterosis for the predominantly black cow herds in the industry today. He encouraged Hereford breeders to keep a sharp knife, only keeping bulls that are good for the industry. He also explained how important disposition, efficiency and lack of problems are today for the commercial cattlemen. "Commercial producers want cattle they don't have to do much with," he said.

The session ended with questions from the audience. **HW**

