



Woolfolk to Lead AHA in 2011



John Woolfolk, Jackson, Tenn., was announced as the new president of the American Hereford Association (AHA) during the Annual

Membership Meeting in Kansas City, Mo., Nov. 1.

John has been in the Hereford business since 1963. His family farm, Woolfolk Farms, was established in 1865 and added Herefords to the operation in 1950.

"I certainly consider it an honor to have been asked to serve in a leadership role as we approach another year in which we anticipate a continued growth in memberships, registrations transfers and all other areas of business for the Association," John says.

This past year John served as AHA vice president, was chairman of the finance/audit committee and served on the executive, member service, marketing and building committees and the Certified Hereford Beef (CHB) LLC board.

"It is an exciting time for our breed with a renewed interest in the 'new Hereford' that is driving demand higher than breeders have seen in recent years," John says. "The AHA Board and staff are working hard to position the Hereford breed where it can effectively utilize proven technologies that are available in order to continually improve the status of the breed."

David Breiner, Alma, Kan., was selected to serve as the 2011 AHA vice president. David began his career in the Hereford business in 1972 after graduating from Kansas State University, when he helped start Mill Creek Ranch, which today includes 200 registered Hereford and Angus females along with 300 commercial females utilized in an embryo transfer (ET) program.

This past year David served as chairman of the show and sale committee and was a member of the breed improvement and Hall of Fame/Merit committees.

Completing their terms on the AHA Board were outgoing

president, Bob Harrell, Baker City, Ore.; Marshall Ernst, Windsor, Colo.; and Denny Hoffman, McArthur, Calif.

Delegates elected three new Directors during the membership meeting. Keith Fawcett, Ree Heights, S.D.; Steve Lambert, Oroville, Calif.; and Dale Venhuizen, Manhattan, Mont., will serve four-year terms on the 12-member Board.

Keith Fawcett

South Dakota Hereford breeder Keith Fawcett is managing partner of Fawcett's Elm Creek Ranch, Ree Heights.



The ranch maintains a 900-head herd consisting of 450 purebred Herefords and 450 commercial females. The Fawcetts market 90 bulls annually through private treaty and in various consignment sales including the American Royal and the National Western. They also have a bred heifer development program in which they breed 250 Hereford, Angus and F1 black baldie females that have been merchandized throughout the country. They background 1,200 feeders each winter with a target weight of 800-900 lb.

They have entered cattle in the National Hereford Feedout (formerly Genetic Outreach Program) as a tool to gain information on feedlot and carcass data.

The Fawcetts strive to produce top genetic and performance-tested animals for their customers. Keith uses artificial insemination (AI) and ET, along with performance testing and ultrasound, to further enhance top genetics in the cow herd.

The family has shown cattle across the U.S., including the



2010-11 AHA Board

Pictured is the 2010-11 American Hereford Association (AHA) Board of Directors. Seated (l to r) are: **John Woolfolk**, Jackson, Tenn., president; **David Breiner**, Alma, Kan., vice president; **James Milligan**, Kings, Ill.; **Jerry Huth**, Oakfield, Wis.; and **Craig Huffhines**, Kansas City, Mo., executive vice president. Directors standing (l to r) are: **Jimmie Johnson**, Clinton, Okla.; **Cliff Copeland**, Nara Visa, N.M.; **Paul Funk**, Copperas Cove, Texas; **Steve Lambert**, Oroville, Calif.; **Dale Micheli**, Ft. Bridger, Wyo.; **Marty Lueck**, Mountain Grove, Mo.; and **Keith Fawcett**, Ree Heights, S.D. Not pictured is AHA Director **Dale Venhuizen**, Manhattan, Mont.



Junior National Hereford Expo (JNHE). Keith says going to shows as a family is a great learning experience for everyone, a chance to meet new friends and a fine advertising tool. In addition, the competition builds character.

Keith is currently serving his second term on the South Dakota Hereford Association board as vice president. He has also served as breed representative to the South Dakota Beef Breeds Council. Keith and his wife, Cheryl, were South Dakota Junior Hereford Association advisors from 1994 to 2004 and helped organize the 2002 JNHE in Sioux Falls.

He currently serves on the board of directors of the Western Junior Livestock Show, a five state regional youth show. He was a director of the Hand County Livestock and Crop Improvement Association for 25 years and is a 4-H leader and a member of the Trinity Lutheran Church.

Keith and Cheryl have four children and one grandson.



Steve Lambert

Steve Lambert, Oroville, Calif., is a second-generation Hereford breeder. His family owned and operated Creekside Ranch, which was

one of the largest Hereford cattle operations in California. Steve was active showing cattle as a youth on the state and national levels.

Today Lambert Ranch is a diversified enterprise, growing high-quality grain, hay and Hereford and Angus cattle. A Gold TPR (Total Performance Records) Breeder, Lambert Ranch has bred several Dams of Distinction.

The ranch's main focus is on raising herd bulls that continue to improve the Hereford breed. Last year Genex purchased Lambert Remedy 2030 75R.

Each October the Lambert family co-hosts the "Next Generation Bull Sale" with Sonoma Mountain

Herefords. The sale includes 50-plus bulls that attract purebred and commercial breeders from across the West.

As the demand grows for Hereford cattle, so does the Lambert cow herd. Because the ranch has a closed herd, the last cattle purchased were the top end of the Creekside Ranch herd in 2002. Lambert Ranch's cattle have to produce every year or they go to town, no exceptions. Steve says that this strict culling makes their cow herd a very fertile group that puts pounds on the scale. He feels that as the Hereford breed regains its market share, it is imperative that breeders don't lose focus on what is truly important — sound, fertile and efficient cattle.

Steve has served as a director of the California/Nevada Polled Hereford Association since 2002.

In addition, he has been very active in local government and community organizations, including serving as mayor of Paradise and being Butte County Supervisor. The Lambert family also owns and manages a feed and garden store.

Steve and his wife, Cindy, have three children.

Dale Venhuizen

Dale Venhuizen and his wife, Nancy, own and operate Churchill Cattle Co., near Manhattan, Mont.



Dale grew up on his family's Hereford ranch and graduated from Montana State University in 1979 with a bachelor's degree in agricultural business. In 1980 Dale and Nancy formed Churchill Cattle Co., which is devoted exclusively to the production and marketing of superior Hereford seedstock.

Churchill Cattle Co. produces about 200 registered calves per year, mostly from AI and ET. Dale markets bulls by private treaty and females through an auction or Internet sale. The products of the Churchill program are working in many states and several foreign countries. The couple also markets commercial replacement heifers and feeds out Hereford steers.

Dale served on the AHA Board from 2000-2004 and was president in 2004. He was a delegate to the 2004 World Hereford Conference and has served as Montana Hereford Association president. He has been involved in facilitating Hereford feeder calf sales for 10 years. Dale has also judged Hereford shows throughout the U.S. and Canada. **HW**

2010-11 AHA Board Committee Appointments

Executive

John Woolfolk, chairman; Jerry Huth; Jim Milligan and David Breiner

Financial/audit

Jimmie Johnson, chairman; Paul Funk; Dale Micheli; Dale Venhuizen and Woolfolk

Breed improvement

Huth, chairman; Breiner; Keith Fawcett; Funk; Marty Lueck and Micheli

Marketing

Cliff Copeland, chairman; Fawcett; Johnson; Lueck and Venhuizen

Show and sale

Breiner, chairman; Copeland; Fawcett; Steve Lambert; Micheli and Milligan

Certified Hereford Beef LLC board

Micheli, chairman; Breiner; Venhuizen and Woolfolk

Hereford Publications Inc. board

Lueck, chairman; Huth; Johnson and Lambert

Building

Milligan, chairman; Breiner; Johnson and Woolfolk

Hall of Fame/Merit

Milligan, chairman; Copeland; Funk and Huth

Member service

Funk, chairman; Copeland; Huth; Lambert; Lueck and Milligan

Hereford Youth Foundation of America (HYFA) board

Ray Ramsey, president; Ruth Sims, vice president