

BOARD ACTION

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., Oct. 27-28 for its fall board meeting. Highlights of the meeting are:

AHA annual audit

The AHA Board met with AHA auditors, Kennedy and Coe LLC. Lead auditor Marc Johnson reported consolidated profit of \$112,146 for AHA and all of its subsidiaries. Combined revenue of all entities was \$5,216,373. Total assets were reported to be \$4,848,574. Johnson reported that the Association is very stable financially. The Board approved the audit report.

HYFA board report

Hereford Youth Foundation of America (HYFA) President Ray Ramsey and HYFA board member Steve Folkman met with the Board to discuss new strategies for fundraising, managing HYFA and overseeing the Junior National Hereford Expo (JNHE).

HYFA will be contracting with UMB Bank for the management and reporting of HYFA funds and administration of the scholarship funds. Furthermore, the HYFA has set a goal to raise \$1 million with earnings from the principal to be earmarked for JNHE support. A national committee structure has been proposed that would provide oversight of the JNHE in a way that will help regions and states sustain a very professional and cost-effective event.

Election of officers, appointments

The Board elected the following officers and made the following appointments for 2012:

President: David Breiner

Vice president: Cliff Copeland

Executive vice president: Craig Huffhines

Treasurer: Leslie Mathews

National Cattlemen's Beef Association

(NCBA) representative: Craig Huffhines

Marketing committee

The fiscal year 2011 advertising campaign reported a 17% cattle breed voice in print advertising with more than 3.1 million impressions during fiscal year 2011. Digital banner advertising media reported a reach

of 608,000 impressions. The AHA website receives over 1 million views a year.

The Board approved the production of educational videos that can be shared on the Hereford website and YouTube.

The committee also discussed the opportunity to produce more region or state-specific Whiteface newsletters. Tommy Coley, AHA fieldman, coordinated a newsletter to be distributed in the *Florida Cattleman* magazine selling ads to southeast Hereford breeders. Staff will investigate opportunities and keep the committee informed.

BuyHereford.com report

Dennis Schock, *BuyHereford.com* general manager, gave an update on *BuyHereford.com*. Just less than \$80,000 of cattle, semen and flushes were sold in the first four sales of the fiscal year during a 30-day period.

Dennis reported a very enthusiastic growth potential for the service that allows breeders of all sizes to market their cattle, semen, embryos or anything livestock related. Digital video production services are also showing great promise to breeders who wish to video their cattle for online purposes or who wish to use high definition flat screen at auction as opposed to running cattle through the ring.

HPI report

Hereford Publications Inc. (HPI) Chairman Marty Lueck reported the magazine had a profit of \$3,536 on \$1.49 million of business. There were a total of 51 sale catalogs produced by HPI during fiscal year 2011.

Two new field managers, Tommy Coley in the Southeast and Dustin Layton in the Southwest, were hired during the year. Their addition is helping with business development in their territories.

Christy Lee was hired as communication specialist managing

two Facebook sites, Buy Hereford and Certified Hereford Beef.

Because of the increasing number of production sale lots selling for more than \$5,000 and the way that relates to increased editorial space in the magazine, HPI will limit the sales digest announcement of animals sold to those that sell for more than \$7,500.

Member service

Member Service Committee Chairman Butch Funk reported on the progress of the new AHA registry business system that has been installed in the last two months. Start-up has admittedly been rocky, but turnaround time has been reduced in recent weeks to three days or less.

New online tools are being developed that will assist with online transfers. The committee has been working with two on-farm software developers, GEM and CattleMax, to integrate those systems for better online data exchange.

Breed improvement committee

Chairman Jerry Huth reported on the progress being made in discovering gene markers that enhance the accuracy of Hereford expected progeny differences (EPDs). While only slight progress is being made, it is anticipated that large improvement will be discovered as more animals are genotyped and put into the analysis.

AHA continues to work with its genetic evaluation provider, BreedPlan, to incorporate molecular breeding values into the evaluation models. A trial run will be complete in a matter of weeks.

The Board approved the relocation of DNA laboratory services to GeneSeek, a Lincoln, Neb.-based laboratory, beginning in August 2012. The reason for the transition from Maxxam to GeneSeek is to move to a new SNP platform and to allow AHA a more long-term and robust research partnership between GeneSeek and Iowa State University, where collaborative efforts in molecular research are being met. **HW**