



The 2011-12 National Hereford Queen Amanda Bacon crowned Whitney Andras the 2012-13 queen prior to the selection of the champion Hereford bull during the American Royal National Hereford Show on Nov. 4 in Kansas City.

2012 AHA Annual Meeting and American Royal Coverage

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Hereford — It All Adds Up

Members celebrate year of resurgence and conduct Association business.

Retiring from the AHA Board of Directors were Paul "Butch" Funk, Copperas Cove, Texas; David Breiner, Alma, Kan.; and Jimmie Johnson, Clinton, Okla.



Hereford breeders from across the U.S. were in Kansas City Nov. 2-4 for the 2012 American Hereford Association (AHA) Annual Meeting. "Hereford — It All Adds Up" was the theme for the weekend as members joined together to hear updates on Association programs, conduct Association business and attend Hereford activities at the American Royal.

Friday afternoon the event kicked off with the educational forum at the Argosy Hotel and Spa. A crowd of nearly 200 attended the event that featured an update on Hereford DNA testing and genomic-enhanced expected progeny differences (GE-EPDs) as well as an industry outlook session led by Randy Blach from CattleFax and a breed improvement 101 session facilitated by Dan Moser, Kansas State University beef cattle genetics associate professor.

Following the forum, members and guests enjoyed the Hereford Honorees Reception, Hall of Fame, Hall of Merit and scholarship winners were honored during the enjoyable evening of fellowship.

During the educational forum, Randy Blach, CattleFax chief executive officer, presented an industry outlook. He said four animals today produce as much beef as five did 20 years ago. "There will be 27 million more people in the U.S. in 10 years," he said. "What is your role as individual producers and as an Association in feeding those people? You have a very important seat at that table. Global food production will need to increase 40% by 2030 and 70% by 2050; beef and dairy production need to double by 2050."

He discussed the drought and rebuilding the national cow herd. "This has been a pretty good run," he said. "You're selling bulls for record prices, even in the inventory reductions we face." He challenged Hereford producers to continue to improve the product they produce. "As commercial breeders, we're going to force you to deliver," he said.



New directors selected, honorees recognized

Saturday the Annual Membership Meeting started at 8:30 a.m. The meeting included the election of three new directors, announcement of new officers, and recognition of Hall of Fame and Hall of Merit inductees.

Elected to serve as AHA Directors for the next four years were Curtis Curry, McAlester, Okla.; Jonny Harris, Screven, Ga.; and Sam Shaw, Caldwell, Idaho. Leading the AHA during the next year will be Cliff Copeland, Nara Visa, N.M., as president and Steve Lambert, Oroville, Calif., as vice president (see Page 30).

During the meeting, Lilla Bell, Paradise Valley, Nev.; Jackie Davis, Lincoln, Calif.; Gene Wiese, Manning, Iowa; and the Douthit family of St. Francis, Kan., were inducted into the AHA Hall of Fame. H.H. "Hop"



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 during the educational forum. He challenged Hereford breeders to test more high-accuracy Hereford sires.



Elisa Marques, GeneSeek Inc. market development manager, discussed the DNA testing process. She explained the importance of submitting at least 80 hair follicles that have not been contaminated. She encouraged producers to utilize the DNA Testing Procedures fact sheet as a reference when collecting and submitting DNA samples. Producers can find the fact sheet in the *Hereford.org* Education Center.

Dickenson and T.D. "Dusty" Rich were also honored with the Hereford Hall of Merit Award (see Page 32).

Hereford Youth Foundation of America (HYFA) distributed \$36,000 in scholarships to National Junior Hereford Association (NJHA) members and Certified Hereford Beef (CHB) LLC presented Hen House its Food Innovator Award.

In addition, AHA committee chairmen presented program updates. A pdf of the presentation slides, as well as the video played to kick off the meeting, is available online at Hereford.org/AnnualMeeting.

NHW hosts meeting

The National Hereford Women (NHW) hosted its annual meeting Saturday afternoon. During the meeting, the 2012 Hereford Woman of the Year — Ruth Espenscheid, Argyle, Wis. — was recognized (see Page 39).

Another highlight of the meeting was the election of new board members and the announcement of NHW officers (see NHW board photo on Page 39). For more NHW highlights, see Page 22.

Sale averages \$6,805

Saturday afternoon was the Ladies of the Royal Sale at the American Royal

complex. When the gavel fell for the last time, 21 heifers had averaged \$6,805, eight Hereford steer prospects averaged \$2,138, 12 embryos averaged \$738, 13 units of semen averaged \$608, one flush gathered \$6,000 and one pregnant recipient brought \$5,000.

For more sale highlights, see Page 42.

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 96 entries before Mark Ebeling, Cleburne, Texas. Judge Murray Andrews of Moosejaw, Sask., sorted the 249-head open show. For highlights of the show, see Page 44. For complete placings of both shows, visit Hereford.org.

Prior to the selection of the champion bull, the 2012-13 National Hereford Queen was crowned. Whitney Andras, Checotah, Okla., will represent the Hereford breed during the next year as the National Hereford Queen. Whitney competed against three other state queens for the title. First runner-up honors went to MaKayla Rutt, Minden, Neb.; Bridget Beran, Claflin, Kan., was



Mary Ellen Hummel, AHA administrative assistant, was recognized during the Annual Meeting for her many years of service to the Association and its members. Mary Ellen retired in November after working at the Association since 1988.

named second runner-up, and the Miss Congeniality award was presented to Cara Cummings, Gilmer, Texas (see Page 40).

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 43).

The Annual Meeting weekend and, specifically, the educational forum would not have been possible without support from AHA partners. A big thank you goes to GeneSeek Inc. for its sponsorship of the forum.

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

Hen House Markets Awarded CHB Food Industry Innovator Recognition

Hen House Markets — a high-quality focused, upscale supermarket located in Kansas City — is the longest-running customer of Certified Hereford Beef (CHB®) in the country.

During the American Hereford Association (AHA) Annual Meeting Saturday, Nov. 3, in Kansas City, Mo., Hen House Markets was presented a Food Industry Innovator Recognition.

"The American Hereford Association is grateful to Hen House Markets for its loyalty and innovative marketing efforts that have helped grow national recognition for the brand," said Dale Micheli, AHA Board member and CHB LLC president from Ft. Bridger, Wyo.

Owned and operated by the Ball family, Hen House Markets has made CHB the focus of its meat department and a household name in the Kansas City market since 1998.

"We're all about Hereford beef," said Jon Wissman, Hen House Markets director of meat operations, during the award presentation. "We've built our meat department image around Certified Hereford Beef and we plan to continue to



Dale Micheli (left), CHB LLC president, Ft. Bridger, Wyo., presents a Food Industry Innovator Recognition to Jon Wissman, Hen House Markets director of meat operations.

grow our company with you. Thank you for producing such a fantastic product."

Throughout the 14 years of promoting CHB, the partnership between Hen House and the Hereford industry has driven beef sales of more than 20 million lb.