

BOARD ACTION

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., Oct. 31 and Nov. 1 for its fall meeting. Highlights of the meeting are:

Election of officers, appointments

The Board elected the following officers and made the following appointments for 2013:

President: Steve Lambert

Vice president: Eric Walker

Executive vice president: Craig Huffhines

Treasurer: Leslie Mathews

National Cattlemen's Beef Association (NCBA) representative: Jonny Harris

Auditors report

Marc Johnson, AHA auditor with the firm of Kennedy and Coe from Topeka, Kan., reported on the 2013 audit. The AHA reported total assets of \$5,317,943 and a consolidated profit of \$113,856. Combined revenue for all entities was \$6,013,816, an increase of 3.7%.

Johnson said that the Association is in a strong financial position, operates under excellent controls, and has no long-term debt and little short-term debt.

Breed improvement committee

It was reported that the AHA in cooperation with the Hereford Research Foundation invested \$150,000 in research during fiscal year 2013. Those expenses included:

- 1) AHA's genotyping project;
- 2) National Reference Sire Program (NRSP) and feed efficiency study at Olsen Ranch;
- 3) Simplot calving ease, heterosis and feed efficiency study; and
- 4) Missouri gene sequencing project.

Since May 2013, AHA members have recorded an additional 500 genotypes with the high density (HD) 77K chip. Dorian Garrick, Iowa State University Lush Chair in Animal Breeding and Genetics and National Beef Cattle Consortium executive director, suggested after at least 500 more HD genotypes, the AHA investigate a low-density chip and consider imputing up to HD. He also suggested looking at more frequent runs of the evaluation and to continue to work with Pan-American countries to find a prediction panel that works for all countries.

Marketing update

BuyHereford.com, the online private treaty website with monthly auctions, will continue through fiscal year 2014. Dennis Schock will continue to manage the program.

AHA will invest in a 2014 cow-calf producer survey designed to determine attitudes toward breeds, economic traits of importance and market share opportunities for specific genetics. This data will be used for the next ad campaign and strategic planning.

Board members and staff will host an appreciation luncheon for Simplot employees and provide preliminary information regarding results from the study that is now in its second year.

The Board approved the hosting of an AHA directions summit Sept. 4-5 in Springfield, Mo. The event will be at the Missouri State University Darr Agriculture Center.

Trey Befort, Certified Hereford Beef (CHB) LLC's new supply chain manager, reported on his findings after visiting 26 feedlots, communicating with 242 auction markets in writing or in person, and talking to five national video auctions. In addition, a cow-calf producer survey was sent to bull buyers

who had purchased five or more bulls in the past three years to gauge their interest in marketing calves through the CHB program.

The Profitabull campaign is in its second year. This fiscal year the marketing committee has expanded its online marketing budget and is investing in some television advertising during Superior feeder calf sales.

Member service committee

MyHerd, AHA's online registry system currently under construction, was reviewed by the Board. Breeders will be asked to participate in a testing process, and, gradually, the program will be launched in the first quarter of 2014.

The lease agreement policy was amended by removing any charges for establishing one-year lease arrangements. This change will streamline the process for establishing lease agreements through the MyHerd software.

CHB LLC

CHB LLC continues to grow, reporting a record year for tonnage in 2013 — 48.8 million lb. The company reported a \$293,000 profit and intends to add positions in 2014 to support continued sales efforts. **HW**

2014 Committee Appointments

Executive: Steve Lambert, Oroville, Calif., chairman; Keith Fawcett, Ree Heights, S.D.; Dale Venhuizen, Manhattan, Mont.; and Eric Walker, Morrison, Tenn.

Financial/audit: Fawcett and Venhuizen, co-chairmen; Lambert; Sam Shaw, Caldwell, Idaho; and Walker.

Breed improvement: Fred Larson, Spring Valley, Wis., chairman; Fawcett; Shaw; David Trowbridge, Tabor, Iowa; and Joe Van Newkirk, Oshkosh, Neb.

Marketing: Walker, chairman; Dave Bielema, Ada, Mich.; Jonny Harris, Screven, Ga.; and Venhuizen.

Member service: Trowbridge, chairman; Terri Barber, Austin, Texas; Harris; Larson and Van Newkirk.

Show and sale: Fawcett, chairman; Barber; Curtis Curry, McAlester, Okla.; Larson and Venhuizen.

Certified Hereford Beef LLC board: Venhuizen, chairman; Dale Micheli, Ft. Bridger, Wyo.; Shaw; Trowbridge and Van Newkirk.

Hereford Publications Inc. board: Shaw, chairman; Bielema; Curry; Fawcett; Harris and Lambert.

Hall of Fame/Merit: Curry, chairman; Barber; Fawcett and Shaw.

Junior and Hereford Youth Foundation of America (HYFA) liaisons: Larson, chairman; Curry and Walker.

HYFA board: Ray Ramsey, Greenfield, Ind., president; and Ruth Sims, Elgin, Okla., vice president.