

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., Oct. 30-31. The following are highlights of the meeting:

Breed improvement committee

The AHA Board approved a six-month contract with genetics evaluation consulting firm Method Genetics, St. Joseph, Mo., to help commercialize the production of three new economically relevant traits including feed intake, heifer calving rate and sustained cow fertility.

Adjustments including a base year of 1996 were approved for the release of udder expected progeny differences (EPDs) — both suspension and teat size — for the first commercial release in December 2014. See “Performance Matters,” Page 6, for more information.

Marketing committee
The Board approved the development of a ranch kit marketing packet that breeders can use for production sales and state events. The packets will be available to order online in February.

A commercial feeder calf marketing plan involving video

auction support and an updated website listing program was approved for development. The new website, *HerefordFeederCattle.com*, will be activated Dec. 1.

Member service update

A new electronic registration certificate storage system — *MyHerd.org* — was released in early October. A strategy for enticing more breeders to use the system is in development.

Two new MyHerd products approved for development are a DNA kit ordering option and a spreadsheet system for managing performance data with MyHerd upload capabilities. The spreadsheet will be tested over the next few months. For more about *MyHerd.org*, see “Member Service” on Page 16.

Show and sale report

The Board approved the qualified judges list for 2015. In addition, a

standard for EPD presentation in national sale catalogs was developed and approved.

The Board also approved judges for the 2015 Junior National Hereford Expo.

Officers and appointments

The Board elected the following officers and made the following appointments for 2015:

President:

Eric Walker, Morrison, Tenn.

Vice president:

Sam Shaw, Caldwell, Idaho

Executive vice president:

Craig Huffhines, AHA

Treasurer: Leslie Mathews, AHA

National Cattlemen’s Beef Association (NCBA) representative:

Curtis Curry, McAlester, Okla.

Financial audit firm:

Kennedy and Coe, Topeka, Kan. **HW**