



'Celebrate the Brand'

The AHA hosted members at 1501 Wyandotte on Oct. 30 to "Celebrate the Brand."



More than 350 Hereford breeders and enthusiasts gathered at the AHA office at 1501 Wyandotte for the "Celebrate the Brand," event in celebration of 20 years of the CHB program and to recognize Hereford honorees and youth.

The office opened its doors for attendees to look through the American Hereford Association (AHA) library and walk through Hereford history and memorabilia. All enjoyed a taste of Certified Hereford Beef (CHB®), prepared by Chef Bill Lieb, culinary arts instructor at Oklahoma State University Institute of Technology, and his students.

Following the cocktail hour, the AHA honored Hereford Hall of Fame recipients, scholarship winners, 10-million-lb. CHB Award recipient and Craig Huffhines, former AHA executive vice president.

The "Celebrate the Brand," event concluded with an auction benefiting the Hereford Youth Foundation of America and the National Junior Hereford Association. More than \$50,000 was raised to support Hereford youth. **HW**



Showcasing Hereford beef during the "Taste of CHB" were Chef Bill Lieb, culinary arts instructor at Oklahoma State University Institute of Technology, and his students. Jack Ward, AHA executive vice president (far right), presents Chef Lieb and students with a check supporting their scholarship fund.



Sysco Minnesota was recognized for its dedication to the CHB program with the 10-million-lb. CHB Award. Pictured (l to r) are Mick Welch, CHB LLC vice president of sales; David Trowbridge, Tabor, Iowa, CHB board chairman; Amari Manning, CHB LLC general manager and chief operating officer; June Dunn, Sysco center of the plate specialist, business resources; Deed Danielson, Sysco center of plate specialist; and Jack Ward, AHA executive vice president.



The AHA honored Craig Huffhines, who led the Hereford breed for 18 years as executive vice president, with a bronze bull and a Bruce Huxol original portrait that will be hung permanently at the AHA headquarters.