

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., Oct. 29-30. The following are highlights of the meeting:

Bylaw change

The AHA Board voted unanimously to make an amendment to the current bylaws by deleting the present Section 3(a) of Article VI in its entirety and substituting in lieu thereof the following Section 3(a):

(a) The Nominating Committee shall nominate not less than three (3) nor more than six (6) candidates for election as Directors of the Association, each of whom shall be an Active Member or a Representative of an Active Member at the time of nomination and shall submit the names of those candidates to delegates at a meeting of delegates. In addition, any delegate present in person may nominate any Active Member as a candidate for Director at the meeting of delegates.

Breed improvement

The Board voted to move toward more frequent runs of the Pan-American Cattle Evaluation (PACE), from two runs to 10 runs per year. It is unclear whether the other PACE countries will proceed along with the AHA. In addition, the AHA will still produce interim numbers between each evaluation.

A review was given on the new traits for Heifer Calving Rate (HCR), Sustained Cow Fertility (SCF) and Dry Matter Intake (DMI). When these traits are released as part of the full evaluation, an update to the current \$ Indexes will include these new traits along with new economic figures.

Dorian Garrick, Iowa State University Lush Chair in animal breeding, and Bruce Golden, Cal Poly department head and professor of dairy science, gave an update on the development of a new software package that could be utilized by the AHA.

Larry Kuehn, U.S. Meat Animal Research Center geneticist, gave an overview on how the AHA could move forward with a commercial cow-calf incentive program that could add value to Hereford-sired calves. This program would include the production of a certificate that includes a sire's expected progeny difference (EPD) makeup and genomic component along with other herd history.

Member service

Fiscal year 2015 saw an increase in electronic registrations to 68.8% compared to the prior year's rate of 62.8%. Electronic weaning and yearling submissions reached 72.9% and 81.7%, respectively, for the same periods.

The AHA staff has developed a new registration feature for *MyHerd.org*. The new feature allows members to record their calving data offline by exporting a formatted spreadsheet from their MyHerd account with the ability to import it directly into *MyHerd.org* for real-time calf registration and data submission.

There were some basic requirements set for MyHerd regional meetings. Please contact the AHA records department for more information

concerning requirements. MyHerd webinars were resumed in November.

There continues to be in-house testing for DNA request screens, and staff will continue to work with breeders to develop this option on MyHerd.

Marketing

Fiscal year 2015 saw big increases to visits, unique visits and page views on the AHA website, *Hereford.org*, and the average time spent on the site was nearly three minutes. Banner ads had more than 1.2 million views with more than 14,000 click-thrus.

The new national ad campaign has been launched with testimonials from various large commercial ranchers utilizing Hereford genetics. Print and digital ads have been produced with a new slogan, "He Wants It All." The media buy will be \$176,000 with more than 3 million impressions.

The ad has been posted to *HerefordResource.com* in different size and customizable formats for state associations and breeders to utilize the materials.

Certified Hereford Beef (CHB®)

CHB LLC staff reported a new record of pounds sold at 51.2 million with five new licensed distributors and a large growth in value-added programs. Sysco Minnesota was recognized for marketing more than 10 million lb. of product.

Amari Manning was introduced as the new CHB LLC chief operating officer and general manager.

2016 Committee Appointments

Executive: Sam Shaw, Caldwell, Idaho, chair; Curtis Curry, McAlester, Okla.; Jonny Harris, Screven, Ga.; and Terri Barber, Channing, Texas.

Financial/audit: Harris, chair; Curry; Shaw; Barber and Bob Thompson, Rolla, Mo.

Breed improvement: Kevin Schultz, Haviland, Kan., chair; Dave Bielema, Ada, Mich.; Jim Mickelson, Santa Rosa, Calif.; Pete Atkins, Tea, S.D.; and Kyle Pérez, Nara Visa, N.M.

Marketing: Barber, chair; Joe Van Newkirk, Oshkosh, Neb.; Jim Bellis, Aurora, Mo.; Harris and Pérez.

Member service: Bielema, chair; Harris, Thompson, Bellis and Schultz.

Show and sale: Curry, chair; Barber, Bielema, Atkins and Pérez.

Certified Hereford Beef LLC board: Mickelson, chair; Van Newkirk, Schultz, Atkins and David Trowbridge, Tabor, Iowa.

Hereford Publications Inc. board: Van Newkirk, chair; Curry, Schultz, Bellis and Pérez.

Hall of Fame/Merit: Thompson, chair; Harris, Mickelson, Van Newkirk and Bellis.

Junior and Hereford Youth Foundation of America (HYFA) liaison: Curry.

HYFA board: Ray Ramsey, Indianapolis, Ind., president; and Bruce Everhart, Waldron, Ind., vice president. **HW**

Election of officers/appointments

The Board elected the following officers and made these additional appointments for 2016:

President: Sam Shaw

Vice president: Terri Barber

Secretary: Jack Ward

Treasurer: Leslie Mathews

AHA's National Cattlemen's Beef Association representative:

Jonny Harris

Audit Firm: K-Coe, Isom, LLP **HW**