

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., Oct. 27-28. The following are highlights of the meeting:

Breed improvement

The AHA Board voted to support trait development and script writing for the new genetic evaluation software, BOLT, by Theta Solutions.

The Board was given an update on the peer review of the profit (\$) indexes by Warren Snelling, U.S. Meat Animal Research Center (MARC), and Matt Spangler, University of Nebraska.

The Board asked the staff to explore the possibility of building another feed efficiency facility at a commercial feedyard.

Member service

AHA staff updated the Board on the progress of requesting DNA kits through *MyHerd.org* and the introduction of the Tissue Sampling Unit (TSU). The TSU will allow breeders to collect DNA on much younger animals. The AHA created a relationship with Allflex for breeders to order dangle tags, EID (electronic identification) tags and TSUs.

The staff also reported that a soft launch of the spreadsheet registry option on MyHerd is ongoing.

Jim Mickelson moved that pending transactions in MyHerd be converted to live transactions on the members ILR2 registry

system account once the pending transactions had been pending for six months or longer. Curtis Curry seconded the motion and it passed unanimously.

Show and sale

The Board discussed and suggested that national Hereford show judges limit discussion of division champions in order to keep the show moving at a quicker pace.

Curtis Curry moved that heifer calf divisions for those born in the show year be eliminated from the owned division of the Junior National Hereford Expo. Kyle Pérez seconded the motion and it passed unanimously.

Marketing and communications

Deb Norton and Julie Tucker, Graphic Arts of Topeka Inc., shared with the Board that the final advertisement of the three-part national ad campaign was hitting both printed and digital media this fall. They also shared the number of views and click throughs that the national ad videos received.

Julia Hitman King, president of Propaganda 3, visited with the Board on the progress of the development of the new AHA website.

Dave Bielema moved that the Strategic Plan proposal with AGcellerate be approved. Terri Barber seconded the motion and it passed unanimously.

Certified Hereford Beef (CHB®)

CHB LLC staff reported another year of growth with more than 54 million lb. sold. Amari Manning, CHB LLC chief operating officer and general manager, introduced her new staff and shared with the Board her strategic growth plans for the next five years.

Election of officers/appointments

The Board elected the following officers and made these additional appointments for 2017:

President: Terri Barber

Vice president: Kevin Schultz

Secretary: Jack Ward

Treasurer: Leslie Mathews

AHA's National Cattlemen's Beef Association Representative: Jonny Harris

Audit Firm: K-Coe, Isom LLP

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2017 Committee Appointments

Executive: Terri Barber, Channing, Texas, chair; Kevin Schultz, Haviland, Kan.; Dave Bielema, Ada, Mich.; and Joe Van Newkirk, Oshkosh, Neb.

Financial/audit: Bob Thompson, Rolla, Mo., chair; Pete Atkins, Tea, S.D.; Barber; Schultz; and Bielema.

Breed improvement: Schultz, chair; Joel Birdwell, Kingfisher, Okla.; Atkins; Jim Bellis, Aurora, Mo.; and Bielema.

Marketing: Kyle Pérez, Nara Visa, N.M., chair; Jim Mickelson, Santa Rosa, Calif.; Birdwell; Tommy Mead, Midville, Ga.; and Bellis.

Show and sale: Atkins, chair; Bruce Thomas, Gold Creek, Mont.; Birdwell; Pérez; and Mickelson.

Certified Hereford Beef LLC board: Mickelson, chair; Pérez; Schultz; Atkins; John Stadler, Cape Coral, Fla.; Ed McMillan, Greenville, Ill.; and David Trowbridge, Tabor, Iowa.

Hereford Publications Inc. board: Van Newkirk, chair; Mead; Schultz; Thompson; and Pérez.

Member service: Bielema, chair; Thomas; Bellis; Thompson; and Van Newkirk.

Hall of Fame/Merit: Bellis, chair; Mead; Van Newkirk; Thomas; and Thompson.

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

Building: Thompson, chair; Mickelson; Bielema; and Jimmie Johnson, Clinton, Okla. HW