



Hereford Enthusiasm Storms Kansas City

Celebrating 125 years devoted to keeping the breed's records and promoting the interests of its breeders, the American Hereford Association (AHA) hosted its Annual Meeting in conjunction with the American Royal Oct. 21-23 in Kansas City, Mo. More than 400 Hereford enthusiasts traveled to Kansas City to participate in the jam-packed weekend.

Presidents get Association update

The state presidents' meeting kicked off the events on Saturday morning. Nearly 50 state Hereford leaders attended the meeting, which included updates on AHA activities and programs. Jack Ward, AHA chief operating officer and director of breed improvement, shared information about the National Reference Sire Program (NRSP). The update included information about established tests at Olsen Ranches Inc., Harrisburg, Neb., and Stahly Ranch, Cavour, S.D., and the new test herd at Amana Farms, Amana, Iowa.

Ward announced that two more herds have committed to the program: Circle A Ranch, Iberia, Mo., and Ginglebach Farms, Plattsburg, Mo. Circle A Ranch will be breeding 600 commercial Angus cows to Hereford bulls and Ginglebach will be breeding 120 commercial Angus fall-calving cows to Hereford bulls.

"Testimonials are the key to this program," Ward says. When a producer is sitting in the coffee shop and hears that a "big" producer is using Hereford bulls then they will think it is cool, he adds.

Another exciting announcement was the Harris Ranch project, which is a head-to-head, gate-to-plate comparison of Hereford versus Angus bulls on an Angus-based cow herd. The 2006 calf crop has been weaned, weighed and DNA tested to a sire.

"We have to stop looking at the 'black cow herd' as a negative," Ward says. "It's a positive, it's an opportunity to sell Hereford bulls."

Craig Huffhines, AHA executive vice president, reported on the downtown Kansas City development



Craig Huffhines, AHA executive vice president, presented the secretary/finance report during the AHA Annual Meeting. Members could pick up a copy of the 2006 Annual Report at the meeting. It was also published in the November *Hereford World*.



Annual Meeting and American Royal coverage includes:

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- 36 Kohlbeck Named AHW Woman of the Year



Earlier this year, The National Centralized Ultrasound Processing (CUP) Lab interpreted ultrasound scans for genetic evaluation on its 1 millionth animal. The milestone animal was a Hereford heifer — owned by Shepherd Herefords, Burlingame, Kan. — SH N55 Lass R30. During the AHA Annual Meeting, Patrick Wall, CUP Lab director of communications, presented Shepherd Herefords and the AHA a framed photo of the scanned female in recognition of the milestone. Pictured at the presentation are: Wall; Carol Shepherd; Lee Haygood, AHA director and chairman of the performance/breed improvement committee; and Jack Ward, AHA chief operating officer and director of breed improvement.



More than 400 AHA members and Hereford enthusiasts were in Kansas City for the 2006 AHA Annual Meeting and the American Royal.

boom and how it is affecting the AHA headquarters. He showed slides of a 5-acre parcel of land near the Kansas City International Airport that the Association is purchasing as a business opportunity.

Teresa Oe, AHA communication coordinator, presented information about the 2006-07 national advertising campaign, "The Power of Black. Only Better." Oe distributed copies of the national ad on CD for state associations to utilize.

Following the presentations, attendees had the opportunity to ask questions of the AHA directors.

Boyd Dvorak, Lake Andes, S.D., 2006 State Presidents Council chairman, presided over the meeting. Phillip Moon, Harrison, Ark., was selected as the 2007 chairman and Bob Hug, Scranton, Kan., vice chairman.

Research highlights breeders' forum

More than 150 producers attended the breeders' forum following the state presidents' meeting, which included research updates by Dan Moser and Monty Kerley.

Moser, Kansas State University associate professor and AHA genetic consultant, shared information about genetic evaluation of longevity and fertility. He says that fertility and longevity are nearly impossible to evaluate without a whole-herd recording scheme. Because of the Whole Herd Total Performance Records (TPR™) program the Hereford breed is positioned to benefit from the data.

Moser explained the different ways to measure stayability and the factors that affect those measurements. He stressed the importance of



Saturday morning activities kicked off with the state presidents' meeting. Boyd Dvorak, Lake Andes, S.D., 2006 State Presidents Council chairman, presided over the meeting, which included updates on AHA activities and programs, and a question-and-answer session with AHA directors.



Dan Moser, Kansas State University associate professor, shared information about genetic evaluation of longevity and fertility during the breeders' forum on Saturday.



Monty Kerley, University of Missouri-Columbia animal scientist and professor, told breeders' forum attendees "we're in the process of trying to figure out how to do it better," referring to feed efficiency in cattle herds. Kerley is utilizing Hereford cows in a study designed to explore the possibilities and effects of selecting for feed efficiency, and what makes one animal more efficient than another.

submitting accurate disposal codes to help ensure the stayability expected progeny difference (EPD) is accurate and useable.

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Retiring from the AHA Board of Directors during the 2006 Annual Meeting were: Dale Spencer, Brewster, Neb.; Jack Holden, Valier, Mont.; and Wayne Mrnak, Bowman, N.D.



2007 State Presidents Council officers (l to r) are: Bob Hug, Scranton, Kan., vice chairman; and Phillip Moon, Harrison, Ark., chairman.



Retiring CHB LLC board members recognized during the Annual Meeting were: Wayne Mrnak, Bowman, N.D., left, and John Loewen, Waukomis, Okla., right. Also pictured is Jared Long, CHB LLC account manager.

Kerley, University of Missouri-Columbia (MU) animal scientist and professor, told forum attendees “we’re in the process of trying to figure out how to do it better,” referring to feed efficiency in cattle herds. Kerley is utilizing Hereford cows in a study designed to explore the possibilities and effects of selecting for feed efficiency, and what makes one animal more efficient than another (see the October *Hereford World* cover story).

Kerley says feed efficiency is a moderately heritable trait, so with selection pressure substantial improvement in efficiency can be made.

Saturday activities continue

Following the breeders’ forum, candidates for the AHA Board had an opportunity to share information about themselves and their goals for the Association.

Next it was off to the American Royal Complex for the Ladies of the Royal sale. See page 29 for highlights.

That evening Hereford youth supporters put on their best duds and attended the Hereford Youth Foundation of America (HYFA) Casino Magic Fundraiser. The evening of fun raised \$32,000 for Hereford youth.

Herefords in the ring

Sunday morning started with the junior Hereford show at the American Royal Complex. Results of the show are on page 33. Following the junior show was the National Hereford Show judged by Tyler Cates, Modoc, Ind. See page 30 for winners.

New directors selected

Monday was the Annual Meeting, which included the election of new leadership and recognition of Hereford Hall of Fame and Merit inductees. See page 24 to learn about Jack Evans and Hank DeShazer, 2006-07 AHA president and vice president, and the three new AHA directors — Marshall Ernst, Bob Harrell Jr. and Denny Hoffman. Four deserving men were honored with the Hall of Fame and Merit awards, read more about them on page 25.

The pages that follow summarize the weekend’s activities. **HW**

HYFA Tops \$1 Million

by **Chris Stephens**, HYFA director

The Hereford Youth Foundation of America (HYFA) celebrated Hereford youth and their importance to the breed’s future during the fourth annual HYFA fund-raising event. This year’s casino night theme entertained a crowd of more than 330 Hereford enthusiasts on Oct. 22.

The highlight of the evening was the announcement that the HYFA has reached more than \$1 million in assets. Ray Ramsey, HYFA president-elect and the evening’s master of ceremonies, unveiled how significant the milestone is to the future of the HYFA and reaching the ultimate goal of \$5 million. John Vanier, HYFA retiring president, thanked the many individuals who worked so hard to help the HYFA reach the \$1 million mark and urged those in attendance to stand behind the cause.

The auctioning of the HYFA Foundation Female has become an annual event. Each year a Hereford breeder donates a top prospect from their herd to the HYFA to be auctioned to support youth scholarships and education. The Jack Holden family of Holden Herefords, Valier, Mont., donated the choice of two January heifers from the flush of the Holden matriarch HH Miss Advance 0023K and sired by the maternal trait leader CL 1 Domino 320N.

The Hereford Youth Boosters, see bottom of page 23, purchased the Foundation Female package for \$12,500. The syndicate donated the package back to the HYFA to be resold. After heavy bidding, Tommy Mead, Mead Cattle Enterprises, Midville, Ga., and Jimmy Johnson, Red Hills Herefords, Clinton, Okla., teamed up to purchase the choice for \$4,500.

Casino night attendees also had the chance to win spectacular trips and support the HYFA at the same time. Jim and Marcia Mickelson, California; L.C. Whitehead, Texas; Rausch Herefords, South Dakota; and Randy and Kelly Owen, Alabama, each donated trips for casino patrons to win at the conclusion of the evening.

One of the most active locations of the evening was the silent auction table. Supporters donated unique items and attendees had the opportunity to do some early holiday shopping as items ranged from a coveted Bud Snidow original oil painting to antique Hereford framed prints, Certified Hereford Beef® (CHB) gift baskets and fine sterling silver jewelry.

The fourth annual HYFA fund-raising event was a great success. The foundation raised more than \$32,000. A big thanks to all who donated, attended or purchased. The rebirth of the youth foundation has set in place a newfound spirit among Hereford breeders. **HW**



A standing-room-only crowd attended the Ladies of the Royal sale Saturday afternoon. Monte Lowderman auctioneered the sale, which averaged \$3,043. For a complete sale report see page 29.



Keith and Cindy Rogers, Hamilton, Texas, purchase more poker chips to support Hereford youth.



More than 330 guests attended the HYFA Casino Magic Fundraiser. The event raised \$32,000 for Hereford youth.



Chad Shoup, Kansas City, Kan., (second from left) was the big casino night winner, collecting more than \$33,300 worth of chips. He cashed in his chips for a vineyard excursion in California.



Attendees were given \$100 in chips to use to try their luck at various casino games — black jack, Texas Hold 'em and craps.



Doug Gerber, Richmond, Ind., checks out the silent auction items. A total of \$12,500 was raised from the auction.



John Vanier, HYFA president, gave an update on the \$5 Million Capital Endowment Campaign.

Hereford Youth Boosters syndicate

A group of 56 Hereford producers joined together to purchase the 2006 Foundation Female package donated by Holden Herefords, Valier, Mont. The group paid \$12,500 and then donated the female back to be resold. The syndicate includes:

Dudley Bros., Comanche, Texas
JC and Joann Rogers, Grandview, Texas
Nelson Land and Cattle, Plano, Texas
Adams Hirsche Herefords, Nowata, Okla.
Bill Cox, Pomeroy, Wash.
Bill King, Stanley, N.M.
Bob Call, Cushing, Okla.
CLH Polled Herefords, Statesboro, Ga.
Colyer Herefords, Bruneau, Idaho
Denny Hoffman, McArthur, Calif.
Eric Walker, Morrison, Tenn.
Frederickson Hereford Farm, Starbuck, Minn.
Harrell Herefords, Baker City, Ore.
Jack and Cheryl Evans, Winona, Miss.
KEG Herefords, Valentine, Neb.
Lowderman Cattle Co., Macomb, Ill.
Marshall Ernst Family, Windsor, Colo.
Marcia and Jim Mickelson, Santa Rosa, Calif.
Mrnak Herefords, Bowman, N.D.

Shafer Ranch, Sherman, Texas
Shaw Cattle Co., Caldwell, Idaho
Spencer Herefords, Brewster, Neb.
Tom Lane, Nashville, Tenn.
Topp Herefords, Grace City, N.D.
Upstream Ranch, Taylor, Neb.
W4 Ranch, Morgan, Texas
Wes Hudson, Harrison, Ark.
Clay Jack, Sulphur, Okla.
Cooper Herefords, Willow Creek, Mont.
McMullin Ranch, Copperas Cove, Texas
MCS Polled Herefords, Elgin, Okla.
Steve Folkman, Ixonia, Wis.
Tom and Sheila Gilmore, Floresville, Texas
7 Oaks Plantation, Senoia, Ga.
B&D Herefords, Claflin, Kan.
Barber Ranch, Channing, Texas
Bill Jacobs, Sulphur, Okla.
Billy Ashe, Selmer, Tenn.

Churchill Cattle Co., Manhattan, Mont.
Craig Huffhines Family, Lawson, Mo.
Curry Herefords, Okemah, Okla.
Hidden Oaks Ranch, Hamilton, Texas
Indian Mound Ranch, Canadian, Texas
Jim Reed, Green Ridge, Mo.
K Bar K, Pottsboro, Texas
Ledbetter Cattle Co., Amarillo, Texas
Leonard Polled Herefords, Chatsworth, Ga.
Norm and Jane Durham, Stillwater, Okla.
Red Hills Herefords, Clinton, Okla.
Ridgeview Farm, Alto, Mich.
Rockin W Polled Herefords, Schulenburg, Texas
Sandhill Farms, Haviland, Kan.
Sherry Pope-Smith, Tulsa, Okla.
Spearhead Ranch, Copperas Cove, Texas
Texas Polled Hereford Association, Grandview, Texas
Tommy Mead, Midville, Ga.