

CHB Plans Round-Up

Certified Hereford Beef (CHB) LLC will be hosting retail and food service customers for an educational program in Denver coinciding with the National Western Stock Show. The “Winter Round-Up” event will bring retailers, processors and distributors of CHB® together to learn about new program initiatives and industry issues that affect their businesses.

The program will take place Thursday, Jan. 11, at the Renaissance Denver Hotel. The timing and location are far from coincidental. The National Western Stock



Rob Ames

Show provides a wonderful opportunity for CHB users to learn about Hereford cattle and meet Hereford breeders from across North America. Winter Round-Up attendees will witness the selection of the champion carload of Hereford bulls and tour “The Yards” to see the kind of genetic planning and selection that goes into breeding top-quality seedstock.

On Friday, CHB customers will get a chance to experience the beauty of the Colorado Rockies from the mount of a snowmobile. Then, it will be back to their places of business to implement CHB’s 2007 marketing initiatives.

New account manager joins CHB team

All of us at CHB LLC are pleased to welcome a new member to our staff — Shonda Anderson joined us in November as an account manager.

Shonda is a native of Durango, Colo., where she first became interested in animal agriculture through 4-H and home-raised livestock.

In 2005 she earned a bachelor’s degree in agriculture and resource economics and agricultural education from Colorado State University (CSU). After graduation Shonda served as a legislative assistant for Colorado Rep. Mark Larson, and then campaign manager for Ellen Roberts, who was a candidate to replace the term-limited Larson in the November election.

Shonda has a remarkable range of experience. She has interned with or worked for the National Western Stock Show, Archer Daniels Midland Co., Colorado 4-H and the CSU meat laboratory.

In addition Shonda student taught in an agricultural education program in eastern Colorado and has studied in Mexico and in New Zealand.

Shonda enjoys skiing, horseback

riding and elk hunting with her family. We’re tremendously excited about the enthusiasm, creativity and variety of skills Shonda will bring to CHB LLC.



Shonda Anderson



CHB® briskets were part of the American Royal BBQ Contest. Local group, Smokin Mother Ruckers BBQ & Catering, used Hereford beef briskets. They competed in the invitational and open events.

CHB makes a great gift

It’s not too late to order a gift box of CHB steaks in time for Christmas or the New Year’s holiday. Bell Creek Beef has them available at www.greattastingsteaks.com or by calling (877) 235-5273.

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