

Hereford Breeders Gather in Kansas City

Members celebrate FY 2009, conduct Association business and learn about new programs and services.

Hereford enthusiasts from across the U.S. and Canada were in Kansas City Oct. 31 to Nov. 2 to participate in the 2009 American Hereford Association (AHA) Annual Meeting activities.

Kicking off the weekend on Saturday morning were educational forums at the Hilton President Kansas City. Dan Moser, Kansas State University associate professor, shared results on his research on heifer calving rate.

Moser congratulated Hereford breeders for having the largest

database of calving records of any breed in the U.S. He explained how his research looked at actual calving records versus palpation data; thus, it is a better representation of calving than pregnancy.

Moser encouraged breeders to turn calving records in promptly, not to wait until weaning.

Mike MacNeil, research geneticist at Fort Keogh Livestock and Range Research Laboratory, Miles City, Mont., reported on his research regarding longevity. He explained his focus was to evaluate reproductive success of the cow herd.

"These projects lead the beef industry in reproduction analysis," MacNeil said. He attributed the success of both heifer calving rate and cow herd longevity research to the effort Hereford breeders have made in collecting and reporting data as part of the Whole Herd Total Performance Records (TPR) program.

Moser and MacNeil stressed the importance of assigning proper disposal codes. "Marking all reasons of disposal as 20s is just as valuable as leaving the field blank," MacNeil said.

Both geneticists will distribute final research reports to the AHA Board in early 2010. Watch for research summaries to

be published in a future *Hereford World* issue.

After the breed improvement research updates, the focus of the educational forum turned to marketing and communication initiatives. Joe Rickabaugh, AHA director of field management and seedstock marketing, introduced the *BuyHereford.com* online auction Web site. The site will feature regular online consignment auctions.

This new marketing site will give Hereford breeders the power to reach potential customers worldwide. AHA members can consign females, bulls, steers, cow-calf pairs, donor dams, embryos, semen, picks of the herd or flush rights. Commercial female lots and groups of feeder calves can also be listed. Offerings are not limited just to Hereford genetics; consignments can also include equipment such as chutes, trailers, show tack and equipment, or feed supplies.

Next, a redesigned *Hereford.org* Web site was unveiled to attendees. The customizable site features a Hereford Marketplace, a one-stop site for Hereford genetics with access to data-driven, portable downloadable files (pdf) and flip-style production sale catalogs as well as private-treaty offerings, semen catalogs, feeder cattle and commercial female listings. The site will also have results of Hereford sales. Other site features include a searchable events page, an educational resource page, and a dynamic search function that searches all pages on *Hereford.org* and related sites.

The final educational presentation was by Stacy Sanders, AHA director of records department, on the new online registry system features (see Page 8). Sanders invited attendees to the AHA headquarters following the morning session for a hands-on workshop regarding the new features.

Following the educational forum were the delegate orientation and board candidate question-and-answer session. Wrapping

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up Saturday morning, the AHA Board of Directors took center stage and answered questions posed by the membership regarding current programs and activities.

National Hereford Women formed

Saturday the American Hereford Women (AHW) and the National Organization of Poll-ettes (NOP) voted to combine and form one organization — National Hereford Women (NHW). It was an exciting announcement after 10 years of discussion and collaboration between AHW and NOP toward one new organization to serve as the association for women in the Hereford business. See Page 13 for more about the NHW.

Sale averages \$5,393

Saturday afternoon was the Ladies of the Royal Sale at the American Royal Complex. A standing-room-only crowd packed the Wagstaff Sale Arena as 23 heifers averaged \$5,393, five steers averaged \$2,355 and 12 embryos averaged \$520.

For more sale highlights, see Page 34.

Boots and Brew

Hereford enthusiasts celebrated Hereford youth and Halloween on Oct. 31 in Kansas City at the Hereford Youth Foundation of America (HYFA) Boots and Brew reception during the American Royal (see Page 24).

During the program two special gifts were presented to HYFA, including an estate bequest from Bob and Gretchen Thompson, Glengrove Farm, Rolla, Mo., and a \$20,000 donation from the Oklahoma Hereford Association (see Page 24). Another highlight of the evening was the distribution of \$25,000 to Hereford youth (see Page 26).

Herefords in the ring

Sunday, Hereford enthusiasts spent the day at the American Royal complex, attending the junior Hereford show followed by the national Hereford show.

Junior exhibitors paraded 46 entries before judge Cody Lowderman, Macomb, Ill. Randy



During the Board question-and-answer session, members had the chance to ask questions regarding current programs and activities.

and Jamie Mullinix, Toulon, Ill., judged the 160-head open show. For highlights of the show, see Page 30. For complete placings of both shows visit Hereford.org.

After the selection of the champion female, Hereford exhibitors were honored for showcasing their breeding programs at national and regional shows throughout the past year. Awards for Hereford show heifer, show bull and premier exhibitor were presented to recipients in each of four U.S. regions (see Page 33).

During the junior show on Sunday morning, Certified Hereford Beef (CHB) LLC staff and board hosted a CHB update forum at the American Royal complex (see Page 27).

New Directors selected; Award winners recognized

Monday the Annual Membership Meeting was at the Hilton President Kansas City. The meeting included the election of three new directors, announcement of new officers, and recognition of Hall of Fame, Century and Golden breeders.

Elected to serve as AHA Directors for the next four years were Cliff Copeland, Nara Visa, N.M.; Marty Lueck, Mountain Grove, Mo.; and Dale Micheli, Ft. Bridger, Wyo. Leading the AHA during the next year will be Bob Harrell Jr., Baker City, Ore., as



Mike MacNeil, Ft. Keogh research geneticist, said that with the heifer calving rate and cow herd longevity research, the Hereford breed is leading the industry in reproduction analysis.

Dan Moser, Kansas State University associate professor, shared his research findings regarding heifer calving rate. He congratulated Hereford breeders for having the largest database of calving records of any breed and encouraged producers to continue to submit data accurately and quickly to the Association.



president and John Woolfolk, Jackson, Tenn., as vice president.

During the meeting, four individuals were inducted into the AHA Hall of Fame including: Ken Bieber, Onida, S.D.; Jack Orr, Granby, Colo.; Frank Rodgers, Buhl, Idaho; and Tom Shaw, Caldwell, Idaho (see Page 20).

In addition, AHA committee chairmen presented program updates sharing how the member service fees are put to work. A pdf of the presentation slides, as well as the video played to kick off the meeting, is available online at Hereford.org.

The pages that follow highlight the weekend activities. **HW**