

Loschke Promoted to Education and Information Services Coordinator

KANSAS CITY, Mo. – Laura Loschke, American Hereford Association assistant records supervisor, will continue her work with the American Hereford Association team as the new education and information services coordinator.

“We are excited to have Laura assume this role at AHA as she brings with her a tremendous amount of knowledge of the inner workings of the customer service department and how some of our key programs work,” said AHA records department director Stacy Sanders. “Laura’s background at the AHA will allow her to get up to speed quickly in AHA’s efforts to develop projects and materials to help educate members and other staff on many of these items.”

Loschke will serve in her current capacity while also taking on the education and information services coordinator role. She will develop comprehensive educational platforms, assist Hereford breeders in understanding online data submission and promote best practices for Whole Herd Total Performance Records (TPR®) participation.

“I am very excited for this new opportunity and am strongly committed to working with the AHA membership to expand educational needs in many areas,” Loschke said. “I look forward to promoting the Hereford breed and connecting with more members. Together we will make a difference and I am ready to get started.”

Loschke will begin her new role effective immediately.

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The American Hereford Association, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations. The not-for-profit organization along with its subsidiaries — Certified Hereford Beef (CHB) LLC, Hereford Publications Inc. (HPI) and American Beef Records Association (ABRA) — provides programs and services for its members and their customers, while promoting the Hereford breed and supporting education, youth and research. For more information about the Association, visit Hereford.org.