

AHA Announces Educational Forum Lineup

Make plans to attend the American Hereford Association Annual Meeting and Conference educational forum designed for today's Hereford breeder.

This year's American Hereford Association (AHA) Annual Meeting and Conference boasts an extended educational forum to cover a variety of topics relevant to today's progressive Hereford breeder. The educational forum on Friday, Oct. 27, will begin at 8:30 a.m. at the Westin Kansas City at Crown Center, 1 E. Pershing Rd., Kansas City, MO 64108.

Attendance to the educational sessions and trade show is free for AHA members and guests. This is a can't-miss opportunity for Hereford breeders and enthusiasts to network and to gain more industry knowledge. **HW**

Educational forum schedule

Friday, Oct. 27

General sessions:

8:30 a.m. — Paving the Genetic Path

Bruce Golden, CEO of Theta Solutions, LLC, will breakdown fundamental changes of the improved AHA genetic evaluation utilizing BOLT. Learn about upcoming opportunities for DNA pricing that can take your breeding program to the next level. Also, hear updates regarding the revised AHA economically relevant traits and profit (\$) indexes.

Noon — NJHA Fed Steer Shootout Report

The National Junior Hereford Association (NJHA) Fed Steer Shootout program has successfully concluded its first year and is gearing up for year two. Join junior and adult Hereford breeders for this lunchtime session to hear from AHA staff and Gregory Feedlots Manager David Trowbridge, as well as junior participants as they discuss the cattle that were fed and harvested through the program with reports on feed efficiency, cost of gains, carcass data and what young Hereford breeders can learn from these numbers.



Breakout sessions:

Attendees will have the opportunity to attend four of the six sessions.

1 p.m. — Round 1 sessions

Hereford: Leading the Industry — Learn about the AHA Strategic Plan development process and the initiatives set to position Hereford as the leading beef breed association.

Generational Transitions — Ensuring legacies last a lifetime requires good estate planning. This session will highlight important considerations for passing your farm or ranch on to the next generation.

Maximizing Profit — Help your customers maximize feeder calf marketing potential and drive profit margins. Learn about leveraging various marketing tools available including the Hereford Advantage program, Hereford and Hereford-influenced feeder calf sales and backgrounding options.

3 p.m. — Round 2 sessions

Building Your Brand — Brand recognition is the foundation to a marketing program. Learn the basics of branding your farm or ranch and what marketing tools will help you reach current and potential customers. The session will also cover AHA marketing resources available to Hereford breeders.

Consumer Connections — Take part in real conversations with retail and foodservice industry experts, and discover what happens after your product enters into the food supply.

Boots on the Hill — Updates from Washington D.C. and how agricultural policy will affect your operation.