

2017 Annual Meeting

AHA members gather in Kansas City Oct. 27-29 to conduct Association business.

Schedule of Events

Friday, October 27

- 8 a.m. **Trade Show open**, *The Westin Kansas City at Crown Center Washington Park Place Foyer and Brookside*
- 8:30 a.m. **General session — Paving the Genetic Path**, *The Westin Kansas City at Crown Center Washington Park Place*
- 11:30 **Lunch**, *The Westin Kansas City at Crown Center Garden Terrace*
- Noon **General session — NJHA Fed Steer Shootout Report**, *The Westin Kansas City at Crown Center Liberty*
- 1 p.m. **Educational breakout session one**, *The Westin Kansas City at Crown Center Washington Park Place 1, 2 and 3*
Hereford: Leading the Industry
Generational Transitions
Maximizing Profit
- 2:50 p.m. **Break**
- 3 p.m. **Educational breakout session two**, *The Westin Kansas City at Crown Center Washington Park Place 1, 2 and 3*
Building Your Brand
Consumer Connections
Boots on the Hill
- 5 p.m. **Shuttle starts** from The Westin Kansas City at Crown Center to The Gallery
- 5:30 p.m. **Hereford Honorees Reception**, *The Gallery, 61 E. 14th St., Kansas City, MO 64105*
- 7 p.m. **Hereford Honorees Reception** award program begins

Saturday, October 28

- 8 a.m. **Continental breakfast in Trade Show**, *The Westin Kansas City at Crown Center Brookside*
- 9 a.m. **Annual Meeting**, *The Westin Kansas City at Crown Center Washington Park Place*
- Approx. **NHW Annual Meeting**, *The Westin Kansas City at Crown Center Washington Park Place* (starts 15 minutes after the AHA's annual meeting)
- 1 p.m. **Ladies of the Royal Sale**, *American Royal Wagstaff Sale Arena*
- 2 p.m. **Ladies of the Royal Sale**, *American Royal Wagstaff Sale Arena*
- 5 p.m. **Junior Hereford Show**, *American Royal Hale Arena*

Sunday, October 29

- 8 a.m. **National Hereford Show**, *American Royal Hale Arena*
- 8:30 a.m. **Board Q&A Session**, *American Royal Governor's Room*

Headquarters Hotel

The Westin Kansas City at Crown Center

1 E. Pershing Rd., Kansas City, MO 64108
816-474-4400

A block of rooms is also available at the Argosy Casino Hotel & Spa, 777 N.W. Argosy Parkway, Riverside, Mo. Reservations can be made by calling 1-800-270-7711. Please reference the American Hereford Association to get the \$119 rate.

Members of the American Hereford Association (AHA) will meet in Kansas City, Mo., Oct. 27-29, for the 2017 AHA Annual Meeting and Conference. Hereford enthusiasts will enjoy three days of events and activities including educational forums, industry trade show, the Annual Meeting and the National Hereford Show during the American Royal. The Westin Kansas City at Crown Center, 1 E. Pershing Rd., will host the event this year.

An expanded industry trade show will kick off the weekend at The Westin, connecting Hereford breeders with allied partners. This year's event also boasts an extended educational forum that will begin Friday morning with a general session discussing breed improvement updates followed by a lunch and second general session on the National Junior Hereford Association (NJHA) Fed Steer Shootout. The forum will again offer six breakout sessions Friday afternoon to cover a variety of relevant topics including the AHA strategic plan, estate planning, Hereford-influenced feeder-calf marketing, brand development and marketing, legislative updates and a Certified Hereford Beef (CHB®) consumer panel.

Friday night, Hereford breeders are invited to attend an evening program to recognize this year's Hereford Hall of Fame and Hall of Merit recipients as well as Hereford Youth Foundation of America (HYFA) scholarship winners. The event will be hosted at The Gallery in downtown Kansas City. The reception will begin at 5:30 p.m. with food and drinks, followed by the awards program at 7 p.m.

Saturday events

On Saturday, the Annual Membership Meeting, which is open to the public, will start at 9 a.m. Association members selected 158 delegates to conduct the Association's business and to elect three members to serve on the AHA Board of Directors.

Talk Hereford Industry Trade Show

Hereford enthusiasts are invited to the Talk Hereford industry trade show hosted at The Westin Kansas City in Crown Center. The trade show will be open at 8 a.m. Friday, Oct. 27, and from 8 a.m. to noon Saturday, Oct. 28.

EXHIBITORS

as of Sept. 13.

Allflex	MyHerd
CattleMax	National Hereford Women
Central Life Sciences	Purina Animal Nutrition LLC
Certified Hereford Beef	ShopHereford
Federal Ag Supply	ST Genetics
GeneSeek	SureChamp
Genex	UMB
Hereford Advantage	

Additional sponsors of the event are:
Select Sires and Slate Group



Planned

MyHerd support

MyHerd.org allows Hereford members to take care of Hereford business in real time, anytime day or night. AHA staff will be on-hand at the AHA Annual Meeting and Conference Trade Show to answer member questions and provide MyHerd technical support.



The six Board candidates are Jimmy Atlas, Grandview, Texas; Nate Frederickson, Spearfish, S.D.; Mark Largent, Kaycee, Wyo.; Mark St. Pierre, El Nido, Calif.; Joe Waggoner, Jackson, Miss.; and Dennis White Sr., Slaughter, La.

Candidate profiles begin on Page 32, and a list of delegates begins on Page 34.

The Association's annual report will be presented and distributed during the Annual Membership Meeting along with other reports on activities within the Association, Hereford Publications Inc., CHB LLC, National Hereford Women (NHW) and HYFA.

The NHW will host its annual meeting Saturday at approximately 1 p.m. (15 minutes after the AHA's annual meeting) at The Westin Kansas City at Crown Center.

Buses will be available Saturday afternoon to shuttle attendees to the American Royal complex for the Ladies of the Royal Sale and the junior Hereford show.

Shuttles will start at 1 p.m. and run every half hour between the hotel and the American Royal complex. The last shuttle will leave the American Royal complex at 8 p.m.

The sale starts at 2 p.m. followed by the junior Hereford show at 5 p.m. The junior show judge will be Blake Nelson, Platte City, Mo.

Herefords at the Royal

Sunday, the National Hereford Show will begin at 8 a.m. in Hale Arena at the American Royal complex. Between the female and bull shows, 2016-17 National Show Award winners will be recognized. Prior to the selection of the champion bull, the 2017-18 National Hereford Queen will be crowned. At 8:30 a.m. the AHA Board of Directors will host a Q&A session at the American Royal in the Governor's Room.

The National Hereford Show will be judged by Brian Barragree, Absarokee, Mont. For those who cannot make the trip to Kansas City, show results will be available online at *Hereford.org*. **HW**

Hereford Honorees Reception

Plan to attend the Hereford Honorees Reception recognizing Hereford Hall of Fame and Hall of Merit recipients as well as scholarship winners. The event will begin with a reception at 5:30 p.m., Oct. 27, at The Gallery in downtown Kansas City at 61 E. 14th St., Kansas City, MO 64105, and followed by the awards program at 7 p.m. Shuttles will be provided to transport attendees to and from The Westin Kansas City at Crown Center and The Gallery.

The Kansas City Streetcar also connects Crown Center and The Gallery. It's free to ride the streetcar, and the Power & Light stop at 14th and Main St. is a few steps away from The Gallery.

join us to

TALK HEREFORD

Connecting Cattlemen with Our Allied Partners

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.

RSVP for educational sessions

While the AHA Annual Meeting and Conference educational forum Friday, Oct. 27 is a free event for Hereford breeders and enthusiasts, please let AHA know you plan to attend by visiting *Hereford.org/events/annual-meeting/* and follow the link to RSVP.



Six Candidates Vying for Board Positions

The American Hereford Association (AHA) nominating committee has announced six Hereford breeders are contending for positions on the AHA Board of Directors.

JA



Jimmy Atlas

North Texas cattleman Jimmy Atlas has been involved in the Hereford industry since his youth.

Jimmy and his wife, Claudia, own and manage Atlas Farms, a registered Hereford and grain and cotton farming operation in Grandview, Texas.

Jimmy was raised in north Texas on a cotton and commercial Hereford farm. He grew up involved in the Hereford breed as a junior member, showing horned and polled heifers and steers. Following college graduation, he and Claudia married and joined the AHA as lifetime members. He accepted his first job as a herdsman for Chisholm Trail Ranch in Rhome, Texas, a registered Hereford operation. Three years later the duo purchased their first Herefords and began Atlas Farms.

As their daughter grew up, the family participated in each junior national Hereford show from 1989 to 2004.

Atlas Farms has been in business for more than 40 years. In that time Jimmy and Claudia have expanded their operation from 90 acres to more than 3,000 by purchasing neighboring parcels of land.

Today, the farm comprises 100 head of registered Hereford cow-calf pairs and 40 commercial females. Artificial insemination (AI) and embryo transfer (ET) are extensively utilized in their herd. They market show heifers, cow-calf groups and bulls to registered and commercial breeders.

Atlas Farms runs cattle on land historically used for cotton farming. The Atlases have increased efficiency and reduced production cost per head by grazing cattle on harvested crop residue. The cropland provides limited shade and, therefore, heat resistance has become a priority in their breeding program. Their goal is to market functional, profit-making cattle to customers.

Jimmy has served as president and director for the Texas Polled Hereford Association and is a current director of the Texas Hereford Association. He was also a junior advisor for the Texas Junior Polled Hereford Association. He is a Texas and Southwestern Cattle Raisers Association member, a Johnson County Farm Service Agency committee chairman and a First Methodist Church, Alvarado, member.

Jimmy and Claudia have one daughter – Precious, and her husband, Sam – and two grandchildren.

Frederickson Ranch markets bulls through a private limited liability company called Pyramid Beef, which was created seven years ago as a marketing outlet for the ranch's bulls and commercial females. Pyramid Beef has two outside partners and markets 150 bulls a year through the annual production sale, hosted at the bull development center on the ranch.

Frederickson Ranch strives to provide its customers efficient, low-maintenance genetics along with exceptional customer service and avenues to help them add value to their bottom line.

Prior to ranching full-time, Nate spent 14 years in the animal health industry working with veterinarians, distribution companies, feedlots and cow-calf operations.

Nate is currently serving on the board of directors for the South Dakota Hereford Association and is a member of Our Savior's Lutheran Church in Spearfish.

ML



Mark Largent

Fourth-generation Hereford breeder Mark Largent manages the family business, Largent and Sons, in Kaycee, Wyo.

The family has 115 years of Hereford involvement, with the family first purchasing registered Herefords in 1902. Today, the fifth and sixth generations are living and working at Largent and Sons.

Mark oversees a 225-head registered cow herd. He markets 125 bulls per year through the annual production sale, in its 35th year, and private treaty. Largent and Sons also sells 50 heifer calves each year through the production sale. The operation utilizes ET, AI and an exacting expected progeny difference (EPD) criteria for improvement. Mark focuses on carcass merit, reproduction traits, performance and feedlot efficiency.

He has judged livestock on both the local and national levels including the National Western Stock Show (NWSS) carload and pen show, the NWSS junior show, the NWSS Red Angus show, the North American International Livestock Exposition (NAILE), the Wyoming State Fair and numerous field days and state fairs. Mark has also participated in feedlot feedout Certified Hereford Beef seminars and showed and consigned cattle to most major shows and sales across the United States.

In the Hereford industry, Mark has served as president and vice president of the Wyoming Hereford Association and was a member of the direction committee. In his community, Mark has served as a Johnson County Co-op Board director, a Northeast Area Wyoming Southern Baptist Association president, and the Faith Community Church of Gillette pastor for 19 years.

Mark and his wife, Cathy, have three children – Dave and his wife, Heather; Laura and her husband, Toby; and Sherry and her husband, Brad – nine grandchildren and one great-grandson.

NF



Nate Frederickson

Cattleman Nate Frederickson, Spearfish, S.D., is co-owner and operator of Frederickson Ranch in the Northern Black Hills of South Dakota.

Nate, along with his wife, Jayna, two young sons, Teegan and Tiernan, and his parents, Mark and Mary Kay, run 450-500 head of registered Hereford, Angus and commercial cows, which are used in their ET program.

MS



Mark St. Pierre

Mark St. Pierre is the beef manager at Pedretti Ranches in El Nido, Calif. He is a member of the Pedretti family, and has worked in the family business for 36 years.

At Pedretti Ranches, Mark manages the Hereford herd, which consists of 200 registered cows with 100 calving in the spring and 100 calving in the fall.

The Pedrettis have long emphasized performance data in their Hereford herd with performance records dating back to the 1950s. While the ranch received recognition in the showing in the '70s and early '80s, including cattle shown on the Hill and in the carloads at the NWSS, the Pedrettis' goal has always been to produce cattle that work for the commercial cattlemen in California.

Pedretti Ranches raises approximately 80 bulls each year, which are marketed by private treaty sales. With two calving seasons six months apart, the ranch always has the next set of bulls on test. Both Mark and his father-in-law, Gino Pedretti, work with commercial customers. Pedretti Ranches focuses on sound cattle with balanced EPDs, good disposition and udder quality.

Mark manages the day-to-day work including addressing herd health issues, vaccination schedules, feeding, pasture management, breeding and calving. He also works in the farming operation, which involves growing cotton, corn and hay, and has some limited duty on the family dairy.

Mark has served as a California-Nevada Hereford Association board member and has hosted numerous tours. He has been a Merced-Mariposa County Cattlemen's Association director, a member of the Chowchilla High School FFA ag advisory committee, a 4-H leader and a volunteer fireman. Mark has also served as a deacon and elder in his local church.

Mark and his wife, Kim, have two children – a daughter, Christy, and a son, Matt, and his wife, Leah – and one granddaughter.

JW



Joe Waggoner

Hereford breeder Joe Waggoner, Carthage, Miss., has been raising cattle all of his life.

Joe's youth was shaped by experiences in both beef and dairy judging and exhibiting livestock. He learned the business from his father, and now, 55 years after purchasing his first Hereford calf, he manages the seedstock division of his family's fourth-generation farm in central Mississippi – Waggoner Cattle Co. LLC. The family farm consists of a 150-head Hereford herd, a commercial herd and timber production.

The purebred cattle are marketed regionally in the Southeast with partnerships for bull development and sales in Kansas while females are marketed private treaty. Joe works to improve herd genetics and performance through participation in the Mississippi Beef Cattle Improvement

Association (MBCIA), AHA Whole Herd Total Performance Records (TPR™) and genomic testing.

Joe's father also influenced his decision to obtain degrees in civil engineering and law. In 1976 Joe and his wife, Allison, founded a civil engineering and management business in Jackson, Miss. For the last 40 years, growing this firm and expanding the family cattle business have formed Joe's professional career.

Joe joined the American Polled Hereford Association in 1964 and became a member of the AHA following the merger of the polled and horned organizations. He has served as president, secretary and a board member of the Mississippi Polled Hereford Association and has sponsored field days at the farm.

He is a member of the MBCIA, the National Cattlemen's Beef Association and the Beef Improvement Federation. Joe is also involved in chambers of commerce, economic development districts, state and national bar associations, the Society of International Business Fellows, the National Society of Professional Engineers, the American Council of Engineering Companies and Habitat for Humanity.

Joe and Allison have two grown daughters – Alex Ayres and Olivia Claire.

DW



Dennis White Sr.

Louisiana Hereford breeder Dennis White Sr., Slaughter, La., has been in the cattle business for 35 years.

In 1982, while still in college, Dennis began raising cattle with his father. Upon graduation, he took a job with Performance Contractors, and today, 36 years later, is a project manager for the construction company.

His cattle operation began with a commercial herd, which is now Whitebear Farms. In 2003 his children began showing Hereford cattle, which led to establishing Homerun Herefords. Dennis enjoyed many years of his family raising and showing Hereford cattle at local, state and national levels including the Houston Livestock Show and Rodeo and the NAILE. He and his wife, Mary, have since enjoyed attending the NWSS in Denver.

Today, Dennis continues to raise both registered Hereford and commercial cattle. Homerun Herefords consists of a 140-head herd with approximately 80 head of purebred Herefords with 60 being crossed with Brahmans to producer F1 females.

Dennis values the ability to communicate about and to offer Hereford genetics to commercial breeders in the South, as a Hereford-Brahman cross is highly sought after in his region.

Dennis is a member of the Louisiana Cattlemen's Association, the East Baton Rouge Cattlemen's Association and the East Feliciana Cattlemen's Association. He currently serves as the East Baton Rouge Parish 4-H Foundation board vice president and is also a member of the Zachary United Methodist Church board of trustees.

Dennis and Mary have four children – Dennis White Jr. and his wife, Danielle; Brandy and her husband, Brad; Victoria and her husband, John; and Riley – and five grandchildren. **HW**

Candidate Q&A

All six American Hereford Association (AHA) Board candidates had a chance to respond to three questions. Below are the questions and candidates' responses.

Q Why are you running for the Board?

A **Jimmy Atlas**

I have reached a point in my life where I have the time and the experience to serve our membership as a Board member. I am passionate about our breed and feel strongly that it is important that our Association continues to grow and to strive for even better genetics.

We interact more with small breeders than large ones in our area. I hope to promote the idea of more small breeders embracing the use of expected progeny differences (EPDs) and understanding the importance of the registration process and how the information submitted to AHA makes our breed genetics stronger. Additionally, it is important to educate breeders and consumers that the majority of black baldie cattle in the Certified Angus feed pens are at least half Hereford influenced.

A **Nate Frederickson**

I am running for the Board because, like every dedicated member, I am passionate about Hereford cattle and the importance of this breed to the beef industry. I would like to give back to an organization and breed that have contributed a large part to the success and sustainability of our operation. With two young children, it is imperative to me that we continue to grow one of the strongest youth programs in the country to hold the interest of the next generation.

A **Mark Largent**

I'm running for the Board primarily to give back to the Hereford breed and its breeders and to continue in the leadership exemplified by my father and grandfather — both past directors of AHA.

A **Mark St. Pierre**

Several people talked to me about running for the Board over the last couple of years and got me thinking about it. I feel as if I am at a time in my life right now where I can make the time commitment. I bring 35 years of experience doing the day-to-day management of our beef herd. I enjoy meeting people and would love the opportunity to meet other breeders, to hear about their experience in the Hereford business and to share about my experience. I believe that it would be a fun and interesting experience.

A **Joe Waggoner**

Like many friends and acquaintances within the Hereford industry who are passionate about our breed, I am committed to supporting and contributing to the advancement of Hereford to its appropriate position at the top of the beef cattle business. Being a member of the Board will serve as an extension of my current work and provide an effective forum to devote my energy and ideas in support of the Hereford cattle industry. It also represents an important way to say "thank you" for the many ways the Association

and individual members have helped me over the last five-plus decades.

A **Dennis White Sr.**

Through the years of breeding Herefords, I have learned of quality improvement processes utilized by some of the past leadership, and I want to be a part of the continued progress in making the breed and the Association the best that they can be.

I also recognize the AHA representation from the South has been limited, and I am interested in expanding the visibility, need and presence for this region on the Board.

Q What are some goals or ideas you have for the Association?

A **Jimmy Atlas**

- Increasing brand recognition and consumer preference for Certified Hereford Beef (CHB®) in the Southwest as it is in the Western region. Increasing CHB brand recognition and consumer preference is important for the future of our breed.
- Decreasing the price spread between black cattle and Hereford cattle at sale barns.
- Encouraging further understanding of the importance of EPDs and the registration process with commercial breeders and of how they can use these tools to improve their herds and profitability.

A **Nate Frederickson**

If I have the opportunity to serve on the board, one goal important to me is to continue to build on the importance of cross-breeding and the value of heterosis. The AHA has done a great job on informing the commercial cow-calf sector of the true value of a Hereford bull on an Angus cow. I would like to help grow that interest by looking for additional ways to expand on economic and scientific data. Providing more information to the progressive-minded cattleman that the Hereford breed is and will continue to be at the top of the list when he looks for an alternative to an Angus bull.

A **Mark Largent**

- To help promote all aspects of breed improvement.
- To capture more commercial bull market.
- To grow and to expand the impact of CHB nationally and internationally.
- To conduct a data-based study such as Harris Ranch.

A **Mark St. Pierre**

I believe the biggest thing the Association can do for the Hereford breed is to preserve the integrity of the breed.

I have watched the Association over the years handle challenges to the purity of the breed, navigate a merger and help manage genetic defects.

At the same time, I have seen the introduction of EPDs and their increase in accuracy, blood typing, online registry, mating predictor, whole herd reporting, genomic testing and several other tools to help us improve as producers.

But, we need to keep our breed integrity, just as we keep our personal and business integrity in our own lives. If you lose it, you may never get it back.

A Joe Waggoner

- To continue and to intensify the use of the breed improvement tools now in place and those on the horizon and to elevate the positive end-product value of Hereford cattle in the beef industry.
- To focus on maintaining and enhancing the core Hereford qualities of docility, heterosis, maternal instincts, meat quality and fundamental physical soundness (feet, eyes and being environmentally adaptive).
- To expand the use of the most current and cost-effective communication platforms to reach and to influence targeted and broader areas of market potential from millennial prospective members to end-product consumers.
- To double down to focus on youth — elevating the current significant youth programs to enhance both the pleasure and business aspects the breed offers through creative use of technology to broaden awareness and appeal, with specific emphasis on career development and Hereford industry retention.

A Dennis White Sr.

One of the top goals I have for the Association is to ensure that participation in our Association is an asset to breeders and not so complicated that we discourage participation of the small breeders, as well as the large breeders.

My second goal is to help expand the benefits of our Association to the geographical area and environment that I live and operate within.

With the help of the Association, a third goal is to help breeders in the South interpret the genotype and phenotype that work best for the cattle producers in the area.

Q What is the biggest issue the AHA will face in the next five to 10 years. How does the Board prepare to face that issue?

A Jimmy Atlas

Breeders must provide a marketable product that is as trouble free as our competition. This is key to increasing demand for our breed in the commercial segment. Demand for Hereford bulls and females in the commercial segment has been tremendous in recent years, and we must seize this opportunity to further our breed and to regain market share that has been lost to other breeds.

Producers that have previously run black bulls on black cows now want baldie calves for increased performance. Sound udders and eye set along with pigment are two additional traits that are very important to the commercial producers. The Hereford breed is still overcoming misinformation and poor breeding of years ago that tainted the breed with a reputation for eye problems. I think focusing on eyes, eye set and pigment is so important. It is critical for our future in the beef industry. Our Association has already started addressing udder problems and should continue to encourage udder improvement.

A Nate Frederickson

As a Hereford breeder, a concern I have is the prejudices some feedyards still have against Hereford-marked cattle. Our operation prides itself in finding outlets for our customers' feeder calves. This can be very rewarding but

also frustrating, especially when you have a new customer that implemented Hereford bulls into his program, loves the calves but is upset the order buyer sorted out a few of the Hereford-marked calves. As a breeder, I feel we need to continue to address this issue and to put more emphasis on building a stronger relationship within the feedyard sector.

A Mark Largent

The biggest issue the AHA faces is market share. We need to sell more quality bulls to the beef producers of today and tomorrow. We need to better convince producers and consumers of the advantages of Herefords.

Other: The best way to achieve high goals is teamwork. The best way to have dynamic teamwork is to have strong leadership that listens to and implements the best ideas and practices of its membership. Thanks to all who have supported me in this purpose-driven endeavor of serving on the AHA Board.

A Mark St. Pierre

I think the ongoing issue for the AHA, and for breeders, is keeping and improving our place in the beef industry.

We have watched our colleagues in other breeds create incredible demand for their bulls. And, we have seen that they can lose some of their market share by using single trait selection or following fads that the commercial man isn't interested in.

We have a large number of tools and more data available to us than ever before to help us improve our cattle. But we have to make sure we don't lose what we all need in our cattle, some of the things that Herefords are known for like fertility, soundness, adaptability, feed efficiency, disposition and good carcass traits.

I think the AHA is in a good place with CHB, continued research on genomics and our constantly improving EPDs. Let's continue developing these areas and listening to the commercial cattlemen that are coming back to buy Herefords after being straight black for the last 10-20 years. What are they hoping Hereford bulls will do for them the black bulls didn't? Let's make sure we have what they want.

A Joe Waggoner

Promoting and advocating the importance of producing enough of the "right kind" of beef cattle to meet consumer demand while maintaining the fundamental soundness and characteristics of legacy Hereford cattle, i.e. not diminishing breed identity.

I believe the Board can help accomplish these goals by expanding the use of more advanced and cost-effective technological tools, including database development, genomic testing and selection, and communication platforms. With technology changing every day, creating opportunities in both the way we conduct our business and how we communicate the message to a larger audience is a critical element of the challenge and the solution. Through wise and strategic use of these tools, it is my respectful view the AHA can anticipate and stay ahead of the changes that will be facing our business in the years ahead for the betterment of our membership and our breed.

A Dennis White Sr.

The AHA, along with the cattle industry, will have to continue to strive to produce cattle that will raise calves with the lowest input cost per pound. With the cost of production increasing due to land and equipment cost at a rate that we cannot control, we have to work on the cost that we can control, which is the type of cattle that can produce pounds with minimum input cost. Breeders cannot face this task alone.

The AHA can provide data from the history and genetics of the Hereford breed to aid the ranchers to reach the lowest cost-per-pound production. **HW**

Delegates

Each state Hereford association elects delegates to attend the AHA Annual Meeting to vote on the candidates vying for positions on the Board of Directors. Below are this year's delegates.

Alabama

Three delegates to be determined.

Arkansas

Philip Moon
Harrison, Ark.

Scott Sullivan
Triple S. Ranch
De Queen, Ark.
One delegate to be determined.

California

Karl Blagg
Blagg Herefords
Grass Valley, Calif.

Steve Lambert
Lambert Ranch
Oroville, Calif.

Jim Mickelson
Sonoma Mountain Herefords
Santa Rosa, Calif.

Colorado

Jane Evans Cornelius
Coyote Ridge Ranch
La Salle, Colo.

Marshall Ernst
Ernst Herefords
Windsor, Colo.

Katheryn Ernst
Windsor, Colo.

Idaho

Guy Colyer
Colyer Herefords
Bruneau, Idaho

Katie Colyer
Bruneau, Idaho

Dan Daniels
Daniels Hereford Ranch
Malad City, Idaho

Sam Shaw
Shaw Cattle Co.
Caldwell, Idaho

Illinois

Kevin Babbs
Apple Ridge Farms
Salem, Ill.

Joe Ellis
Ellis Farms
Chrisman, Ill.

Steve Lorenzen
Lorenzen Farms
Lorenzen Farms, Ill.

Randy Mullinix
Purple Reign Cattle Co.
Toulon, Ill.

Arlyn Rabideau
Clifton, Ill.

Mark Stephens
Stephens Hereford Farm
Taylorville, Ill.

Indiana

Sarah Aubrey
Aubrey Cattle Co.
Monrovia, Ind.

Andy Beck
Beck-Powell Polled Hrfds
Bainbridge, Ind.

Bruce Everhart
Everhart Farms
Waldron, Ind.

Doug Gerber
Gerber Polled Herefords
Richmond, Ind.

Iowa

Crystal Blin
JJB Cattle Co.
Independence, Iowa

Tom Heidt
K7 Herefords
Lockridge, Iowa

Marilyn Lenth
Lenth Herefords
Postville, Iowa

Anthony Monroe
BAJA Cattle
Knoxville, Iowa

Chance Wiese
Wiese & Sons
Manning, Iowa

Kansas

Craig Beran
B&D Herefords
Claflin, Kan.

Dean Davis
Davis Herefords
Maple Hill, Kan.

Tom Granzow
Granzow Herefords
Herington, Kan.

Gus Gustafson
Gustafson Herefords
Junction City, Kan.

Tom Krauss
Brookcliff Herefords
Russell, Kan.

Glenn Oleen
Oleen Cattle Co.
Falun, Kan.

Jan Oleen
Oleen Bros.
Dwight, Kan.

Kevin Schultz
Sandhill Farms
Haviland, Kan.

Brian Staab
VJS Polled Herefords
Hays, Kan.

Kentucky

Darrell Cawford
Cawford Farm
Auburn, Ky.

Chris Hopper
Hopper Herefords
Maysville, Ky.

Andrew Matheny
Mays Lick, Ky.

Louisiana

Dennis White
Homerun Herefords
Slaughter, La.

One delegate to be determined.

Michigan

Jill Bielema
Grand Meadows Farm
Ada, Mich.

Glenn Hanson Jr
Hansons Double G Herefords
Stephenson, Mich.

Minnesota

Jerry Delaney
Jerome Delaney Family
Lake Benton, Minn.

James Hanson
Comfrey, Minn.

Matthew Kitchell
Dakitch Hereford Farms
Ada, Minn.

Mississippi

Jim O'Mara
Broadlawn Farm
Lena, Miss.
One delegate to be determined.

Missouri

Darrell Aufdenberg
Jackson, Mo.

Jim Bellis
Aurora, Mo.

Marty Lueck
Mountain Grove, Mo.

Travis McConnaughy
WBC Cattle Co.
Wasola, Mo.

Jim Reed
Reeds Farms
Green Ridge, Mo.

Matt Reynolds
Reynolds Herefords
Huntsville, Mo.

John Ridder
Falling Timber Farm
Marthasville, Mo.

Bob Thompson
Glengrove Farm
Rolla, Mo.

Montana

Jack Holden
Holden Herefords
Valier, Mont.

Fred McMurry
McMurry Cattle
Billings, Mont.

Tom Sparks
Plevna, Mont.

Bruce Thomas
Gold Creek, Mont.

Dale Venhuizen
Churchill Cattle Co.
Manhattan, Mont.

Nebraska

Doug Bolte
Blueberry Hill Farms Inc.
Norfolk, Neb.

Dave Goertz
Double Heart Diamond Cattle
Berwyn, Neb.

Keith Lapp
Hayes Center, Neb.

Art Linton
Linton Polled Herefords
Miller, Neb.

Brent Meeks
Upstream Ranch
Taylor, Neb.

Mike Nolles
Nolles Cattle Co.
Bassett, Neb.

Arthur Olsen
Olsen Ranches Inc.
Harrisburg, Neb.

John Ridder
Ridder Hereford Ranch
Callaway, Neb.

Ron Schutte
Alfred Schutte & Sons
Guide Rock, Neb.

Russ Tegtmeier
Clarence Tegtmeier & Sons
Buchard, Neb.

Joe Van Newkirk
Van Newkirk Herefords
Oshkosh, Neb.

New Mexico

Cliff Copeland
Copeland & Sons LLC
Nara Visa, N.M.

Bill King
Moriarty, N.M.

Kyle Pérez
Nara Visa, N.M.

New York

Tim Dennis
Penn Yan, N.Y.

Ted Kriese
Spring Pond Farm
Mattydale, N.Y.

North Carolina

Jim Davis
Terrace Farms
Lexington, N.C.

Kim Yates Prestwood
Lenoir, N.C.

North Dakota

Wayne Mrnak
Mrnak Herefords
Bowman, N.D.

Roger Stuber
Stuber Ranch
Bowman, N.D.

Three delegates to be determined.

Ohio

Heather Bradford
St. Marys, Ohio

Bob Morrison
Morrison Stock Farm
Lexington, Ohio

Norman Starr
NS Polled Herefords LTD
Shaker Heights, Ohio

Oklahoma

Rindy Bacon
Turkey Feather Ranch
Ada, Okla.

Joel Birdwell
Kingfisher, Okla.

Steven Curry
Okemah, Okla.

Jimmy Johnson
Red Hills Herefords
Clinton, Okla.

Leon Langford
Langford Herefords
Okmulgee, Okla.

Randy LeForce
LeForce Land & Livestock Inc,
Pond Creek, Okla.

John Loewen
Loewen Herefords
Waukomis, Okla.

Eddie Sims
MCS Cattle Co.
Elgin, Okla.

Randy Ward
Ward Ranch
Edmond, Okla.

Oregon

David Bird
Halfway, Ore.

Alyssa DuVal
Duval Farms
Silverton, Ore.

George Sprague
Bar One Ranch
Eugene, Ore.

I Pennsylvania**Bill Dunn**
Dunn Polled Hereford
Cochranton, S.D.**Les Midla**
Flat Stone Lick
Marianna, Pa.**I South Carolina****Norris Fowler**
Fowken Farm
Jonesville, S.C.**I South Dakota****Pete Atkins**
Tea, S.D.**Philip Eggers**
Eggers Southview Farms
Sioux Falls, S.D.**Nate Frederickson**
Frederickson Ranch
Spearfish, S.D.**Ryan Ollerich**
Clear Lake, S.D.**Vern Rausch**
Rausch Herefords
Hoven, S.D.**Keith Fawcett**
Fawcetts Elm Creek Ranch
Ree Heights, S.D.**Dick Wettlaufer**
Winfred, S.D.**Troy Williamson**
Springwater Polled Herefords
Garretson, S.D.**I Tennessee****Christopher Anderson**
Manchester, Tenn.**Billy Ashe**
Selmer, Tenn.**Rob Helms**Candy Meadow Farms
Lexington, Tenn.**David Parker**
Bradyville, Tenn.**Eric Walker**
Walker Polled Herefords
Morrison, Tenn.**I Texas****Terri Barber**
Channing, Texas**William Breeding**
B&C Cattle Co.
Miami, Texas**Gary Buchholz**
GKB Cattle
Waxahachie, Texas**Jack Chastain**
Ft. Worth, Texas**Stephen Coates**
Coates Ranch
Mertzson, Texas**Larry Collins**
Collins Cattle Co.
Hughes Springs, Texas**Vernie Doehring**
Rockdale, Texas**Mike Doyle**
Doyle Hereford Ranch
Garland, Texas**John Dudley**
Dudley Bros.
Comanche, Texas**Jordan Glaze**
Gilmer, Texas**Cory Goswick**
Circle G Cattle
Canton, Texas**Joe Dan Ledbetter**
Ledbetter Cattle Co.
Wheeler, Texas**Barabara Metch**Metch Polled Herefords
Canton, Texas**Keith Rogers**
Hidden Oaks Ranch
Hamilton, Texas**Loyd Whitehead**
Menard, Texas**Mike Willis**
Willis Polled Herefords
Emory, Texas**I Utah****Shannon Allen**
Phil Allen & Sons
Antimony, Utah**I Virginia****Paul Bennett**
Knoll Crest Farm
Red House, Va.**Bob Schaffer**
Deer Track Farm
Spotsylvania, Va.**I Washington****Joe Bennett**
Connell, Wash.**Gary Ottley**
Ottley Herefords
Quincy, Wash.**I West Virginia****Derek Haught**
Five Star Polled Herefords
Smithville, W.Va.**Mike McDonald**
McDonald Polled Herefords
Jane Lew, W.Va.**I Wisconsin****Jerry Huth**
Huth Polled Herefords
Oakfield, Wis.**Fred Larson**Larson Hereford Farm
Spring Valley, Wis.**Steven Merry**
MGM and S&S Merry & Family
Hartford, Wis.**Gary Reinke**
Gari Alan Farm
Johnson Creek, Wis.**I Wyoming****Mark Largent**
Largent & Sons
Kaycee, Wyo.**Dale Micheli**
Micheli Hereford Ranch
Ft. Bridger, Wyo.**Ned Ward**
Sheridan, Wyo.**I Florida/Georgia****Jonny Harris**
Greenview Farms
Screven, Ga.**Whitey Hunt**
Innisfail Farm
Madison, Ga.**Tommy Mead**
Midville, Ga.**John Watson**
Turkey Creek Ranch
La Fayette, Ga.
*One delegate to be determined.***I Nevada/Arizona***One delegate to be determined.***I New England***One delegate to be determined.***I Upper Atlantic***Two delegates to be determined.**NHW Announces*

National Hereford Queen Candidates

During the Annual Meeting weekend seven state Hereford queens will vie for the title of National Hereford Queen. On Sunday, the new queen will be crowned during the National Hereford Show at the American Royal Complex. Pictured are this year's candidates.

**Rachel Bagnell, Platte City, Mo.**

Rachel is the 17-year-old daughter of Bob and Tonya Bagnell and is a senior at Slater High School. After graduation, she plans to study agriculture education. She is a 9-year member of the Missouri Junior Hereford Association and serves on the board of directors. She is also a 9-year member of the National Junior Hereford Association (NJHA) and has competed in the grill-off and quiz bowl at the Junior National Hereford Expo (JNHE).

**Kendi Miigerl, Ravenna, Neb.**

Kendi is the 18-year-old daughter of Myron and Kay Miigerl. She is a Freshman at Southeast Community College majoring in ag business. She serves as the Nebraska Hereford Queen and on the board of directors for the Nebraska Junior Hereford Association. She is a 9-year member of the NJHA and has attended eight JNHEs competing in showmanship and livestock judging contests.

**Devin Bollman, Bellaire, Texas**

Devin is the 18-year-old daughter of Kurt and Robin Bollman. She is a Freshman at Texas A&M University-College Station where she is majoring in animal science. Devin serves as the Texas Hereford Queen and has been a member of the Texas Junior Hereford Association for two years where she has been involved in extemporaneous speaking and team fitting.

**Abbygail Pitstick, South Solon, Ohio**

Abbygail, 17, is a senior at Miami Trace High School. She plans to attend Wilmington College and major in business agriculture and animal science. She has served as the Buckeye Hereford Queen and president of the Junior Ohio Hereford Association. She has been a member of the National Jr. Hereford Association for four years and is the daughter of Neil and Elizabeth Pitstick.

**Kate Hice, Harrisburg, N.C.**

Kate, 20, is a junior at North Carolina State University where she is majoring in poultry science/animal science. She serves as the North Carolina Hereford Queen and is president of the North Carolina Junior Hereford Association, where she has also been secretary and reporter. Kate is the daughter of Eric and Sharon Hice.

**Halle Walsh, Hampton, Minn.**

Halle is the 18-year-old daughter of Tom and Lisa Walsh. She serves as the Minnesota Hereford Queen and is on the Minnesota Junior Hereford Association board of directors, where she is secretary. She is a member of the NJHA and has competed in numerous contests at JNHE.

