

Board Action | Board Meeting Highlights

The American Hereford Association (AHA) Board of Directors met Aug. 15-17, 2017, in Amarillo, Texas. The following are highlights of the meeting:

Committee chairmen presented reports and led discussion focused on finances, breed improvement items, a new national ad campaign, the new strategic plan and Certified Hereford Beef (CHB®).

Finance

Bob Thompson, chairman, led discussion and reviewed the 2017 year-end projections, which showed the AHA adding to reserves through a profit after depreciation. The Board approved a surplus budget of \$43,058 after depreciation of \$190,631.

The AHA is projected to generate more than \$6.5 million in revenue in the next year from its parent company and subsidiaries. The AHA will work to utilize those funds to advance the breed through member service, promotion and advertising, research, commercial marketing and advertising, youth development, and CHB promotion.

Breed improvement

The Board was given a report from Bruce Golden, Theta Solutions, on the progress of the new genetic evaluation, BOLT, including the development of the new traits. An update will be given to the membership at the Annual Meeting and Conference.

AHA Director of Breed Improvement Shane Bedwell updated the Board on a new pricing schedule from GeneSeek, and the Board unanimously passed a motion that all animals

that have a DNA test completed will also have their genotype completed and will receive a set of genomic-enhanced expected progeny differences (GE-EPDs).

Marketing and communications

Kyle Pérez introduced the staff from AdFarm, who gave a presentation on the creative options of a new national ad campaign. They also shared the strategy for placement for both AHA and CHB. The Board unanimously selected the national ad, "The Bald Face Truth About Herefords." Placement will start in fall of 2017.

Strategic plan

The final version of the AHA strategic plan was presented to the Board and approved unanimously.

Hall of Fame and Hall of Merit

Jim Bellis, chairman, presented the nominations for Hereford Hall of Fame and Hall of Merit honorees for 2017. The Board selected Byron Bayers of Montana and Lester Schafer of Minnesota for the Hall of Fame. The newest members of the Hall of Merit will be Eddie Simms of Oklahoma and Dwayne Dietz of Montana. **HW**



Subscribers to all 11 issues of the *Hereford World* can find the AHA Strategic Plan Overview as an insert in this issue.

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AHA BOARD OF DIRECTORS

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Term expires 2018
Jim Mickelson, Santa Rosa, Calif.
Bob Thompson, Rolla, Mo.

Term expires 2019
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Term expires 2020
Joel Birdwell, Kingfisher, Okla.
Tommy Mead, Midville, Ga.
Bruce Thomas, Gold Creek, Mont.

Member Cattle Registration Fees

Age of calf	Regular	Electronic
Up to 4 months	\$12.50	\$10.50
4-8 months	\$18.50	\$15.50
8-12 months	\$25.50	\$20.50
More than 12 months	\$50.50	\$50.50

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