

## Building Effective Programs

The Hereford breed continues to strengthen its position as the breed of choice in all segments of the industry.



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For nearly 15 years, I've written this article from my office at 1501 Wyandotte. Today, I am writing this article at the new American Hereford Association (AHA) headquarters located at 11500 Ambassador. It has certainly been a very exciting time for our staff and Board of Directors as we negotiated the sale of the AHA property and planned for an expedited move to the new office space.

I want to thank everyone who has been involved over the past three years to get this endeavor completed. We still have our artwork stored, and the new museum is not complete, but our goal is to finish the entire office space by the middle of April — we will then plan for a grand opening. Our current office is located near Kansas City International Airport right along I-29 with plenty of space for parking and easy access. I hope that if you are in the area, you will plan to stop by.

As you can imagine, our schedules have been full with this move, but the Hereford breed was represented at the National Western Stock Show (NWSS) in Denver, and the Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show in Phoenix.

The NWSS, Mile High Night National Hereford Sale and Mile High Eve sale are all events that breeders should be proud of and certainly were the envy of others. The change in schedule, showing junior heifers a day earlier, allowed breeders to visit both the Yards and the Hill to study the cattle and to visit with others — the enthusiasm was contagious.

The sales were incredible, and I want to thank all involved with getting the ring set up on the Stadium floor for the Mile High Night Sale. A big congratulations is in order to both the consignors and

the AHA staff for putting together an incredible offering of cattle, and a huge thanks goes to all of the bidders and buyers. I really enjoyed working with auctioneer Joe Goggins, who was impressed with the crowd and the excitement of the sale.

Shortly after we returned home from Denver, our staff headed off to the NCBA convention. Another strong crowd was on hand for the convention, and the AHA booth was busy with folks stopping to share stories about using Hereford genetics or inquiring about adding Hereford genetics in the future.

We also hosted an AHA press conference during the convention to give the media an update of all the things happening at the AHA.

In addition, the AHA and the Red Angus Association of America (RAAA) introduced a program to promote the red baldy female. The Premium Red Baldy program is the first opportunity for two breed associations to join forces to create a program that will help the commercial industry. You can find more details of the program at [Hereford.org](http://Hereford.org). In addition to the press conferences, Shane Bedwell, AHA chief operating officer and director of breed improvement, was a part of the Cattlemen's College presentations again this year.

Bull sale season is off to a great start, and we continue to see the demand for Hereford genetics growing. The staff is focused on building programs and strengthening the position of Hereford within the industry by following the path set out in the 2017 Strategic Plan.

With the support and commitment of the membership, the Hereford breed will continue to grow its position as a breed of choice in all segments of the industry. **HW**