

2018 Annual Meeting and Conference

The AHA invites all members to attend the Annual Membership Meeting, Oct. 26-28.

Please join the American Hereford Association (AHA) at the end of October in Kansas City, Mo., for the AHA Annual Meeting and Conference. This event is an opportunity for AHA members to network and to connect with fellow Hereford enthusiasts from around the country. Attendees will enjoy three days of events, including an open house at the new AHA headquarters, an industry trade show, an educational forum,

an awards ceremony, the Annual Membership Meeting and the National Hereford Show at the American Royal.

Friday events

An open house at the new AHA Headquarters will kick off events Friday morning. Shuttle services to and from the Westin lobby will be provided (please see the schedule for shuttle times). The industry trade show reception will take place at 10 a.m. at the Westin and will feature delicious *Certified Hereford Beef*[®] appetizers prepared by celebrity chefs. The National Hereford Women Annual Meeting will be held at 11:15 a.m., with queen interviews to follow.

From 12:30-4:15 p.m., members of the AHA staff will present at the Talk Hereford Educational Forum. Attendance to the educational sessions and trade show is free for AHA members and guests. These are can't-miss opportunities for Hereford breeders and enthusiasts to network and to gain more industry knowledge.

Friday evening, attendees are invited to attend the Hereford Honorees Reception and Program to recognize the 2018 Hereford Hall of Fame and Hall of Merit recipients and Hereford Youth Foundation of America (HYFA) scholarship winners. The prestigious Hall of Fame and Hall of Merit awards commemorate individuals who have contributed to the growth of the Hereford breed. The awards ceremony will begin at 6:30 p.m., following a cocktail hour reception at 5:30 p.m.

Events happening Saturday

The Annual Membership Meeting will be held Saturday morning at 9 a.m. Association members selected 160 possible delegates to conduct the Association's business and to elect three new directors to serve on the Board. The six candidates are:

Central Region: John Ridder, Marthasville, Mo.

North Central Region: Craig Beran, Claflin, Kan.

Southwest Region: Doug Banks, Ada, Okla.

Upper Midwest Region: Bruce Everhart, Waldron, Ind.;

Andrew Matheny, Mays Lick, Ky.; **Steve Merry**, Hartford, Wis.

Candidate profiles are provided on Page 38, and a list of delegates on Page 42.

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., *Certified Hereford Beef*[®], National Hereford Women and HYFA.



Schedule of Events

Friday, Oct. 26

- 7:30 a.m. First bus departs for AHA headquarters, from Westin lobby
- 8-10 a.m. Open house at AHA headquarters
- 8:30 a.m. Last bus departs for AHA headquarters
- 9 a.m. First bus departs for Westin, from 11500 N. Ambassador Dr.
- 10 a.m. Last bus departs for Westin
- 10 a.m.-12:30 p.m. Trade Show Reception, Century Foyers A & B, featuring light *Certified Hereford Beef* appetizers prepared by celebrity chefs
- 11:15 a.m. National Hereford Women Annual Meeting, room TBD
Queen interviews to follow
- 12:30-2:15 p.m. Talk Hereford Educational Session One
Participants may attend both seminars
MyHerd: Revamped and Revitalized, Pershing Place North
Onward and Upward: Maximizing the Use of Genetic Selection Tools, Pershing Place South
- 2:15 p.m. Refreshment Break, Century Foyers A & B
- 2:30-4:15 p.m. Talk Hereford Educational Session Two
Participants may attend both seminars
Continuing the Tradition: Positioning the Certified Hereford Beef[®] Brand for Success, Pershing Place North
Modern Marketing: Redefining the Sale Catalog, Pershing Place South
- 5:30 p.m. Hereford Honorees Reception Cocktail Hour, Century Foyers A & B
- 6:30 p.m. Hereford Honorees Program, Century Ballroom A & B

Saturday, Oct. 27

- 7:30 a.m. Trade Show opens, Century Foyers A & B
- 9 a.m. Annual Membership Meeting, Century Ballroom A & B
- 2 p.m. Ladies of the Royal Sale, American Royal Wagstaff Sale Arena
- 5 p.m. Junior Hereford Show, American Royal Hale Arena

Sunday, Oct. 28

- 8 a.m. National Hereford Show, American Royal Hale Arena
- 9 a.m. Board Q&A Session, American Royal complex Governor's Room
Presentation of National and Regional Show Awards, following selection of champion Hereford female
National Queen Selection, following presentation of National and Regional Show Awards
- Noon Selection of Supreme Champion Junior All Breeds Female, American Royal Hale Arena



Herefords at the Royal

The Ladies of the Royal Sale will be held Saturday, Oct. 27, at 2 p.m. in the American Royal Wagstaff Sale Arena.

Beginning at noon, shuttle services will be provided to take attendees to and from the American Royal complex. Shuttles will run every half hour between the Westin and the American Royal complex, with the last shuttle departing the American Royal complex at 8 p.m. The junior Hereford show will begin at 5 p.m. in the Hale Arena. Alan Miller, Gridley, Ill., will judge the junior show.

The National Hereford Show at the American Royal complex will begin Sunday, Oct. 28, at 8 a.m. in the Hale Arena. After the selection of the champion Hereford female, the 2017-18 National and Regional Show Award winners will be recognized, followed by the crowning of the new National Hereford Queen. The bull show will begin after the queen selection.

Daniel Fawcett, Ree Heights, S.D., will judge the National Hereford Show. For those who cannot attend, show results will be available online at Hereford.org.

The AHA Board of Directors will also host a Q&A session on Sunday, Oct. 28, at 8 a.m. at the American Royal complex in the Governor's Room.

Talk Hereford Industry Trade Show

Exhibitors - As of Sept. 17

Allflex® USA Inc.	Neogen® GeneSeek®
BioZyme®	ReproLogix™
Central Life Sciences	SmartFeed
Endovac® Animal Health	Certified Hereford Beef®
Federal Ag Supply	Hereford Publications Inc.
GrowSafe Systems Ltd.	Hereford Youth Foundation of America/Hereford Prep
GENEX™	MyHerd
Merck	National Hereford Women
National Cattlemen's Beef Association	



RSVP

Please assist the AHA staff in the Annual Meeting planning process by RSVPing to the event. Attendance to the educational sessions and trade show is free for AHA members and guests. RSVP online at:

Hereford.org/events/annual-meeting

Event Locations

Hotel headquarters:

The Westin Kansas City at Crown Center
1 E. Pershing Rd., Kansas City, MO 64108

Hotel overflow:

Argosy Casino Hotel and Spa
777 N.W. Argosy Parkway, Riverside, MO 64150

AHA headquarters:

11500 N. Ambassador Dr., Ste. 410, Kansas City, MO 64153

American Royal complex:

1701 American Royal Ct., Kansas City, MO 64102 HW

TALK HEREFORD

Connecting Cattlemen with Our Allied Partners



Talk Hereford Educational Forum Lineup Friday, Oct. 26

Attendees will have the opportunity to attend all four educational seminars.

12:30 - 2:15 p.m. — Session One

MyHerd: Revamped and Revitalized

Presented by **Stacy Sanders**, AHA director of records department

Join us for an overview of the updated MyHerd system. The session will feature a demonstration of the changes and new capabilities the site will have to offer.

Onward and Upward: Maximizing the Use of Genetic Selection Tools

Presented by **Shane Bedwell**, AHA chief operating officer and director of breed improvement

Stack your deck with economically relevant traits by utilizing this session to further understand the value of selection indexes.

2:15 p.m. — Refreshment Break

2:30 - 4:15 p.m. — Session Two

Continuing the Tradition: Positioning the Certified Hereford Beef® Brand for Success

Panelists **David Trowbridge**, Gregory Feedlots Inc., and **Chad Barker**, National Beef Packing Co.

Moderators **Amari Seiferman**, Certified Hereford Beef general manager and chief operating officer, and **Trey Befort**, AHA director of commercial programs

Join the Certified Hereford Beef® team and industry partners for a discussion regarding improved Certified Hereford Beef brand USDA specifications and what they mean for Hereford producers, Certified Hereford Beef packer and distributor partners, and, ultimately, the end consumer.

Modern Marketing: Redefining the Sale Catalog

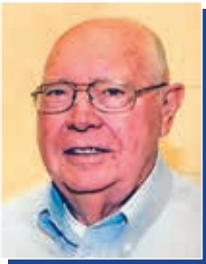
Presented by **Hereford Publications Inc. staff**

A comprehensive review of the new Hereford Publications Inc. (HPI) online catalog format. This seminar will highlight the various features this product has to offer.



Meet the 2018 Board Candidates

Introducing the six Hereford breeders contending for a position on the American Hereford Association Board of Directors.



Doug Banks

Banks Polled Herefords is a family-owned operation with breeding decisions and day-to-day operations shared among Doug, his wife, Jane, and son, Brian, and his wife, Chrissy. The Banks started their herd with four registered polled Hereford heifers in 1966 and in 1968 became lifetime members of the American Hereford Association (AHA). Drawing on their 4-H experience with beef projects, they recognized major differences in the performance and efficiency among the various animals they fed and showed. As their herd numbers increased, the Banks placed their emphasis on producing cattle that were more consistent in performance and efficiency. Along with participation in bull test programs, they enrolled their herd in the American Polled Hereford Association Guidelines program as a tool to evaluate and document performance and have been collecting carcass ultrasounds on calf crops for the past 25 years. Their herd was enrolled in the Whole Herd Total Performance Records (TPR™) program when it was introduced, and the Banks family has been recognized as Gold TPR Breeders through this program.

Currently, their herd numbers 125 registered Hereford females, along with 25 Angus females and a few crossbreds. As purebred breeders, the Banks' emphasis has been, and continues to be, producing balanced trait, performance-verified, efficient animals with genetics that add value to their customers' programs and dollars to their bottom lines, whether it be through bull or female purchases.

The Banks' operation recently relocated from Ohio to Oklahoma with plans to increase its cow herd numbers, to grow demand for its Hereford bulls in both commercial and purebred herds, and to work to educate producers on the added value of documented performance genetics and the value whiteface calves add to their bottom line.

Doug has served as a director, president and secretary of the Southwestern Ohio Polled Hereford Association and director and president of the Maumee Valley Polled Hereford Association. He served several terms as a director and two terms as president of the Buckeye Hereford Association. Both he and Jane have also been inducted into the Buckeye Hall of Merit. Doug established the Bluegrass and Buckeye Scholarship awarded to junior members at the Junior National Hereford Expo (JNHE), and he was a committee member and the treasurer for the 2006 JNHE.

Doug is currently a member of the Oklahoma Hereford Association. He was previously a member of the Ohio Cattlemen's Association and served as the Hereford representative to the board and the purebred committee chair for the establishment of the Ohio Beef Expo. He was a founding board member and president of the Butler County Cattlemen's Association and a director of the Butler County Agriculture Society and served as a committee chair for the 150th Anniversary Fair. Additionally, Doug is a member of the National Cattlemen's Beef Association (NCBA) and has served as a 4-H leader.

In addition to son Brian, Doug and Jane have a daughter, Amy Bens, and her husband, Tony, and two grandchildren.



Craig Beran

Along with his three brothers, Craig owns and operates B&D Herefords and Angus, which consists of 800 cows. B&D Herefords and Angus has been raising registered Hereford cattle for 50 years and holds two annual sales. The Season Opener sale in March is in its 32nd year, and the Fall Classic Sale began in 2018. Between the two sales, B&D Herefords and Angus markets approximately 200 bulls with a focus on performance and a highly efficient cow herd.

Craig has been an active member of the AHA for more than 30 years and has served as a delegate for Kansas for the past 20 years. He has also served on the nominating committee for the AHA Board. Within the Kansas Hereford Association, he has served as president and as a board member. In support of Hereford youth, Craig and B&D Herefords and Angus have been a sponsor for the Kansas Junior Hereford Show and the JNHE. As a representative of Kansas and American agriculture, Craig travelled with the Kansas Department of Agriculture on a beef genetics trade mission to Uruguay and Argentina to visit Hereford and Angus ranches.

On a local level, Craig has served on the Barton County Farm Bureau board, the Barton County Farm Service Agency board, the Beaver Grain Corporation board and the finance board for Holy Family Parish. He is also a founding member of the Claflin Recreation Commission.

Craig is married to Michelle Beran, and they have two children — John, who is pursuing a graduate degree in archeology at Eastern New Mexico University, and Bridget, who works as an agriculture journalist and was an active member of the National Junior Hereford Association (NJHA). Michelle has served on the National Hereford Women board of directors and was secretary for most of her tenure in addition to serving as parliamentarian and chairman of the queen committee.



Bruce Everhart

Everhart Herefords is a 50-year purebred operation consisting of 25 head. The operation sells bulls, steers and heifers to commercial and junior members in the Midwest and utilizes grass and wood pastures not suitable for corn and soybean production. Its herd was built on junior heifers purchased annually from Wiese and Sons over a 15-year period. Breeding some of the best females from this iconic herd to some of the most elite bulls of the breed has produced champions at state and national shows. The highlights of the program are raising the reserve supreme heifer at the Indiana State Fair and the reserve national champion female at the JNHE.

Bruce recently retired after a 40-year career in ag banking. He managed an ag banking team in the Midwest with Wells Fargo Bank. Bruce is also a board member and past president of the Indiana Hereford Association. He has served leadership roles in hosting three extremely successful JNHEs in Indiana. He is currently the vice chairman and finance chair of the Hereford Youth Foundation of America and a board member of the Hereford Legacy Fund LLC.

Bruce also serves on the Rush Shelby Energy cooperative board and is a member of the Indiana State Fair Commission. He and his wife of 38 years, Shoshanna, have two children — son, Blake, and his wife, Ashley, and daughter, Jordan, and her husband, Brian — and six grandchildren.



Andrew Matheny

In 1982 Andrew purchased a Hereford cow as an FFA project, marking the beginning of his involvement in the Hereford breed. He then became involved in the American Junior Hereford Association (AJHA), where he met his wife, Suzanne. In 1990 they began Matheny Herefords and have grown it to a 150-head operation.

Their spring calving program is a diverse system, which allows them to utilize artificial insemination (AI) and embryo transfer

(ET) technologies. Each year their Hereford calves are split between natural mating and ET calves, totaling 50 head. The remainder of their cow herd is used as recipients to raise ET calves for other purebred breeders.

The set-up of the Matheny Herefords program also allows the family to sell genetics from their herd twice each year. Females are marketed through an annual production sale, The Breeder's Cup, held each fall. Bulls are sold in conjunction with Boyd Beef Cattle and Meyers Angus in an annual spring bull sale. The family also sells cattle via private treaty to purebred breeders each year. A large majority of their calves are contract ET calves, but the remaining commercial calves are sold in the Kentucky Hereford-Influenced Feeder Calf sales.

The goal at Matheny Herefords is to produce Hereford cattle that fit the demand of its customers to perform well in both purebred and commercial operations. Focusing on phenotype as well as genomic predictors has allowed the Mathenys to produce cattle that have adapted to the needs of their customers. Each year they strive to breed cattle that will have a positive impact on the industry and will be profitable for their customers.

Andrew is a member of the AHA and the Kentucky Hereford Association. He has been a Kentucky voting delegate at the Annual Meeting since 2014, has served on the Kentucky State Show planning committee since 2015 and has been a Kentucky Junior Hereford Association advisor since 2017. Andrew also served on the executive planning committee for the JNHEs in 2006 and 2017. He is a past member of the Kentucky Hereford Association board of directors as well as a past member of the AJHA board of directors from 1985-87.

Andrew is a member of the Mason County Cattleman's Association, the Kentucky Cattleman's Association and the Mason County Livestock Improvement Association. He is also a member and deacon at Highland Christian Church.

Andrew and Suzanne have two children, Austin and Taylor Belle, who both serve on the NJHA board of directors.



Steve Merry

Steve is one of five generations of Merry Polled Hereford breeders spanning 115 years. Since 1982 he and his wife, Jann, have run a 50-head cow herd near Hartford, Wis. They raised their three children — Matt, Ginger and Dan — on the farm doing chores, working the fields and showing cattle.

Steve and Jann continued the MGM herd from Steve's parents, Marian and Gordon Merry, and also have partnership cattle with their son, Matt, and Steve's cousin, Sondra Brancel, and her husband, Tod, of Next Generation Genetics near Endeavor, Wis. Steve and Jann have two young grandchildren in Denver, Willa and Jack Schell, whom they hope to involve in the Hereford tradition of the Merry family as they grow up.

The Merrys have marketed cattle from Minnesota to Texas and Pennsylvania to Wyoming. They have sold high-selling bulls in the Ohio and Illinois Beef Expos and the Wisconsin Hereford Association sales. They have held a semiannual production sale for the past 35 years known as Generations — A Family Affair Sale. Their goal is to breed the best possible cattle for all segments of the beef industry from producer to consumer, and they work to achieve that goal by emphasizing maternal, growth and carcass traits using as much data as possible including performance, ultrasound and DNA information. Most importantly, they listen carefully to feedback from their customers, both cattle buyers and freezer beef clients.

As a youth, Steve was active in the Wisconsin Junior Hereford Association (WJHA) and served two terms as its president and as a delegate to the AHA Annual Meeting. As an adult, Steve has served several terms on the board of directors of the Wisconsin Hereford Association and has been a delegate for Wisconsin at the Annual Meeting. He has also served as an advisor for the WJHA.

As a cardiologist, Steve has been the director of echocardiography at the Aurora Health Care offices in Menomonee Falls and Germantown as well as Community

Memorial Hospital in Menomonee Falls. He has also served as the cardiac rehab director and president of the medical staff of Community Memorial Hospital. Steve has been named by his peers to be one of the top cardiologists in the Milwaukee area the last three years. Steve has promoted the health benefits of beef through articles in statewide newspapers and radio interviews and has been asked to speak at the Wisconsin Dietetic Convention in March 2019.



John Ridder

Falling Timber Farm (FTF) is a diversified family farm owned by Glenn, Yvonne, John and Heidi Ridder. The family grows corn, soybeans, wheat and alfalfa hay and raises cattle. FTF maintains about 220 registered Hereford cows, 70-80 Hereford herd bull prospects, a registered Angus herd, a

commercial herd and steers for its feedlot every year. FTF sells 40 bulls and 40 females at its annual sale held the third Saturday in March. Bulls and bred heifers are also sold off the farm in the fall via private treaty.

The home farm has been in the Ridder family since the mid-1800s. John's grandparents had commercial Herefords, but his parents, Glenn and Yvonne, decided to make the transition to registered cattle in the mid-1970s.

When he was in college, John encouraged his dad to use whole-herd AI programs as well as ET. He also suggested the family save sires from top, proven cow lines to increase predictability. Since then, the FTF herd has grown in quality and quantity. After graduating from the University of Missouri in 2000 with a degree in agriculture, John took a job in ag sales, where he learned a lot about communications and management. After several years, the opportunity came for him to work on the family farm.

John implemented his sales training to set up FTF as a mineral dealer for BioZyme®, selling VitaFerm® products. He is also an independent sales representative for GENEX. In 2017 FTF was ranked in the top five dealers in the country for both VitaFerm and GENEX sales. John has always been willing to help people and enjoys seeing people succeed. He firmly believes the products he sells help customers achieve their goals.

FTF strives to produce cattle that excel in their environment. Producing animals with moderate birth weights that calve unassisted is very important to the farm. FTF also puts considerable selection pressure on growth traits, udder quality, carcass traits, feet and slick hair coats. Its primary marketing goal is to produce problem-free performance bulls and replacement females for the Midwestern cattleman. FTF cattle have been sold all over the country from Florida to Washington state, and they have all worked well in those environments.

John is a member of the AHA and the Missouri Hereford Association (MHA). He is a past president of the MHA, has served on its board of directors and was a delegate for the AHA Annual Meeting for many years. He has attended Hereford activities such as the Hereford Young Guns Conference, the Hereford Genetic Summit, the Annual Missouri Hereford Tour and, of course, many registered Hereford sales over the years. FTF had the pleasure of hosting the Missouri Hereford Tour on Sept. 8, 2018. FTF has participated in the National Reference Sire Program and was honored when FTF Prime Product 226Z was chosen as the reference sire at Olsen Ranch this past year.

John is also a member of the Missouri Cattlemen's Association, the Warren County Cattlemen's Association, the Missouri Angus Association, the American Angus Association and the NCBA. He has served as chairman of the Missouri Beef Industry Council board of directors. He is also a past delegate to the NCBA Federation of State Beef Councils and always enjoys attending NCBA conventions. John currently volunteers as a 4-H beef leader and is a Washington FFA Alumni Chapter board member.

John enjoys watching his kids, Madi and Ben, play sports and show cattle at the local fairs. The Ridder family attends New Life Church in Washington, Mo. **HW**

Candidate Q&A Segment

The six 2018 candidates for the AHA Board of Directors respond to three key questions regarding their candidacy.

Q: Why are you running for the Board?

A Doug Banks

The Hereford breed and the people who are the backbone of the Association have played a vital role in our family's life. I feel it's important to be involved in activities of associations supporting one's interests and business ventures and to give back to and to support those efforts. I now have more time to dedicate to the challenge of serving on the American Hereford Association (AHA) Board.

A Craig Beran

I'm running for the AHA Board of Directors because I want to be a part of the guiding direction of the future of the breed, as well as have input in how the breed grows and develops. I want to ensure that we continue to stay on the cutting edge of the beef industry.

A Bruce Everhart

I have a lifelong passion for this incredible breed and hope my 40 years of financial experience as an ag banker can help lead and advise the Association to maintain a strong and stable financial future for our members. I believe in a positive and enthusiastic view of the future and will bring that to work every day. The opportunities for our breed and the Association are bright, and I want to give back to an organization and to the people who have given so much to me and my family.

A Andrew Matheny

I have been involved in the Hereford breed for the last 36 years and have been the beneficiary of the work done by breeders and Board members who have grown the breed to where it is today. The opportunity to serve on the AHA Board of Directors in this capacity is a way for me to give back to the Hereford breed that has given me so much over the years.

A Steve Merry

I come from five generations of Hereford breeders. I have been passionate about Herefords my entire life. It is truly impressive what the Hereford breed and the Hereford community have accomplished over the last several decades, and I wish to continue the advancement of the breed. As a cardiologist, I feel we need to promote red- and white-faced beef as a healthy choice of protein. We have a platform to do that with *Certified Hereford Beef*®. As a Board member I would like to be a spokesperson to that end.

A John Ridder

I am so honored to be considered for the AHA Board of Directors. It is no secret the AHA has made huge strides in a positive direction in the last 10 years. I would love the chance to help push this huge Hereford movement to the commercial beef industry. With the progress that has been made, it is now a matter of keeping the forward momentum. I believe I can offer my talents and strengths to help achieve those goals. I am a big-picture thinker, and I'm able to listen to others in order to help solve problems. I am the first one to go for change when it's necessary, but I am also slow to change when things are working well.

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

A Doug Banks

The advantage of using Hereford genetics in crossbreeding programs is well documented. With the large number of small herds of commercial cattle in the country, Hereford breeders need help in doing a better job of promoting this advantage at the grassroots level and help in providing marketing outlets for their customers. It would be beneficial to make a fact sheet available to Hereford breeders to use for marketing on farm as well as a communications tool to use at local beef meetings, field days, stockyards, feed stores and wherever cattle producers gather.

Hereford-influenced feeder calf sales have proven to be a highly successful and profitable outlet for producers to market their calves. In most cases, calves with Hereford genetics top the market, provide extra income to their owners and provide an excellent source of animals for the *Certified Hereford Beef* program. We need to provide leadership and encouragement for breeders to work together to establish and to promote this type of marketing for their customers.

A Craig Beran

My goals for the future of the AHA include continued growth of the *Certified Hereford Beef* program to encourage the market for Hereford genetics, an emphasis on quality for the future genetic choices through the breed and a continued push to make genetic testing affordable and accessible throughout the breed.

A Bruce Everhart

I want to help continue to grow our membership and registrations. These are the lifeblood of a healthy and vibrant future. Utilizing the genetic tools we have today – and will have in the future – in a strategic way will be critical to our competitive advantage in the beef industry. Of course, promoting the strengths and benefits of our youth programs through education, scholarships and leadership opportunities will solidify our position as an industry leader today and in the future. We need to continue to utilize the most cutting-edge research to provide factual data of competitive traits to the beef industry.

Our Annual Meeting is a unique opportunity to touch all points of interest for our members, whether it is the show, the educational forums or the administrative business of the breed.

A Andrew Matheny

I feel that as a breed we need to continue to educate cattlemen on the benefits of using Hereford cattle and to provide value-added programs that will benefit the commercial cattleman that uses Hereford genetics. Genomic testing is a valuable technological advancement that will help move the breed forward and, therefore, must become an affordable tool for all breeders to utilize.

A continued focus on growing the National Junior Hereford Association (NJHA) and the Junior National Hereford Expo (JNHE) along with the Fed Steer Shootout is necessary. We must find new avenues to involve our junior members and to attract new ones. As the JNHE continues to grow, there will be growing pains that will have to be addressed to make sure the JNHE continues to be a positive experience for the junior members and their families.

Steve Merry

We need to continue the collection and use of as much data as possible to help in the selection of our genetics. We have begun to incorporate genomics and need to continue to be the leading breed organization for reliable and predictable data. This approach will improve our standing with commercial cattlemen as the breed with the most reliable data to purchase genetics.

We need to promote the health benefits of red meat to the public. There are recent medical data that demonstrate the safety and health benefits of beef. The additional advantage of Herefords as having more tenderness needs to be emphasized. *Certified Hereford Beef* is well positioned to promote Hereford beef as a healthy and tasty brand name. This support will improve the marketing of Herefords to all end-product consumers as well as increase demand for our genetics.

John Ridder

It certainly takes a team to make any organization run effectively, and I believe the AHA currently does a great job. If I am elected, nothing would please me more than to continue to have the best staff and the best team in the business. I understand this requires open communication and consistent hard work from all parties involved.

I would like to see programs continue that prove Hereford value to commercial cattlemen. On our farm we feed Herefords and Angus side-by-side. I know there is a difference in feed efficiency — I see it every day. I would strongly encourage the need to quantify efficiency and then promote those findings.

I would like to see the *Certified Hereford Beef* brand continue to promote an upper Choice or better product that should add value to carcasses. Once we show the beef industry how well we can produce and market high-carcass-value animals, I anticipate the discounts on red-hided cattle will be a thing of the past.

I would like to see the National Reference Sire Program have a goal at the end of the program, such as guaranteed prearranged lease arrangements with artificial insemination companies for the top bulls to help encourage involvement in the program.

Andrew Matheny

Being a member of the AHA for 36 years, I have seen changes within the beef industry and how the AHA has reacted to those changes. The Hereford breed has handled these changes well, which has allowed us to be one of the most prominent breeds in the market. As a breeder, I understand there will be challenges to face in the years to come and staying ahead of these challenges will help members and the Hereford breed. One of the biggest issues our breed will face in the next five to 10 years will be continuing to expand our market share within the beef cattle industry. In the past few years, we have been able to expand our market share and have seen growth in registrations and sale averages. Through diligent work by Hereford breeders and the AHA, our breed has improved the carcass quality, phenotype and genetic merit of Hereford cattle. For the Hereford breed to continue this growth, we must continue to use available technologies such as genomic testing as well as phenotypic evaluation and look for new innovations that can provide our customers with a more reliable genetic product. Currently we are able to provide our customers with more genomic and performance data than ever before.

The Board must continue to embrace the changes that are occurring within the industry and position our breed at the front of the pack in terms of research and marketing avenues for Hereford-influenced cattle. The Board must also work to continue the growth of the NJHA and the Hereford Youth Foundation of America. We have one of the strongest junior breed associations in the livestock industry, and by continuing to grow our youth and their membership, we will strengthen the breed as a whole.

Steve Merry

The perceived concepts that beef is unhealthy and an inefficient use of resources are major issues we will need to address. These ideas are best corrected by presenting the facts and recent data showing them not to be true. We need to strongly promote the health benefits of beef in general and Herefords in particular because of their efficiency and lower resource input. Secondly, there remains a bias in the sale barns against Herefords. In the marketplace, we need to continue to supply our commercial buyers with the most data possible to help them make genetic selections, which make them more efficient and profitable, thus demonstrating the advantages of Herefords. I strongly support the Association's efforts to demonstrate the Hereford advantage and to promote *Certified Hereford Beef*.

John Ridder

It is difficult to say what the biggest challenge the AHA will face is, but I do know change will happen. We can speculate it will be a positive or negative change, although most times in the livestock industry the bad things turn into good things in a few years, and vice versa. Some issues that will affect beef producers, Hereford breeders and, ultimately, the AHA include tariffs, environmental regulations and consumer demand. I believe it is the job of the Board to be fiscally responsible with the Association's money but, at the same time, remember that it is the Association's job not only to keep records but to promote our breed and to explore new opportunities. Having the right team in place to get tasks completed and business moving in the right direction is absolutely necessary. We are very fortunate to have a great team at the AHA, and when issues come up, they are able to respond quickly. I believe the Board's number one responsibility is to work closely with the CEO who is ultimately responsible for putting his team together. **HW**

What is the biggest issue the AHA will face in the next five to 10 years, and how does the Board need to prepare to face that issue?

Doug Banks

The biggest issue facing the Hereford breed is continued growth in market share by selling more Hereford bulls to commercial producers. The only thing constant in this world is change, and the strategic plan developed by the AHA recognizes this and provides an excellent roadmap on how to achieve this goal and how to be ahead of the curve in dealing with the many issues the AHA will face in the future.

Craig Beran

In the future, I see potential increased government regulation as the biggest challenge facing the AHA and the beef industry. I feel that could be best combatted by a focus on education, both for breeders and consumers.

Bruce Everhart

Building relationships with cattlemen and cattlemen outside of our breed by telling the Hereford story is vital to maintain our position of strength and also to grow our market for the future. Listening to the industry and teaching the advantages of docility, growth performance, fertility and cow toughness will be but a few of the key messages to reinforce.

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

Two delegates to be determined

Arkansas

Craig Bacon

Bacon Herefords
Siloam Springs, Ark.

Phillip Moon

Moon Herefords
Harrison, Ark.

Scott Sullivan

Triple S Ranch
DeQueen, Ark.

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.

One delegate to be determined

Idaho

Guy Colyer

Colyer Herefords
Bruneau, Idaho

Katie Colyer

Bruneau, Idaho

Sam Shaw

Shaw Cattle Co.
Caldwell, Idaho

Two delegates to be determined

Illinois

Kent Burns

Burns Polled Hereford Farm
Coulterville, Ill.

Chad Crane

Crane Herefords
La Salle, Ill.

Joe Ellis

Ellis Farms
Chrisman, Ill.

James Milligan

Milligan Herefords
Kings, Ill.

Arlyn Rabideau

Rabideau Polled Herefords
Clifton, Ill.

Mark Stephens

Stephens Hereford Farms
Taylorville, Ill.

Indiana

Sara Beth Aubrey

Aubrey Cattle Co.
Monrovia, Ind.

Andy Beck

Beck-Powell Polled Herefords
Brainbridge

Bruce Everhart

Everhart Farms
Waldron, Ind.

Doug Gerber

Gerber Polled Herefords
Richmond, Ind.

Iowa

Marilyn Lenth

Lenth Herefords
Postville, Iowa

Charles Rife

R&R Cattle Co.
Wilton, Iowa

Mike Simpson

Simpson Polled Herefords
Redfield, Iowa

Chance Wiese

Wiese & Sons
Manning, Iowa

Kansas

Craig Beran

B&D Herefords
Clafin, Kan.

Dave Breiner

Mill Creek Ranch
Alma, Kan.

Dean Davis

Davis Herefords
Maple Hill, Kan.

Tom Granzow

Granzow Herefords
Herington, Kan.

Gus Gustafson

Gustafson Herefords
Junction City, Kan.

Kevin Jensen

Jensen Bros.
Courtland, Kan.

Jan Oleen

Oleen Bros.
Dwight, Kan.

Kevin Schultz

Sandhill Farms
Haviland, Kan.

Brian Staab

VJS Polled Herefords
Hays, Kan.

Kentucky

Ben Clifford

Clifford Farms
Cynthiana, Ky.

Chris Hopper

Hopper Herefords
Maysville, Ky.

Tony Staples

Brandenburg, Ky.

Louisiana

Kay Lewis

Lewis Hereford Farm
Angie, La.

One delegate to be determined

Michigan

Dave Bielema

Grand Meadow Farm
Ada, Mich.

Scott McDonald

Ye Ole McDonalds Farms
Grand Rapids, Mich.

Minnesota

Jerry Delaney

Delaney Herefords
Lake Benton, Minn.

James Hanson

Comfrey, Minn.

David Kitchell

Dakitch Hereford Farms
Ada, Minn.

Les Krogstad

Krogstad Polled Herefords
Fertile, Minn.

Mississippi

Joe Waggoner

Waggoner Cattle Co.
Jackson, Miss.

Jim O'Mara

Broadlawn Farm
Lena, Miss.

One delegate to be determined

Missouri

Darrell Aufdenberg

Aufdenberg Polled Herefords
Jackson, Mo.

Jim Bellis

Jim D. Bellis Family
Aurora, Mo.

Gary Duvall

Duvall Polled Herefords
Lockwood, Mo.

Marty Lueck

Journagan Ranch
Mountain Grove, Mo.

Travis McConaughy

WMC Cattle Co.
Wasola, Mo.

Jim Reed

Reeds Farms
Green Ridge, Mo.

John Ridder

Falling Timber Farm
Marthasville, Mo.

Edgar Roth

Roth Hereford Farm
Windsor, Mo.

Montana

Mark Cooper

Cooper Hereford Ranch
Willow Creek, Mont.

Mark Ehlke

Ehlke Herefords
Townsend, Mont.

Jack Holden

Holden Herefords
Valier, Mont.

Bruce Thomas

Thomas Herefords
Gold Creek, Mont.

Dale Venhuizen

Churchill Cattle Co.
Manhattan, Mont.

Nebraska

Vince Bickel

Vin-Mar Cattle Co.
Gordon, Neb.

Doug Bolte

Blueberry Hill Farms Inc.
Norfolk, Neb.

Richard Doetker

Doetker Farms
Roca, Neb.

Mary Farr

XA Cattle
Moorefield, Neb.

Dave Goertz

Double Heart Diamond Cattle
Berwyn, Neb.

Dennis Hoffman

Hoffman Herefords
Thedford, Neb.

Scott McGee

Valley Creek Ranch
Fairbury, Neb.

Mike Nolles

Nolles Cattle Co.
Bassett, Neb.

Ron Schutte

Alfred Schutte & Sons
Guide Rock, Neb.

Russ Tegtmeier

Clarence Tegtmeier & Sons
Burchard, Neb.

Nevada

Donald Brumley

Brumley Farms
Orovada, Nev.

New Mexico

Cliff Copeland

Copeland & Sons LLC
Nara Visa, N.M.

Bill King

Bill King Ranch
Moriarty, N.M.

Becky King-Spindle

Moriarty, N.M.

New York

Tim Dennis

Glade Haven Herefords
Penn Yan, N.Y.

Ted Kriese

Spring Pond Farm
Mattydale, N.Y.

North Carolina

Jim Davis

Terrace Farms
Lexington, N.C.

Kim Yates Prestwood

Prestwood Beef Cattle
Lenoir, N.C.

North Dakota

Roger Stuber

Stuber Ranch
Bowman, N.D.

Ryan Topp

Topp Herefords
Grace City, N.D.

Two delegates to be determined

Ohio

Roger Baker

MEB Herefords
Wooster, Ohio

Liz Core

Core Family Ltd. Partnership
Rushsylvania, Ohio

Norm Star

NS Polled Herefords Ltd.
Shaker Heights, Ohio

Oklahoma

Rindy Bacon

Turkey Feather Ranch
Ada, Okla.

Joel Birdwell

Birdwell Ranch
Kingsfisher, Okla.

Leslie Harrison

Harrison Cattle Co.
Arapaho, Okla.

Jimmy Johnson

Red Hills Herefords
Clinton, Okla.

Brett Joplin

Roff, Okla.

Randy LeForce

Leforce Land & Livestock Inc.
Pond Creek, Okla.

John Lowen

Lowen Herefords
Waukomis, Okla.

Milton Messner

Messner Herefords
Laverne, Okla.

Max Stotz

MKS Ranch
Skiatook, Okla.

Oregon

David Bird

Bird Herefords
Halfway, Ore.

Bob Harrell

Harrell Hereford Ranch
Baker City, Ore.

George Sprague

Bar One Ranch
Eugene, Ore.

Pennsylvania

Les Midla

Flat Cranberry Marsh
Marianna, Pa.

Paul Slayton

Slayton's BearDance
Bedford, Pa.

South Carolina
Norris Fowler
 Fowken Farms
 Jonesville, S.C.
One delegate to be determined

South Dakota
Pete Atkins
 Atkins Herefords
 Tea, S.D.

Phil Eggers
 Eggers Southview Farms
 Sioux Falls, S.D.

Keith Fawcett
 Fawcetts Elm Creek Ranch
 Ree Heights, S.D.

Nate Frederickson
 Frederickson Ranch
 Spearfish, S.D.

Jerome Ollerich
 Ollerich Bros. Herefords
 Clearfield, S.D.

Ryan Ollerich
 Clear Lake, S.D.

Vern Rausch
 Rausch Herefords
 Hoven, S.D.

Dick Wettlaufer
 Winfred, S.D.

Tennessee
Billy Ashe
 Ashewood Farm
 Selmer, Tenn.

Rob Helms
 Candy Meadow Farms Inc.
 Lexington, Tenn.

Roy Hopkins
 Hopkins Ranch of Herefords
 Winchester, Tenn.

David Parker
 Parker Bros.
 Bradysville, Tenn.

Eric Walker
 Walker Polled Hereford Farm
 Morrison, Tenn.

Texas
Terri Barber
 Barber Ranch
 Channing, Texas
William Breeding
 B&C Cattle Co.
 Miami, Texas
Gary Buchholz
 GKB Cattle
 Waxahachie, Texas

Jack Chastain
 Mockingbird Hill Herefords
 Ft. Worth, Texas

Stephen Coates
 Coates Ranch
 Mertzon, Texas

Larry Collins
 Collins Cattle Co.
 Hughes Springs, Texas

Vernie Doehring
 Noack Herefords
 Rockdale, Texas

Mike Doyle
 Doyle Hereford Ranch
 Garland, Texas

Paul Funk
 Spearhead Ranch
 Copperas Cove, Texas

Lee Haygood
 Indian Mound Ranch
 Canadian, Texas

Pete Johnson
 Sunny Hill Ranch
 Lufkin, Texas

Joe Dan Ledbetter
 Ledbetter Cattle Co.
 Wheeler, Texas

Robert Meischen
 Meischen Polled Herefords
 Yorktown, Texas

Barbara Metch
 Metch Polled Herefords
 Canton, Texas

Keith Rogers
 Hidden Oaks Ranch
 Hamilton, Texas

Mike Willis
 Willis Polled Herefords
 Emory, Texas

Loyd Whitehead
 Rocking Chair Ranch
 Menard, Texas
One delegate to be determined

Utah
Shannon Allen
 Phil Allen & Son
 Antimony, Utah

Virginia
Paul Bennett
 Knoll Crest Farm
 Red House, Va.

Bob Schaffer
 Deer Track Farm
 Spotsylvania, Va.

Washington
William Cox
 CX Ranch
 Pomeroy, Va.

Gary Ottley
 Ottley Herefords
 Qunity, Va.

West Virginia
Derek Haught
 Five Star Polled Herefords
 Smithville, W.Va.

Mike McDonald
 McDonalds Polled Herefords
 Jane Lew, W.Va.

Wisconsin
Steve Folkman
 C&L Hereford Ranch
 Ixonia, Wis.

Jerry Huth
 Huth Polled Herefords
 Oakfield, Wis.

BJ Jones
 Wildcat Cattle Co.
 Darlington, Wis.

Fred Larson
 Larson Hereford Farm
 Spring Valley, Wis.

Steven Merry
 MGM/S&J Merry & Family
 Hartford, Wis.

Wyoming
Jay Middleswarth
 Middleswarth Herefords
 Torrington, Wyo.
Gene Stillahn
 Sticks & Stones Ranch
 Cheyenne, Wyo.
One delegate to be determined

Florida/Georgia
Tommy Mead
 Mead Cattle
 Midville, Ga.

Gary Hedrick
 White Hawk Inc.
 Marietta, Ga.

Johnny Harris
 Greenview Polled Hereford
 Farms
 Screven, Ga.

John Watson
 Turkey Creek Ranch
 LaFayette, Ga.

New England
Herbert Holden
 Double H Acres
 Broad Brook, Conn.

Upper Atlantic
Two delegates to be determined

HW

National Hereford Queen Candidates

During the Annual Meeting, nine state Hereford queens will contend for the honor of being named the National Hereford Queen. The new queen will be announced during the National Hereford Show on Sunday at the American Royal. Pictured below are this year's candidates.



Lillie Blissard, Water Valley, Miss.
 Lillie is the 17-year-old daughter of Jody and Jada Blissard, and she will complete homeschool this coming spring. Lillie is active in the Mississippi Junior Hereford Association, the Mississippi Junior Cattleman's Association and the National Junior Hereford Association (NJHA). In addition to her involvement in those associations, she plays an active role in her community and on her family's farm.



Maggie Chaffin, Morgan, Texas
 Maggie is the 17-year-old daughter of Jeff and Colleen Chaffin and will graduate from China Spring High School in the spring. She has been very active in the Texas Junior Hereford Association as a member of its board of directors and as a competitor in team marketing, team fitting and quiz bowl contests. She was also awarded Herdsman of the Year at last year's Texas state show. As a 10-year member of the NJHA, she has competed in the quiz bowl and the *Certified Hereford Beef®* Grill-Off at the Junior National Hereford Expo (JNHE), as well as attended the Faces of Leadership Conference.



Melanie Fishel, Kernersville, N.C.
 Melanie is the 20-year-old daughter of Neil and Karen Fishel. She is a junior obtaining a degree in agricultural business management with minors in animal science, crop science and economics at North Carolina State University. Melanie has been very active in the North Carolina Junior Hereford Association and is a past secretary/treasurer and the current state queen and president. The 3-year NJHA member has participated in JNHE events such as the illustrated speech, extemporaneous speech, quiz bowl and livestock judging contests and has attended the Faces of Leadership Conference.



Camryn Houselog, Estelline, S.D.
 Camryn is the 17-year-old daughter of Shannon DeWitt. She is a senior at Estelline High School and plans to pursue an animal science degree at South Dakota State University upon graduation. Camryn is a 5-year member of the South Dakota Junior Hereford Association and is currently a member of its board of directors. As a member of the NJHA, she has attended the Faces of Leadership Conference and the JNHE and has aided in the execution of the 2018 JNHE as a state member and queen.



Megan Marion, Terre Haute, Ind.
 Megan is the 20-year-old daughter of Timothy and Tamara Marion. She is a junior at K-State pursuing a degree in animal science with a communication and marketing option. The 11-year member of the Indiana Junior Hereford Association has served as the state queen and the association's secretary and vice president. Megan has attended the JNHE six times in her 11 years of NJHA membership.



Emily Meinhardt, Marysville, Kan.
 Emily is the 20-year-old daughter of Bryndon and Julie Meinhardt and is a junior at Kansas State (K-State) University. At K-State she is studying agricultural communications and journalism with minors in animal science and industry and leadership studies. As a 3-year member of her state association and the NJHA, she has been competitive in the showing and in the photography contest and has participated in the queen's tea.



Brittany Renn, Trace Hartland, Wis.
 Brittany is the 19-year-old daughter of Jim and Kari Renn and is a sophomore at the University of Wisconsin-River Falls. She is pursuing an animal science degree with a meat animal emphasis. She is a 10-year member of the Wisconsin Junior Hereford Association, having held several positions on the association's board of directors. Additionally, she has been active in the NJHA for 10 years and in several other youth organizations.



Ralston Ripp, Kearney, Neb.
 Ralston is the 18-year-old daughter of Cody and Ronette Heinrich. She is a freshman studying animal science and agribusiness at the University of Nebraska - Lincoln. Ralston has been active in the Nebraska Junior Hereford Association as its state princess, secretary, reporter, historian and, currently, the state queen. As an NJHA member, she has participated at the JNHE numerous years by taking part in the pen-to-pen program and competing in the photography, livestock judging and team marketing and sales contests.



Kira Sayre, Arenzville, Ill.
 Kira is the 17-year-old daughter of Tim and Tracie Sayre. She is completing her senior year at Triopia High School and will attend Colorado State University to study equine science next fall. She is a 10-year member of her state association and is a member of its board of directors. Kira is also a 10-year NJHA member and has competed at the JNHE for 10 years in the showing and in other events such as the quiz bowl. HW