

Board Action | Board Meeting Highlights

The American Hereford Association (AHA) Board of Directors met July 24-25, 2018, in Wichita, Kan., for the summer Board meeting. The following are highlights of the meeting:

Finance/Audit

Pete Atkins, AHA vice president, led discussion and reviewed the 2018 financials through May. There was also discussion on how the income of the Hereford Legacy Fund LLC will be handled. The Board approved a surplus budget of \$69,642 after depreciation of \$222,114. The AHA is projected to generate more than \$8 million in revenue over the next fiscal year from its parent company and subsidiaries and will work to utilize those funds to support member service, *Certified Hereford Beef*[®], research, marketing and youth development.

Certified Hereford Beef

The Board reviewed the current fiscal year-to-date numbers with increases in pounds sold across food service, retail and export customers.

The Board unanimously voted to support a modification to the current CHB Classic program changing from an ungraded, blended program to an all Choice program effective Jan. 1, 2019.

Member Service

The Board was presented with an update of the progress of the new MyHerd platform. The biggest changes will be a more efficient mobile-friendly product. The goal is to have this presented at the Annual Meeting with a launch soon after.



Marketing and Communications

The Board voted to continue with the current national ad campaign, "The Bald-Faced Truth about Hereford Genetics." It also voted to place emphasis on digital advertising over print advertising, and, in addition, a radio ad will be developed for breeders and organizations to utilize.

Breed Improvement

The Board voted unanimously to move the current genetic evaluation from ABRI to Theta Solutions. This change will be effective Sept. 1. The AHA will continue to utilize the ABRI registry software. The

Board encouraged the staff to continue to support a Pan American Cattle Evaluation if possible.

The Board was reminded the AHA profit indexes will move to a real dollar index value Sept. 3, 2018.

Hereford Publications Inc.

The Board was presented with wire frames of the new online catalog platform. The staff reported this should be near a launch at Annual Meeting.

Hall of Fame/Merit

The Board was presented with a large slate of candidates for the Heritage Hall of Fame/Merit. The Board selected Greg Shaw, Idaho; John Loewen, Okla.; Dale and Mary Barber, Texas; and Clifford and Barbara Copeland, N.M., for induction into the Hereford Heritage Hall of Fame. Jay George, Kan., was selected for induction into the Hereford Hall of Merit

Show and Sale

The Board voted unanimously to support Blake Boyd, Mays Lick, Ky., as the associate judge on the Hill at the National Western Stock Show. **HW**