

Board | Action

Fall Board Meeting Highlights

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., Oct. 24-25. The highlights of the meeting are presented below.

Hereford Publications Inc.

The Board was updated on the progress of the new online sales results page and the new platform for online sale catalogs. The pricing structure for the new online sale catalog will have a \$450 set-up fee with an additional \$15 per lot charge.

Marketing and Communications

The Board was shown the continued growth of the AHA's social media reach and was presented with opportunities for continued growth.

"The Brand" Marketing Summit is planned for June 3-4, 2019 at the Hilton Airport Hotel in Kansas City, Mo. A schedule is being finalized in order to start promoting the event.

Member Service

Staff shared more than 79 percent of registrations in fiscal year (FY) 2018 came to the AHA via an electronic format. The staff also shared the new MyHerd development is going strong

and test herds have been giving feedback information. The goal is to release this to the membership in late January 2019.

A significant change to the new MyHerd format will be in how members log on. Members will no longer use their member number, but they will use an email address instead. Artificial Insemination (AI) certificates released from one member to another will be automatically applied to pending registrations of animals born Jan. 1, 2019, or later which are already in the system at the time the AI certificate is released for use.

Certified Hereford Beef®

National Beef Packing Co. staff joined the Board meeting to present the *Certified Hereford Beef* premium line as a new grid opportunity for feedyard suppliers.

The following individuals were unanimously approved to serve on the *Certified Hereford Beef* board of directors for FY 2019: Jim Mickelson, Nate Frederickson,

Joe Waggoner, Joel Birdwell, John Stadler, Ed McMillan and David Trowbridge.

Breed Improvement

The Board had some discussion on how to encourage more participation in the Cow Herd Project. Staff reported spring 2019 inventories will be sent to breeders immediately in order for breeders to update inventories and to take advantage of the \$20 per animal charge to get cow herds genotyped.

It was also reported that through parentage verification, an animal can be listed as homozygous polled by pedigree. This status will be seen on the "Details" page on the website.

There was also some discussion about the rules associated with gene editing of Hereford animals.

Audit/Finance

Marc Johnson and Ryan Dreher of K Coe Isom, the AHA's audit firm, gave the consolidated audit report. They reported income of the AHA and its subsidiaries was \$7,572,302. Their presentation at the Annual Meeting included graphics and a comparison to the prior year without the gain on the sale of the building. No significant audit issues were noted in the management letter.

Election of officers

The Board elected the following officers and made these additional appointments for FY 2019:

President: Pete Atkins

Vice president: Joel Birdwell

Secretary: Jack Ward

Treasurer: Leslie Mathews

National Cattlemen's Beef Association representative:

Jim Bellis **HW**

2019 Committee and Board Appointments

Executive: Pete Atkins, Tea, S.D., chair; Joel Birdwell, Kingfisher, Okla.; Kyle Pérez, Nara Visa, N.M.; and Jim Bellis, Aurora, Mo.

Financial/audit: Joe Waggoner, Carthage, Miss., chair; Mark St. Pierre, El Nido, Calif.; Birdwell; and Bruce Everhart, Waldron, Ind.

Breed improvement: Birdwell, chair; Bellis; Tommy Mead, Midville, Ga.; Bruce Thomas, Gold Creek, Mont.; Waggoner; and Nate Frederickson, Spearfish, S.D.

Marketing: Pérez, chair; Mead; Bellis; Birdwell; and Craig Beran, Claflin, Kan.

Show and sale: Thomas, chair; Pérez; Mead; Frederickson; and Andrew Matheny, Mays Lick, Ky.

Member service: Bellis, chair; Pérez; Matheny; and Everhart

Hall of Fame/Merit: St. Pierre, chair; Pérez; Matheny; and Everhart

Certified Hereford Beef LLC board: Jim Mickelson, Santa Rosa, Calif., chair; Birdwell; Waggoner; Frederickson; John Stadler, Cape Coral, Fla.; Ed McMillan, Greenville, Ill.; and David Trowbridge, Tabor, Iowa

Hereford Publications Inc. board: Mead, chair; Frederickson; St. Pierre; Beran; and Everhart

Hereford Legacy Fund LLC board: John Loewen, Waukomis, Okla., chair; Bill King, Moriarty, N.M.; Eric Walker, Morrison, Tenn.; Kevin Schultz, Haviland, Kan.; and Everhart

Junior and Hereford Youth Foundation of America (HYFA) liaison: Thomas **HW**