



THE BRAND

MARKETING SUMMIT

JUNE 3-4, 2019

Big or small, your Hereford operation has a story to tell. Producers put their heart and soul into genetic selection, calving, health, nutrition and more, but perhaps do not feel comfortable or knowledgeable on how to tell the unique story of their brand. For any brand to be sustainable and profitable, it has to be memorable and convincing in the marketplace.

Join us in Kansas City, Mo., as we learn how to tell the story of two powerful brands — the Hereford breed and your operation.

The Brand Marketing Summit provides an opportunity to learn from fellow Hereford breeders and industry experts. Some highlights include sharing the Hereford story, building your brand, developing an effective social media strategy and analyzing marketing success stories.

Don't miss out on this exciting event to hear from some of the best in the business. **HW**



MARK CORE

Vice President & Chief Marketing Officer
Vermeer, Boyert-Core Cattle

Join this Iowa-based cattleman as he leads you through a group of exercises to help identify and position your brand in the marketplace.



MITCH HOLTHUS

Play-By-Play Announcer
Kansas City Chiefs

Our keynote speaker has continued the work ethic he learned growing up on the farm in his career as a play-by-play sportscaster, entrepreneur and motivational speaker.



KENDRA DAVIS

Director of Communications and Public Relations
American Hereford Association



SHANE BEDWELL

COO & Director of Breed Improvement
American Hereford Association



KATIE MONROE

Marketing Manager
Vermeer, Baja Herefords



PAIGE ARNOLD

Owner, Photographer, Videographer
Paige Wallace Photography & Videography



BAILEY BOYERT

Senior Marketing Specialist
Vermeer, Boyert-Core Cattle



JOHN REASOR

Marketing Specialist
Vermeer, Reasor Farms



KYLEE DENIZ

Director of Marketing & Producer Outreach
National Pork Board



JESSICA MOFFITT

Marketing Business Operations Manager
Vermeer, Moffitt Angus



JESS HELD

Vice President & Principal
Lessing-Flynn