



# 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 about 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**

## THE BEST IN THE BUSINESS



### 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.



### ANNE-MARIE ROERINK

Principal  
201 Analytics

Through countless consumer studies, Anne-Marie has developed an excellent perspective on the ever-changing wants and needs of the consumer.



### JASON HOFFMAN

Cattleman  
Hoffman Ranch

Join Jason Hoffman, Nebraska rancher, and Paige Arnold as they discuss a marketing strategy which has helped get Hoffman Ranch in front of a larger audience.

# JOIN US IN KANSAS CITY

## MONDAY, JUNE 3

- 1 P.M. WELCOME**
- 1:30 P.M. THE HEREFORD BRAND**  
An overview of where the Hereford breed has been and where it is now.
- 2 P.M. THE POWER OF MEAT**  
A perspective on the ever-changing wants and needs of the consumer in a one-size-fits-no-one world, presented by Anne-Marie Roerink of 201 Analytics.
- 3:15 P.M. OWN YOUR FRANCHISE**  
Own the Hereford brand and your own brand at the same time.
- 3:45 P.M. ESTABLISH YOUR TRUE NORTH**  
Find the distinguishable strength between yourself and others in the industry — then capitalize on that strength.
- 6:30 P.M. EVENING ACTIVITY**  
Head over to the American Hereford Association (AHA) headquarters for dinner, drinks and some evening activities.

## TUESDAY, JUNE 4

- 7:30 A.M. MORNING MOTIVATION**  
Join Mitch Holthus, the voice of the Kansas City Chiefs, in this morning session full of growth and motivation.
- 9 A.M. MAXIMIZE YOUR REVENUE AT SALE TIME**  
The days of depending on traditional avenues to sell cattle are coming to an end. Listen to real-world cattlemen discuss problematic situations and ways to overcome them.
- 10 A.M. TELLING YOUR STORY**  
Marketing is more than social media and advertising. This session will also go over “Herefords on Demand.”
- 11:15 A.M. USING VIDEO TO YOUR ADVANTAGE**  
Case study with Hoffman Ranch and Paige Arnold.
- 12:30 P.M. SOCIAL MEDIA 101 & 102**
- 2:30 P.M. USING SOCIAL MEDIA TO YOUR ADVANTAGE**  
Case study with Ranch Wives Beef Co. and Kylee Deniz.

### Where will The Brand be held?

The Brand will be held at the Hilton Airport and the AHA headquarters in Kansas City, Mo.

### What hotel should I make reservations at?

Hotel reservations can be made at the Hilton Airport — the link for the group rate can be found at [Hereford.org/thebrand](http://Hereford.org/thebrand).

### How much will it cost?

Registration for the two-day conference is \$275 per person or \$475 for couples. This includes the sessions and meals.

### Where can I register?

Participants can register online at [Hereford.org/thebrand](http://Hereford.org/thebrand). Space is limited, so reserve your spot today!

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KANSAS CITY



Use the camera on your smartphone to scan the QR code or visit [Hereford.org/thebrand](http://Hereford.org/thebrand) to learn more about the event.



**PETE ATKINS**

President  
American Hereford Association



**NATALIE KOVARIK**

Co-owner and Founder  
Ranch Wives Beef Co.



**JATANNA WILLIAMS**

Co-owner and Founder  
Ranch Wives Beef Co.



**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