



# THE BRAND

## MARKETING SUMMIT

### JUNE 3-4, 2019

Join us in Kansas City 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.



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To be successful at anything you have to stay ahead to stay competitive. I am hoping to gain new and useful information from the summit that will position our operation for a profitable future.

**SHELLIE COLLINS**  
Collins Cattle Co., Okla.  
The Brand attendee



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You'll become a marketer, you'll hear trends, you'll be around people who will empower you to do more and do better when you go back to your farm or ranch.

**KYLEE DENIZ**  
Marketing & Outreach, National Pork Board  
The Brand speaker



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We want to be current with the breed and industry updates. We hope to gain valuable knowledge to use to promote beef, Herefords and our cattle program.

**GARY & KATHY BUCHHOLZ**  
GKB Cattle Co., Texas  
The Brand attendees

#### Where will The Brand be held?

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

#### Where should we make hotel reservations?

Hotel reservations can be made at the Hilton Airport - the link for the group rate (\$118/night) 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). Spots are limited and are based on a first-come, first-serve basis. Registration is open until May 1.

#### Who should I contact if I have more questions?

Questions about The Brand can be directed to Kendra Davis at [kdavis@hereford.org](mailto:kdavis@hereford.org) or 816-218-2292.

JUNE 3-4, 2019  
KANSAS CITY, MO



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