

# Board | Action

## Spring Board Meeting Highlights

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., April 2-3. The following are highlights of the meeting:

### Finance and audit

Joe Waggoner, committee chairman, led discussion and reported the committee met by conference call on March 29, 2019, to review the AHA financials. He then introduced David Kuebelbeck, United Missouri Bank (UMB) portfolio manager, and Brande Anderson, UMB institutional investment management relationship manager, to discuss the current AHA investment policy and the performance of AHA reserves.

Kuebelbeck reported AHA investments are allocated within policy, and through the first three months of 2019, the markets have performed well.

A motion was made and passed unanimously to host the 2024 World Hereford Conference.

### Show and sale

Bruce Thomas, committee chairman, shared the committee held a conference call to discuss the national show judges. He presented the following slate of judges for the 2019-20 national shows:

#### Keystone International

**Livestock Exposition:** Billy Elmhirst, Canada

**American Royal:** Jirl Buck, Okla.

**North American International Livestock Exposition:** Dave Duello, Wyo.

**Western States Hereford Show:** TBD

**National Western Stock Show:** Cody Lowderman, Ill., Hill judge; Graham Blagg, Kan., junior judge; Brent Meeks, Neb., pen and carload judge; Brent Mrnak, N.D., pen and carload judge; and third judge, TBD

**Fort Worth Stock Show and Rodeo:** Jason Hoffman, Neb.

The Board voted unanimously to support the slate of judges as presented. The Board also voted unanimously to weigh heifers at the North American International Livestock Exposition and to have Joe Goggins as the auctioneer of the 2020 Mile High Night Sale.

### Hereford Publications Inc. (HPI)

Tommy Mead, committee chairman, led discussion and the Board was given an update on the progress of “Herefords on Demand” by HPI staff.

### Breed improvement

Joel Birdwell, committee chairman, led discussion with the Board and

shared the committee had met by conference call. He reported Argentina and Uruguay have voted to move ahead with Pan-American Cattle Evaluation (PACE) utilizing Biometric Open Language Tools (BOLT). Research will be done by Theta Solutions.

An update was given on the progress of testing for Maple Syrup Urine Disease. The lab has started returning results, and breeders have aggressively started testing. A motion was made and unanimously supported for the staff to explore the opportunities with GeneProb, a software program designed by the Agriculture Business Research Institute (ABRI), to look at the probability of an animal being a carrier for any type of genetic issue.

### Certified Hereford Beef LLC

The Certified Hereford Beef® staff reported that changes to *Certified Hereford Beef* carcass specs have been well received by customers, and new business has been added to both retail and foodservice.

*Certified Hereford Beef* staff also updated the Board that the new grid, developed by National Beef Packing Co., has also been added to the US Premium Beef grid. In addition, the staff shared some of the marketing assets developed for licensed customers.

### Marketing and communications

Kyle Pérez, committee chairman, reported the committee had met by conference call and had reviewed the social media statistics. He also presented the agenda for the “The Brand” Marketing Summit.

Eric Grant, Grant Company, then joined the Board to discuss national marketing and communications opportunities. **HW**

