

Meet the 2019 Board Candidates

Introducing the six Hereford breeders contending for a position on the American Hereford Association Board of Directors.



Bill Goehring
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The Goehring family of Libertyville, Iowa, began in the Hereford business in 1973. Goehring Herefords' registered cow herd consists of 150 spring-calving cows and 50 fall-calving cows, and their commercial Angus herd includes 400 spring-calving cows and heifers. The Goehring family breed 100 registered heifers every year as well as 450 black and black-whiteface heifers for their annual sale, held the first Wednesday in December. Additionally, they background 800 to 1,000 steers and finish 500 cattle at custom yards.

Bill grew up on a small farm in southeast Iowa. He graduated from Iowa State University with a degree in animal science and then attended the World Wide College of Auctioneering. In August 1986, Bill's family purchased a local livestock market in Keosauqua, Iowa. At the time the market needed a lot of work, so their first priority was building a feeder pig sale. The sale grew quickly, and for more than 15 years, the Goehring family sold 1,000 to 2,000 pigs weekly. When the hog business consolidated, they began to push their cattle sale and, through relationships built in the feeder pig sale, they were able to gain strength in the competitive cattle market. They now market 40,000 head annually in addition to market hogs, sheep, goats and hay. As the sale grew, so did the Goehring family – Bill and his wife, Becky, have four sons – Curtis (Lauren), Lucas (Cody), Ted (Rachelle) and Colby (Hannah) – and one granddaughter.

Growing up, Bill was very active in junior leadership. He held positions on the board of the Iowa Junior Hereford Association, where his parents served as advisors for most of his junior career. He also served on the National Junior Hereford Association board of directors. Bill went on to serve on the board of directors for the Iowa Hereford Association and was president for two years. In 2013 and 2015, he had the honor of being asked to judge the national Hereford show in the Yards at the National Western Stock Show.

Additionally, Bill is an active member of both the Iowa and the National Livestock Marketing Associations and served as the Iowa state president for two years. He has been a judge at the World Livestock Auctioneer Championship and has traveled to Washington, D.C., with the Livestock Marketing Association. He also serves on the Iowa Beef Council.



Whitey Hunt
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Whitey Hunt began working on and managing his family's Hereford operation in 1972 and now owns and operates Innisfail Farm in Madison, Ga., with his wife, Lyn. Partnering with his son, Weyman, they breed 90-120 females and implant approximately 150 embryos annually for fall calving. Bulls are primarily marketed through The Source Bull Sale in Georgia and the bull test programs of Clemson University, the University of Florida, and the Alabama Beef Cattle Improvement Association. They are sold private treaty as well. Steers are run through the Georgia Beef Challenge, a venture which feeds out and sells steers on the rail and collects harvest data. An average of 60 females are sold annually through private treaty; however, the Hunts have set a goal to host a production sale in 2021. In addition to the cattle operation at Innisfail, Whitey and Weyman own and operate Godfrey's Warehouse and Georgia Fertilizer, established in the 1870s.

A native of Madison, Whitey received a Bachelor of Science degree in animal science with a minor in agronomy from the University of Georgia. He is a former board member and president of the Georgia Hereford Association (GHA) and regularly attends

American Hereford Association (AHA) annual meetings. Innisfail participates in the GHA Georgia's Finest Hereford Sale and other state sales regularly. As youngsters, his sons, Robbs (Johanna) and Weyman (Ashley), showed Hereford heifers in 4-H cattle projects. The next generation of Hunts is looking to carry on the tradition, as two of Whitey's five grandsons recently began their show careers showing Herefords through 4-H. The family participates in shows ranging from state shows to the Junior National Hereford Expo (JNHE) and other national shows. Innisfail has donated, loaned and sold heifers to be shown by other youth exhibitors.

Innisfail Farm has been recognized for its outstanding work throughout the years and has been named the Georgia Tree Farm of the Year (1992), the Georgia Cattlemen Purebred Breeder of the Year (1997), and the Morgan County Piedmont Soil and Water Conservation District Conservationist-of-the-Year (2015). Godfrey's Warehouse received the Madison-Morgan Chamber of Commerce Business Legend Award (2009) and the Atlanta Farmers Club Agribusiness of the Year Award (1994).

Whitey is also very active in his community and has served as a church elder of the Madison Presbyterian Church and as a member of the Madison City Council. He is on the Bank of Madison board of directors and chairs the bank's audit committee. He has been a founding member and leader of the Green Morgan Forest Landowners Association, the Madison-Morgan Conservancy and the Morgan County Cattlemen's Association. He also has served as a regional vice-president of the Georgia Cattlemen's Association.



Becky King-Spindle
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Fourth-generation rancher Becky Spindle and her husband, Tom, help run her father's ranch, the Bill King Ranch in Moriarty, N.M. The King family has been ranching and farming in Moriarty for 103 years and was honored as the 2015 New Mexico Ranch Family of the Year. Recognized as a BEEF Magazine Seedstock 100 operation for several years, Bill King Ranch is home to 400 purebred Hereford cows, 300 Angus cows and 300 purebred Charolais cows. The diversified operation grows alfalfa, silage corn and winter wheat and also has a feedlot, where cattle are fed and marketed as non-hormone, age- and source-verified natural beef. The Kings buy back calves from their seedstock customers to put in their feedlot and to market in their brand's all-natural program. They also sell all-natural beef at local farmers markets under the Bill King Ranch brand.

Becky and her family sell 350-400 bulls each year private treaty. Their goal is to be the largest seedstock operation in the Southwest and to grow their branded beef operation. They continually work to improve their registered cattle which, in turn, improves their customers' cow base and calf crop. Additionally, they own a small club calf herd, selling steers to 4-H members and FFA students. Their ranch hosts field days for legislators and other groups to educate them about agriculture in New Mexico.

After attending New Mexico State University, Becky came home with her husband to raise their children – Jordan (Brendon) Lockmiller, Abby, Cash and Charli Grace. Along with managing the ranch, Becky maintains the accounting and herd books for the operation, sells their branded beef and volunteers as much as possible to help grow the next generation of agriculture leaders in their state.

She has served on the boards of the National Junior Hereford Association, the New Mexico Hereford Association and the National Hereford Women. As well, she advises the New Mexico Junior Hereford Association and has been a voting delegate numerous times at the AHA Annual Meeting.

Her involvement outside the Hereford breed includes serving on the board of directors for the New Mexico Cattle Growers Association, the Torrance County Farm Service Agency, the

Moriarty-Edgewood School Board, the New Mexico Farm and Ranch Heritage Museum, the New Mexico State 4-H Foundation and Moriarty FFA alumni. She and Tom have been 4-H leaders of the Los Amigos 4-H club since 2004 and are livestock and meat team coaches for 4-H and FFA juniors.



Steve Merry

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Steve and his wife, Jann, started Merry's Green Meadows (MGM) in 1982. The operation calves about 40 cows — 99% of which are bred via artificial insemination (AI) or embryo transfer (ET). The Merrys market bulls in the Iowa Beef Expo, the Wisconsin Hereford Association Sale and the Midlands Bull Test. They hold a semiannual production sale — Generations, a Family Affair Sale — with Tod and Sondra Brancel and Ben and Gayle Brancel in Endeavor, Wis., in October. They also sell freezer beef and hold private sales off the farm. The Merrys' goal is to produce sound, profitable Herefords for breeders and a tasty, high-quality product for consumers.

A lifelong Hereford breeder with a career as a cardiologist, Steve was born into the fourth generation of Merry Hereford breeders in Richland Center, Wis., which is also the birth place of the Wisconsin Polled Hereford Association (WPHA). His grandfather, William Merry, was a founding member and first president of the WPHA. Growing up on his parents' farm, then dubbed MGM after Marian and Gordon Merry, Steve loved showing Herefords and working with cattle and has been devoted to the Hereford industry for the last 37 years. He had a 10-year break from the business while attending medical school and completing an internal medicine residency and a cardiology fellowship. After his medical training, he and Jann raised their kids — Matt, Ginger and Dan — and now two grandchildren on their farm, breeding, showing and marketing Herefords.

In his junior career, Steve was president of the Wisconsin Junior Hereford Association (WJHA) and was a delegate to the AHA Annual Meeting. He continues to be active in the WJHA by serving as an adult supervisor of the team marketing and speech contests. As an adult, Steve has served multiple terms on the Wisconsin Hereford Association board of directors and two terms as president. He has also been a delegate for Wisconsin to the AHA Annual Meeting.

As a physician, Steve has been director of echocardiography labs and cardiac rehab and president of the medical staff at Community Memorial Hospital. He has also been on the board of directors of Falls Medical Group for 20 years. These positions have given him experience dealing with budgets and employees and working with planning and development. Steve has been recognized as one of the best doctors in the Milwaukee area for the last four years running as selected by his peers and published in the *Milwaukee Lifestyle Magazine*. Steve is now approaching retirement from medicine but definitely not from Herefords.



Richie Oakes

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Richie Oakes, Taloga, Okla., was raised on a 600-head registered and commercial cattle operation that included wheat and hay production. The fourth generation of Oakes to work his family's operation, Richie is the co-owner and manager of OK Angus Ranch, which has been nationally recognized for consistently raising and feeding high-grading cattle as proven through feedlot data.

In 2006, he and his wife, Marylu, acted upon a longtime dream to reestablish the Vanderwork Herefords brand in the registered Hereford business. Along with Scotty and Cindy Vanderwork, they obtained 25 quality registered Hereford cows to rebuild a tradition of raising quality Herefords that are both functional and eye appealing — a tradition established by his father in the 1930s. Since 2006, Vanderwork Herefords has received a prestigious AHA Hereford Bull of the Year award and has twice been named the Oklahoma Breeder of the Year. The Vanderworks' focus is on helping to improve the Hereford breed through raising competitive

show cattle that still meet the demands of beef consumers.

Currently, they maintain a registered herd of 75 cows, six donor cows and approximately 30 recipients.

Richie received a Bachelor of Science degree in agriculture from Oklahoma State University and was on the livestock judging team, which won several national contests. Upon graduation, he was a vocational agriculture instructor for four years before returning to be involved full-time in the family farming and ranching operation. Today, Richie enjoys using his skills in judging cattle shows from local to national levels. Highlights have been judging in the Yards at the National Western Stock Show in Denver and judging the National Junior Angus Showmanship contest. Because of their passion for helping and encouraging young people in the livestock industry, he and Marylu enjoy helping kids with show projects and breeding programs and hosting judging teams at the showbarn.

This past president of the Oklahoma Hereford Association (OHA) is currently serving a reelected third term on the OHA board. He has also served as a voting delegate for Oklahoma to the AHA Annual Meeting. His service has not stopped with red-and-white cattle. Having been raised in a family that bred and showed both Hereford and Angus cattle nation-wide, Richie also has served as president of the Oklahoma Angus Association. Additionally, Richie has served as the beef superintendent for the Oklahoma Youth Expo for 18 years and the general livestock superintendent of the Oklahoma State Fair for 16 years.

The Oakes raised their son, Matt, and daughter, Ashley, in the farming and ranching industry. Now the proud grandparents of six grandchildren, they continue to share their Christian values and love for Hereford cattle with this generation. One of the grandkids favorite shows is the JNHE, which the family has participated in since 2013. In addition to his agricultural pursuits, Richie has been the pastor of The Mega Church in Camargo, Okla., for 17 years.



Scott Torrance

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Torrance Herefords, a purebred seedstock operation in western Illinois, began in 1974, when Scott Torrance purchased his first two heifers.

Since then it has transformed from a business to a passion for Scott, his wife, Monica, and children, Gabrielle and Nicholas.

As owners and operators, Scott and his family manage the mating, production, promotion and marketing of their Hereford genetics in the form of live animals, semen and embryos. Along with a fifth-generation farming enterprise consisting of 3,000 acres of row crops and hay acreage, the operation maintains a herd of approximately 60 registered Herefords. Coupled with a strong ET program, they calve 80-100 registered Herefords each year. Using a multi-faceted marketing strategy, genetics from Torrance Herefords are sold to seedstock and commercial cattlemen across the U.S. through private treaty, social media and online sales. Additionally, consignment sales are utilized to merchandise to their seedstock customers. A production sale is scheduled for December 2019, as well.

A three-time winner of the Illinois Hereford Association (IHA) Breeder of the Year, Torrance Herefords is proud to produce high-quality bulls. The majority of its commercial business is from repeat customers and word-of-mouth referrals. Scott is passionate about the genetic component of the industry and believes producers must "dare to dream" where the Hereford breed can be in the next five to 10 years.

Scott's involvement in the breed includes serving as president of the IHA, where he has served three terms on the board. He was also president of the Illinois Junior Hereford Association and received its Outstanding Member award. He and Monica currently serve as adult advisors for the junior association. As a beef industry representative, Scott has been president of the Illinois Beef Association, which lobbies on behalf of Illinois' 32,000 beef producers and president of the Tri-County Cattlemen's Association and attended National Cattlemen's Beef Association's Young Cattlemen's Conference. He has served on the Illinois governor's transition team, the Illinois Farm Development Authority board, his parish council, local FFA Alumni executive board and volunteer fire department and currently serves as vice president of his local school board. **HW**