

2019 Annual Membership Meeting and Conference

The AHA welcomes Hereford breeders to attend the Annual Meeting and Conference, Oct. 25-27.

The last weekend of October is certainly a highlight for Hereford enthusiasts as Hereford breeders from across the continent gather in Kansas City, Mo., for the American Hereford Association (AHA) Annual Meeting and Conference and the National Hereford Show at the American Royal. This year's conference, hosted at the Sheraton Kansas City at Crown Center

hotel, will feature a "Talk Innovation" educational forum and industry trade show, a Hereford Honorees reception and awards ceremony and the Annual Membership Meeting. The weekend's festivities will wrap up at the American Royal complex for the Ladies of the Royal Sale and National Hereford Show. Members are also encouraged to stop by the AHA headquarters Thursday, Oct. 24th, to visit with staff. See what's in store for this exciting event!

Schedule of Events

Friday, Oct. 25

- 7 a.m. Registration open | The Sheraton Kansas City, lobby
- 7 a.m. National Queen interviews | Benton
- 9 a.m. Trade show, ShopHereford and Hereford Helpline open | Ballroom Foyer
- 9 a.m. NJHA Fed Steer Shootout judging | Fremont
- 9:30-10:15 a.m. Talk Innovation Welcome and Education Session 1: **Innovation Through Sustainability** | Chicago
Sara Place, Ph.D., senior director of sustainable beef production research, National Cattlemen's Beef Association
- 10:15-10:30 a.m. Refreshment break | Ballroom Foyer
- 10:30-11:15 a.m. Talk Innovation Education Session 2 **Innovation Through Genomics** | Chicago
Neogen/GeneSeek representatives
- 11:15 a.m. National Hereford Women Annual Meeting | Benton
- 11:15 a.m. Trade Show Reception featuring a Certified Hereford Beef® tasting | Ballroom Foyer
-12:45 p.m.
- 1-1:45 p.m. Talk Innovation Education Session 3 **Innovation Through Added Value** | Chicago
Brian Bertelsen, U.S. Premium Beef®
- 1:45-2 p.m. Refreshment break | Ballroom Foyer
- 2-3 p.m. Talk Innovation Education Session 4 **Innovation Through Marketing** | Chicago
Mark Core, Vermeer
- 5 p.m. Hereford Honorees Reception | San Francisco, New York and Atlanta
- 6 p.m. Hereford Honorees Awards Ceremony | San Francisco, New York and Atlanta

Saturday, Oct. 26

- 9 a.m. AHA Annual Meeting | Chicago
- 2 p.m. Ladies of the Royal Sale | American Royal Wagstaff Sale Arena (Presale social hosted by the National Hereford Women)
- 5 p.m. Junior Hereford Show | American Royal Hale Arena

Sunday, Oct. 27

- 7:30 a.m. Senior Board Q&A Session | Governor's Room, American Royal Complex
- 8 a.m. National Hereford Show | American Royal Hale Arena
National Queen selection | American Royal Hale Arena
- Noon Supreme Champion Junior Female selection | American Royal Hale Arena

Friday, Oct. 25

The Annual Meeting and Conference will start off with a bang at the Sheraton Kansas City at Crown Center for Friday's Talk Innovation industry trade show and educational forum. This year's trade show will feature extended time to interact with representatives from the beef industry's leading organizations. A trade show reception midday will include a mouthwatering Certified Hereford Beef® tasting. Also taking place Friday morning are National Queen interviews, National Fed Steer Shootout judging and the National Hereford Women (NHW) annual meeting.

Friday's can't-miss educational forum features a dynamic group of speakers representing all segments of the industry. Sessions will cover topics ranging from sustainability, genomics, grid marketing and developing a marketing strategy. Educational sessions will begin at 9 a.m. and conclude at 3 p.m.

Join us Friday evening as we honor our outstanding breeders and partners for their achievements representing the Hereford breed. This year's Hereford Honorees awards ceremony will recognize Hall of Fame and Hall of Merit inductees, century and golden breeders, Herford Youth Foundation of America (HYFA) scholarship winners, the NJHA Fed Steer Shootout contest winners and *Certified Hereford Beef* award winners. New this year, the national show award winners will be recognized during the Friday evening ceremony. A cocktail reception will begin at 5 p.m. followed by the ceremony at 6 p.m.

Saturday, Oct. 26

The Annual Membership Meeting will be held Saturday morning at 9 a.m. Association members selected 156 possible delegates to conduct the Association's business and to elect three new directors to serve on the Board. The six candidates are:

Northeast Region: Bill Goehring, Libertyville, Iowa; Steve Merry, Hartford, Wis.; Scott Torrance, Media, Ill.

Southeast Region: Whitey Hunt, Madison, Ga.

Southwest Region: Becky King-Spindle, Moriarty, N.M.; Richie Oakes, Taloga, Okla.

Candidate profiles are provided on Page 38, and a list of delegates on Page 42.

The Association's annual report will be presented and distributed during the Annual Membership Meeting along with other reports on activities within the Association: Hereford Publications Inc., *Certified Hereford Beef*, the NHW and the HYFA.



Herefords at the Royal

The Ladies of the Royal Sale will be held Saturday, Oct. 26, at 2 p.m. in the American Royal Wagstaff Sale Arena. Prior to the Ladies of the Royal Sale, the National Hereford Women will host a presale social. The junior Hereford show will begin at 5 p.m. in the Hale Arena. Jack Oattes, Coben, Ontario, will judge the junior show.

The National Hereford Show at the American Royal complex will begin Sunday, Oct. 27, at 8 a.m. in the Hale Arena. The selection of the supreme champion junior Hereford female will take place at noon, followed by the crowning of the new National Hereford Queen. The bull show will begin after the queen selection.

Jirl Buck, Madill, Okla., will judge the National Hereford Show. For those who cannot attend, show results will be available online at Hereford.org.

The AHA Board of Directors will also host a Q&A session on Sunday, Oct. 27, at 7:30 a.m. at the American Royal complex in the Governor's Room.



Talk Innovation Industry Partners

Allflex® USA Inc.	National Hereford Women
BioZyme® Inc.	Purina®
GENEX™	ReproLogix™
IMI Global	Select Sires Inc.
Merck Animal Health	Slate Group
Neogen®/Geneseek®	ST Genetics®
National Cattlemen's Beef Association and National Corn Growers Association	Vermeer® Corporation
	U.S. Premium Beef®



Don't forget to stop by ShopHereford to stock up on all your favorite AHA and *Certified Hereford Beef* apparel! Additionally, be sure to check out the Hereford Helpline at the trade show. Visit with AHA staff about our programs including Herefords on Demand, Hereford Publications Inc., commercial programs, MyHerd, *Certified Hereford Beef* and the HYFA.

RSVP

Please make sure to RSVP to the Annual Membership Meeting and Conference online. Attendance to the educational sessions, trade show and Hereford Honorees reception and awards ceremony is free to all AHA members and guests. Please assist the AHA in planning for this event by RSVPing at the address below:

Hereford.org/events/annual-meeting

Event locations:

Hotel headquarters:
The Sheraton Kansas City at Crown Center
2345 McGee Street
Kansas City, MO 64108

Overflow hotel:
Argosy Casino Hotel and Spa
777 N.W. Argosy Parkway
Riverside, MO 64150

American Royal complex:

1701 American Royal Ct.
Kansas City, MO 64102

AHA headquarters:

11500 N. Ambassador Dr., Ste. 410
Kansas City, MO 64153 **HW**

Talk Innovation Educational Forum Lineup

Friday, Oct. 25

Attendees will be able to attend all four educational sessions.

Welcome and Session 1 | Innovation Through Sustainability | 9:30 a.m.

Presented by **Sara Place, Ph.D.**, senior director of sustainable beef production and research, National Cattlemen's Beef Association

Cattle are acting as "upcyclers" in our food system: Rather than simply recycling, cattle are upgrading human-in-edible plants and food waste into a high-quality and delicious protein and essential micronutrients. In fact, cattle are more efficient at converting plants to high-quality protein than pigs and chickens. With the popularity of "plant-based" proteins, it's time to take stock of beef's contribution to the food system. Cattle are a mobile, self-replicating, fertilizing, solar-powered technology producing the original plant-based protein – beef.

Session 2 | Innovation Through Genomics | 10:30 a.m.

Presented by **Neogen®/GeneSeek®** representatives

The American Hereford Association (AHA) is an industry leader in beef cattle genomics. Utilizing genomic data has allowed Hereford breeders to supply producers with high-quality genetics. Hear from representatives from Neogen/GeneSeek about the advantages of moving to the high-density GGP LD 50K chip and what breeders can look forward to with this upgrade. As leaders in cow genotyping, the AHA Whole Cow Herd DNA project also holds tremendous potential for the future of the breed.

Trade Show Reception | 11:45 a.m. – 12:45 p.m.

Engage with our industry partners and enjoy a delicious *Certified Hereford Beef®* tasting.

Session 3 | Innovation Through Added Value | 1:00 pm.

Presented by **Brian Bertelsen**, vice president of field operations, U.S. Premium Beef

As vice president of field operations for U.S. Premium Beef (USPB), Brian works with ranchers, backgrounders and feedlots who market fed cattle through USPB that are harvested at National Beef Packing plants. Learn about how USPB prices carcasses on its value-based grid and gain insight into "what has value" in grid marketing and how to achieve greater returns. Even if you do not finish cattle, come and learn what has value to better understand the genetics commercial bull customers need to produce cattle that have greater value on a grid. Additionally, discover how seedstock producers can help bull customers capture added value in their cattle.

Session 4 | Innovation Through Marketing | 2:00 p.m.

Presented by **Mark Core**, chief marketing officer, Vermeer® Corporation

It's no secret Hereford breeders provide a quality product to the marketplace. With loads of information available instantly at your fingertips, it is critical to represent your operation and the Hereford breed in the best light possible. Join Mark Core as he shares highlights from the AHA's "The Brand" Marketing Summit to help breeders develop an effective marketing strategy. Learn how to leverage your operation's values to form marketing goals, how to utilize social media and video to your advantage and how to capture maximum revenue at sale time.

