

Board Action | Summer Board Meeting Highlights

The American Hereford Association (AHA) Board of Directors met Aug. 13-14, 2019, in Sioux Falls, S.D., for the summer board meeting. The following are the highlights for the meeting.

Finance/Audit

Joe Waggoner, committee chairman, led discussion and reviewed the 2019 financials through June. The Board approved a surplus 2019/2020 budget of \$49,640 before depreciation. After depreciation, the consolidated net loss would be \$192,418. The Board unanimously approved a 10% increase in *Hereford World* advertising rates starting with the November 2019 magazine and a \$2 increase in registration fees effective Jan. 1, 2020. Additionally, the Board unanimously approved to change the rebate on DNA submitted through TSU from \$6 to \$4 effective Sept. 1, 2019.

Breed Improvement

Joel Birdwell, committee chair, led discussion and the Board was updated on various ongoing projects including the relaunch of the Pan American Cattle Evaluation (PACE), new 100K SNP chip to be released later in 2019, eye-pigment research and the Cow

Project. Staff reported over 10K cows had been genotyped including the Olsen Ranch test herd females.

Show and Sale

Bruce Thomas, committee chairman, led discussion and the Board unanimously voted to add a senior yearling division to the female show at the National Western and Southwestern Stock Show starting with the 2020-21 show season. Senior yearlings that show are required to be nursing a calf that is not more than 240 days of age. The senior yearling division winners will compete for champion female.

The Board also voted unanimously to change the age of calf on the side of cows from 270 to 240 days on the date of the show. This change will be effective starting with the 2020-21 show season. The Board unanimously voted to approve a change in how divisions are split at the Junior National Hereford Expo

(JNHE) because of the number of cattle shown. This change will take effect at the 2020 JNHE and will give staff the flexibility to break divisions more evenly.

Hereford Publications Inc./ Creative Services

Tommy Mead, committee chairman, led discussion and the Board was updated on the new sale catalog platform, *Herefords on Demand*. The Board was also given a presentation on how the new "Sale Results" page will work on the AHA website.

Hall of Fame/Merit

The Board was presented with a large slate of candidates for the Heritage Hall of Fame/Merit. The Board selected Harry and George Tjardes, Ill.; Denny Hoffman, Neb.; Guy Colyer, Idaho; and Mark Cooper, Mont., for induction into the Hereford Hall of Fame. Jack Chastain, Texas, and Jim Reed,

Mo., were selected for induction into the Hereford Hall of Merit.

Marketing and Communications

Kyle Pérez, committee chairman, led discussion and shared with the Board that the comments and feedback from "The Brand" marketing summit has been outstanding. Diane Meyer updated the Board on the strategy moving forward to keep the attendees engaged. She presented the Marketing Fitness Challenge which will cumulate at the 2019 Annual Meeting and Convention.

Pérez then introduced Eric Grant, Grant Co., to present the new approach to the national ad campaign. The focus will be "Come Home to Hereford." Grant also shared some of the videos that have already been developed, including a video of "The Brand" Marketing Summit which aired during the RFD-TV Market Report segment. **HW**



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AHA BOARD OF DIRECTORS

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Pete Atkins, Tea, S.D.

Vice president
Joel Birdwell, Kingfisher, Okla.

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Term expires 2019

Jim Bellis, Aurora, Mo.
Kyle Pérez, Nara Visa, N.M.

Term expires 2020

Tommy Mead, Midville, Ga.
Bruce Thomas, Gold Creek, Mont.

Term expires 2021

Nate Frederickson, Spearfish, S.D.
Mark St. Pierre, El Nido, Calif.
Joe Waggoner, Carthage, Miss.

Term expires 2022

Craig Beran, Claflin, Kan.
Bruce Everhart, Waldron, Ind.
Andrew Matheny, Mays Lick, Ky.

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and Heather Smith Thomas

Member Cattle Registration Fees

Age of calf	Regular	Electronic
Up to 4 months	\$12.50	\$10.50
4-8 months	\$18.50	\$15.50
8-12 months	\$25.50	\$20.50
More than 12 months	\$50.50	\$50.50



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