

Leading Through Innovation

Hereford breeders and industry partners gathered in Kansas City to discuss and celebrate innovation in the industry.

American Hereford Association (AHA) members, breeders, partners and staff gathered in Kansas City, Mo., Oct. 25-27 to reflect on the innovate approach taken in various AHA departments during fiscal year (FY) 2019.

A crowd of more than 500 took to the Sheraton Kansas City at Crown Center Friday morning and spent time browsing the industry trade show, viewing the latest merchandise at ShopHereford and asking questions at the Hereford Helpline station.

Throughout the day, attendees sat in on four educational sessions focused on sustainability, genomics, value-added beef programs and marketing. The National Hereford Women (NHW) held their annual meeting midmorning to discuss business, elect new board members and recognize the Hereford Woman of the Year. The evening was spent honoring commendable breeders and junior members during the Hereford Honorees reception and awards ceremony.

The AHA Annual Membership Meeting took place Saturday morning to outline ongoing projects at the AHA and to elect new members to the Board of Directors. Newly elected to the AHA Board are Bill Goehring, Libertyville, Iowa; Whitey Hunt, Madison, Ga.; and Becky King-Spindle, Moriarty, N.M.

Attendees then migrated to the American Royal for the Ladies of the Royal Sale followed by the Junior Hereford Show. Sunday morning entailed the senior Board Q&A session and the National Hereford Show. The selection of the National Hereford Queen wrapped up the weekend.

Partners in innovation

This great event would not be possible without the generous support of our industry partners and supporters.



Annual Meeting and American Royal Coverage

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39 Education Forum

42 New AHA Board of Directors Elected

44 Hall of Fame/Merit Inductees Honored

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65 Ostgaard Honored as Hereford Woman of the Year

66 2019-20 National Hereford Queen: Poised With Purpose

68 Retiring National Hereford Queen: Tell Your Story

69 American Royal Hereford Show Champions Selected



Please join the AHA in thanking the following organizations:

- BioZyme® Inc./VitaFerm®
- National Cattlemen's Beef Association
- National Corn Growers Association
- Neogen®/GeneSeek®
- U.S. Premium Beef
- Vermeer®
- Merck Animal Health
- Allflex®
- STgenetics™
- Purina®
- IMI Global
- ReproLogix™
- Genex™
- Select Sires
- Slate Group

Special recognitions

During Friday's Hereford Honorees awards ceremony, the AHA recognized Olsen Ranch, Harrisburg, Neb., and Stahly Ranch, Cavour, S.D., for their 20 years of dedication to the National Reference Sire Program (NRSP).

These two outfits have provided a platform to validate and to track the genetic progress of the breed and have been involved with the NRSP since the evaluation's inception in 1999.

"I'm confident in saying that without the support of the Olsen and Stahly operations, the influence of Hereford genetics in the commercial industry would not be where it is today," says Shane Bedwell, AHA chief operating officer and director of breed improvement.

The NRSP began as a collaboration with the National Beef Tenderness project. Over the course of two decades, this program has captured several key economically relevant traits and genomic data through all aspects of production. More than 425 bulls have been tested during the program's lifetime and several ranches have

participated as test herds. This year the NRSP reached a milestone of its own, celebrating its 20th anniversary.

Another memorable moment of the awards ceremony recognized finalists of the Marketing Fitness Challenge. Following "The Brand" Marketing Summit, an eight-week challenge was launched to continue the momentum from the event. During the challenge, contestants completed simple weekly tasks to strengthen their marketing strategies. Challenges included contacting sale barn managers, promoting the Certified Hereford Beef® brand at local restaurants and retailers, showing appreciation to current customers, and sharing content on social media.

Each week, participants sent in examples of their marketing efforts to show how they were building upon concepts presented at "The Brand." Nine participants excelled at the challenge — the AHA would like to congratulate Katie Colyer, Philip Moon, Lee Elzemeyer, Sarah Monson, Marilyn Lenth, Shelia Jensen, Dale Venhuizen, Russ Tegtmeier and Zach Tessier for their outstanding efforts.

During the Hereford Honorees awards ceremony, Mark Core, chief marketing officer at Vermeer, recognized these top participants for their efforts. Their names were entered in a drawing for the use of a Vermeer baler for a year, and Phillip Moon was selected as the lucky winner onstage. Moon graciously donated the lease back to be sold, with proceeds going toward AHA research and projects. **HW**

