

Board | Action | Highlights of Fall 2019 Board Meeting

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., Oct. 23-24. The highlights of the meeting are presented below.

Finance and Audit

Marc Johnson and Ryan Dreher of K Coe Isom presented the 2019 audit. It was reported the total assets of the AHA as of Aug. 31, 2019, were \$16,376,239 with a change in net assets of (\$274,212). It was reported the AHA program efficiency (relationship between program expense and total expense) was very strong at 0.74. In addition, the auditors reported the AHA is better than industry average for "Quick Ratio," which is calculated (cash + total receivables)/total current liabilities.

The Board discussed the development of relationships between AHA field staff and feeder calf order buyers. They asked the staff to proceed with developing these relationships.

Hereford Publications Inc.

Staff reported Herefords On Demand use continues to grow and Propaganda 3 is working to add additional useful tools. Additionally, the online sales reports are now online. These new reports will create efficiency for staff and provide more detailed information on sales.

Show and Sale Report

The Board approved the following judges for the 2020-21 junior shows:

2020 Junior National Hereford Expo (JNHE) owned heifers: Dan Shike, University of Illinois

2020 JNHE bred-and-owned heifers: Kyle Conley, Okla.

2020 JNHE bred-and-owned bulls and steers: Drew Pérez, N.M.

2020 American Royal junior show: Chris Cassidy, Iowa

2020 North American junior show: Amanda Schnoor, Calif.

2021 National Western junior show: Chad Wilson, Canada

Marketing and Communications

The Board was updated on the series of national ads with the new tagline "Come Home to Hereford." In addition, staff shared the results of the Marketing Fitness Challenge.

Staff also shared analytics for the growth in both social media and website traffic.

Member Service

Staff reported MyHerd continues to be well received with more than 4,960 active users, and in fiscal year

(FY) 2019, the AHA had 83.1% of animals recorded submitted electronically. Ten years ago, the goal was to achieve an 80% rate of electronic registrations.

An updated version of the AHA performance pedigree was presented. This updated version includes a nursing ratio on daughters of the dam.

Breed Improvement

Staff presented the updates to the Hereford Advantage program. The AHA will work with IMI Global to make this a third-party source and age-verified program with a health and genetic component. In addition, producers will need to be Beef Quality Assurance certified. Staff also shared they are continuing to work with the Red Angus Association of America to promote the Premium Red Baldy program.

Staff then updated the Board on several ongoing projects including eye pigmentation research and the addition of genomics to key maternal traits.

Certified Hereford Beef

Staff shared Certified Hereford Beef® (CHB) carcass modifications were implemented Jan. 1, 2019, and at the same time, National Beef Packing Co. added a premium grid for upper 2/3 Choice cattle. Staff also noted as of March 18, 2019, U.S. Premium Beef added the grid premium to its program.

The CHB Premium program continues to grow, and more than 8 million pounds have been sold since its inception.

Election of officers

The Board elected the following officers for FY 2020:

President: Joel Birdwell

Vice president: Mark St. Pierre

Secretary: Jack Ward

Treasurer: Leslie Mathews **HW**

2020 Committee and Board Appointments

Executive: Joel Birdwell (chairman), Tommy Mead, Bruce Thomas, Mark St. Pierre

Finance/Audit: Joe Waggoner (chairman), Bruce Everhart, St. Pierre, Whitey Hunt, Mead

Breed Improvement: Thomas (chairman), Waggoner, Mead, Nate Frederickson, Bill Goehring, St. Pierre

Marketing/Communications: Mead (chairman), Goehring, Becky King-Spindle, Andrew Matheny, Hunt

Show/Sale: Matheny (chairman), Everhart, King-Spindle, Thomas, Frederickson

Hereford Publications Inc.: Craig Beran (chairman), Everhart, Thomas, Matheny, St. Pierre

Member Service: St. Pierre (chairman), Everhart, Beran, Matheny, Hunt

Commercial Programs: Frederickson (chairman), King-Spindle, Goehring, Mead, Beran

Hall of Fame/Merit: Everhart (chairman), Hunt, Thomas, King-Spindle, Goehring

Certified Hereford Beef LLC Board: Frederickson (chairman), Beran, Waggoner, Ed McMillan, John Stadler, David Trowbridge, Jim Mickelson

Hereford Legacy Fund Board: John Loewen (chairman), Bill King, Eric Walker, Kevin Schultz, Everhart

Junior Liaison: Thomas **HW**