

# Board | Action

## Board Meeting Highlights

The American Hereford Association (AHA) Board of Directors met April 7-8 via Zoom Video Conferencing. All Board members were present. The following are the highlights of the meeting:

### Finance

David Kuebelbeck and Brande Anderson, UMB Bank portfolio managers, discussed the performance of the AHA portfolio through the COVID-19 pandemic. They reported AHA investments are still within adopted policy, and even with some loss in value, the AHA still owns the same amount of stocks. At this point it is uncertain how long it will take the markets to recover.

### Show and sale

The committee recommended the calf divisions (spring, junior and senior calves) of the carload show at the National Western Stock Show (NWSS) move from 10 head to eight head. This change will be adopted at the 2021 NWSS, and it passed with majority vote.

The Board unanimously voted to require calves shown at the side of dams at all AHA national shows to be registered.

The Board reviewed the process of how and when judges are to be selected for national junior shows. There was very good discussion, and a final process will be presented to the Board at the summer 2020 meeting for final approval.

### Hereford Publications Inc. (HPI)

It was reported the *Hereford World* had made a change to Modern Litho printers due to efficiency and cost savings.

Staff reported strong enthusiasm for Herefords On Demand and that many breeders have reported improved sales by posting both live and private treaty sales. Staff also reported users can now preview a finished catalog before it is posted online.

Joe Rickabaugh, AHA director of field management and seedstock marketing, reported that the field staff are working with breeders' sale changes, including postponements, cancellations and platform changes and that sales have remained strong.

### Marketing and communications

Eric Grant and Crystal Albers, Grant Company, joined the meeting to review the national ad campaign and shared various analytics. They also shared marketing strategies for the next fiscal year.

### Breed improvement

Bruce Golden, Ph.D., joined the meeting to present his research concerning the addition of marker

information to Sustained Cow Fertility (SCF) and a possible change in the contemporary group (CG) structure for the trait. The Board unanimously voted to add the marker information, to change the CG structure and to release these changes in the summer of 2020.

Golden also shared research he has done with birth-weight filtering. This methodology includes filtering birth weights submitted through scale weights, tape measurements and inferior quality data. He presented a method to identify the various sets of data and how each could be included in the evaluation.

### Commercial programs

Staff reported cattle on feed at HRC Feed Yards and Gregory Feedlots are performing well and initial harvest dates are predicted for May.

It was also reported field staff are working with S= Cattle Co. to identify possible sets of cattle for feedyards and they are also working with producers to provide additional marketing options.

### Member service

Staff shared that the development of customizable lists on MyHerd is progressing and that testing will start soon.

### Certified Hereford Beef LLC

Staff reported the pandemic has certainly slowed product sales through food service outlets. Retail sales have stayed strong, although retail distribution centers have been bottlenecked on product. **HW**



Pictured is the 2019-20 AHA Board of Directors.