The AHA announces the schedule for the 2020 Annual Membership Meeting and Conference, Oct. 19-24, now with virtual options.

In the spirit of 2020, the American Hereford Association’s (AHA) Annual Membership Meeting and Conference will feature a virtual component for this year’s anticipated event. Originally scheduled Oct. 23-24, the conference will span Oct. 19-24 for a weeklong “Hereford Homecoming” celebration. The AHA Board of Directors voted to adopt a virtual component due to restrictions placed on large events and interstate travel. See how this year’s event will play out below.

Educational forum and awards ceremony
New this year, the educational forum and awards ceremony will be hosted through Zoom webinars. These sessions will take place Monday, Tuesday and Wednesday evenings, and attendees will have the opportunity to ask questions at the end of each presentation. Each session will be recorded and posted on the AHA website to view later.

A virtual awards ceremony will take place Thursday evening. Certified Hereford Beef® will pay tribute to 25 years and the AHA will honor our Golden and Century breeders. The Hereford Youth Foundation of America will present the fall scholarship winners and the National Junior Hereford Association (NJHA) will announce the Fed Steer Shootout winners. A link to the awards ceremony will be available that evening on the AHA website and social media.

Friday night social
For those in town, a social will take place Friday evening at the Loews Hotel in Kansas City, Mo. Dinner will not be provided.

Hall of Fame/Merit inductee breakfast
In lieu of an awards reception and ceremony, the 2020 Hall of Fame and Merit inductees will be celebrated over breakfast Saturday, Oct. 24, prior to the membership meeting and election.

Annual Membership Meeting and Board election
The Annual Membership Meeting will follow immediately after Saturday’s awards breakfast, and will include committee reports, the outgoing president’s speech and the Board election. The Annual Membership Meeting will be hosted in Kansas City and broadcasted live. Due to the layout of this year’s election, voting delegates not in attendance will have the option to vote online. See the following page for further details and instructions.

Get the latest Info
Visit Hereford.org/events/annual-meeting/ and follow the AHA on social media for the latest information about:

- Voting delegates and voting procedures
- Board candidates and speeches
- Full schedule
- Hotel reservations
- Allied industry partners and sponsors
- Virtual educational forum registration
- Digital event workbook
- Virtual awards ceremony presentations

American Royal events
The Ladies of the Royal sale will begin at 2 p.m., Saturday, Oct. 24, at the Wagstaff Sale Arena. The sale will feature 17 open heifer calves, three bred heifers, seven embryo packages and one flush lot. The NJHA is auctioning the AHA street sign as the Lot 1 fundraiser and the National Hereford Women are offering an engraved Henry Big Boy Classic .44 Magnum as Lot 2 to support the National Hereford Queen scholarship. View the entire offering at Hereford.org/marketing/hereford-sales/production-catalogs/

The junior Hereford show, judged by Chris Cassady, Ankeny, Iowa, will take place at 5 p.m., Saturday, Oct. 24, at the National Hereford Show at the American Royal is scheduled for 8 a.m., Sunday, Oct. 25. Brady Jensen, Brookings, S.D., will judge the open show. More details can be found at Hereford.org/events/national-shows/american-royal/.

Schedule

<table>
<thead>
<tr>
<th>MONDAY, OCT. 19</th>
<th>TUESDAY, OCT. 20</th>
<th>WEDNESDAY, OCT. 21</th>
<th>THURSDAY, OCT. 22</th>
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| 6 p.m. Homecoming Virtual Kick Off and Utilizing the Tools for Victory virtual educational session  
  Speakers: Shane Redwell, AHA chief operating officer and director of breed improvement and a special message from Neogen | 6 p.m. Scouting Consumer and Political Climate Change virtual educational session  
  Speakers: Danette Amstein, Midan Marketing and an NCBA representative | 6 p.m. Setting up for Success virtual educational session  
  Speakers: Nolan Stone, SW Cattle Co., and Lowell Midla, VMD, MS, Merck Animal Health | 6 p.m. Homecoming Virtual Awards |

Thank you to our Allied Industry Partners

Neogen

Hereford.org
VOTING DELEGATE INFORMATION

Voting delegates for the 2020 American Hereford Association (AHA) Board of Director election will have the option to vote online if they cannot attend the Board election in Kansas City. KCoe Isom, AHA's auditing firm, has set procedures for the Board election to comply with AHA bylaws. A letter, shown below, was mailed to this year’s voting delegates with instructions for the voting process.

American Hereford Association Annual Meeting Changes

The AHA Board of Directors has unanimously adopted a list of Resolutions in order to replicate the election of the new directors. These Resolutions can be reviewed in the October issue of Hereford World or at Hereford.org.

Due to health and safety concerns for AHA delegates traveling to Kansas City for the Annual Meeting, this year the board election will consist of three steps: 1) Roll Call Vote, 2) Nominations From the Floor, and 3) Board Election Vote. These three steps are defined below, and the voting options can be found on the following page:

1) American Hereford Association Roll Call Vote

The Roll Call Vote will open at 3:00 PM Central Daylight Time (CDT) on October 23, 2020, and will close at 9:30 AM CDT on October 24, 2020. All delegates must register their roll call vote before the close of this voting window or you will not be allowed to vote in the Board Election Vote. You will need the username and password that is provided on the following page (this was also emailed to you). If you are attending the annual meeting in person, you will be given the opportunity to register your roll call vote during check-in when picking up your name badge.

2) American Hereford Association Nomination From the Floor

If you have a nomination from the floor and are attending the meeting virtually, you can nominate someone by using Option B or Option C on the following page. You will have 5 minutes to nominate virtually, after the motion to cease nominations is made by someone attending the meeting live. The nomination will be communicated to AHA staff for verification. Once verified the candidate nominated must be seconded and then will be added to the slate.

3) American Hereford Association Board Election Vote

The Board Election Vote will be open for 60 minutes once it is announced that voting is open. Please submit your 3 candidate selections using any of the 3 options listed on the following page. Remember you will need your username and password for all options. If you did not vote in the Roll Call Vote you will not be able to participate in the Board Election Vote.

Options Available for Steps 1-3

Option A: Online Voting (Preferred Method)

On Thursday, October 22, 2020, you will receive an email with a link to the voting platform website. From a computer or mobile device, you can click on the link provided in the email to automatically log into the voting platform. If you are not using the email to log into the voting platform, you can access this via the website directly with your username and password provided below (and in the email). This option will also be used if you are in person and are voting from one of the provided Kiosks in the room. Once you are logged into the voting platform, using either the email or website, you will be able to confirm your attendance for the Roll Call Vote and later select your candidates for the Board Election Vote. You will get an email receipt of your selections after you click submit.

Option B: Email Voting

For either the Roll Call Vote, Nomination From the Floor, or Board Election Vote, you can email (using your phone or computer) your selections and user name and password (provided below or in the email) to votesupport@Kcoe.com. Your selections will then be entered into the online voting software on your behalf. Once it has been entered, you will get an email receipt of your selection.

For the Roll Call Vote: you will need to email your method of attendance (Online or In-Person), as well as your username and password.

For making a Nomination From the Floor (for virtual attendees only): you will need to email the name of your nomination, as well as your username and password.

For the Board Election Vote: you will need to email your three selected candidates, as well as your username and password.

Option C: Vote by Telephone

For either the Roll Call Vote, Nomination From the Floor, or Board Election Vote, you can call 1 (888) 768-0056. You will then need to verify your identity by giving your username and password (provided below or in the email) to the KCoe Isom team member on the other end of the phone. Once your identity is verified you can tell the KCoe Isom team member your method of attendance, nomination from the floor, or 3 candidate selections depending on which step of the board election process is underway at the time. Your selections will then be entered in the online software on your behalf. Once it has been entered, you will get an email receipt of your selection. If you are registering your attendance for the roll call vote the night before the meeting, please leave a voicemail with your method of attendance and username and password to be entered.

2020 HEADQUARTER HOTEL

Loews Kansas City Convention Center

1515 Wyandotte St.
Kansas City, MO 64108
Phone: 816-281-7600
Reservations: 1-877-748-1451

- Group Rates are valid from Oct. 21-Oct. 26
- Pricing: from $179 single/double for deluxe accommodations
- Upgraded room types may be available for an additional fee
- To make your reservation online, please click on the red button on the top right. If you have any problems making your reservation, please contact the Loews Travel Planners at 1-877-748-1451 and reference Group Code: AHA028

FRIDAY, OCT. 23

5 p.m.  American Hereford Association Annual Meeting

SATURDAY, OCT. 24

7:30 a.m.  Hereford Homecoming Breakfast
9 a.m.  Hereford Honorees Awards – Hall of Fame and Merit
10 a.m.  American Hereford Association Annual Meeting

11:30 a.m.  National Hereford Women Annual Meeting
2 p.m.  Ladies of the Royal Sale
4 p.m.  American Royal Junior Show

SUNDAY, OCT. 25

8 a.m.  American Royal National Hereford Show

MONDAY, OCT. 26

6 p.m.  Virtual Homecoming Highlights

Presented throughout the show
National Show Awards