

MEET THE 2020 BOARD CANDIDATES

Introducing the six Hereford breeders contending for a position on the American Hereford Association (AHA) Board of Directors.



Wyatt Agar

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Raised on a multigenerational operation based in eastern Oregon, Wyatt Agar is a manager and a partner in Durbin Creek Ranch, Thermopolis, Wyo., and Washakie Feeders, Worland, Wyo. The seedstock division runs 500 head of females, where artificial insemination (AI) and embryo transfer (ET) technologies are used to produce three-fourths and full siblings. At weaning half of the heifers are retained for the cow herd while the other half are marketed as bred females. Bulls are sold as 2-year-olds in a February production sale, which also includes baldy replacement females and ranch geldings. Calves that do not make the bull pen are fed and used to collect data on the sire groups.

The commercial division runs approximately 1,200 Angus and Red Angus mother cows that are exposed to Hereford bulls to produce first generation (F1) calves. The program collects data from birth to harvest on sires used in the seedstock division. At weaning females are sold in the February production sale. Light steers go to the operation's stocker program in Oregon, and heavy steers are backgrounded at Washakie Feeders along with 5,000 to 6,000 of the ranch's bull customers' calves. These steers are fed to 900 pounds and are finished in Colorado.

Wyatt and his brother grew up on the family's cow-calf and stocker operation in Oregon, which they later expanded to include the Wyoming divisions. Wyatt and his wife, Joey, strive to raise their children, Rylee, Taylor and Cooper, in the same manner — working side-by-side with family to produce high-quality beef cattle off the land and backed by the cowboy ethic.

As a junior, Wyatt was the vice president of the Oregon Junior Hereford Association. Now, he is a senator in Wyoming's Senate District 20 and is the first freshman senator in the state's history to serve on the Appropriation Committee and the Select Capital Finance Committee. Prior to, he served a term as the vice chairman and a term as secretary of the Hot Springs County Republican Party. Wyatt is a former vice chairman of the Transportation Committee, a board member of the Hot Springs County Weed and Pest and a deacon at the First Baptist Church of Thermopolis.



Jimmy Atlas

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Jimmy and his wife and teammate, Claudia, own and operate Atlas Farms, a 46-year-old operation in North Central Texas and Southwestern Oklahoma. Their diversified program includes over 100 head of registered horned and polled Hereford cow-calf pairs and a grain and cotton farm. The ground was historically used for cotton, and the Atlases have reduced production costs by running cattle on harvested crop residue and have doubled cropland through no-till drilling. The family strives to breed and to market functional cattle that compete in the showing and fit the wants and needs of commercial breeders. To achieve these goals, they prioritize heat

resistance while maintaining performance in their breeding and culling programs.

Jimmy grew up on a sharecropper cotton, corn and small-grain farm with commercial Hereford and Angus cattle in Grandview, Texas. He later added to the farm by purchasing property his grandfather lived on when he arrived in Texas from Ellis Island as an orphan immigrant. After graduating college, Jimmy was the herdsman for the registered Hereford operation Chisholm Trail Ranch in Rhome, Texas, before he and Claudia started their own operation. Additionally, he spent 35 years in the steel production industry, working in the melt shops and rolling mills.

A lifetime member of the AHA, Jimmy was involved in Hereford programs as a junior and showed horned and polled heifers and steers. His daughter, Precious, exhibited in every junior national show from 1989-2004. During that time, the family was active in hosting the junior nationals in Abilene and Ft. Worth and both Jimmy and Claudia have been advisors for the Texas Junior Polled Hereford Association. Precious and her husband, Sam, recently purchased land near the Atlas family farm, bringing their two kids home to be actively involved in the farm's daily operation as the fourth generation.

Jimmy is a past president of the Texas Polled Hereford Association and is currently a director and the vice president of the Texas Hereford Association. He is also a past committee chairman of the Johnson County Farm Service Agency.



Barry Morrell

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Barry Morrell is the co-owner of Morrell Ranches, a seedstock Hereford and commercial cattle operation based in Willows, Calif. Barry, his wife, Carrie, and daughter, Bailey, founded Morrell Ranches in 2004 to grow the family's operation into the third generation of Hereford cattle producers. Barry's and Carrie's families both raised Hereford cattle, and the couple met through the breed. After marriage, the two combined their herds to form A&M Cattle and later adopted the ranch name, Morrell Ranches. The Morrell herd includes 120 head of Hereford cattle, 80 commercial recipients, approximately 40 bulls sold private treaty and in annual consignment sales, and 20 heifers sold private treaty each year.

Barry is a strong supporter of the working cattleman and ensures Morrell Ranches offers bulls that exceed standards in terms of structure, carcass merit and phenotype. The operation utilizes AI, ET and in vitro fertilization (IVF) to ensure their herd is comprised of leading genetic influences throughout the breed.

After graduating from Chico State University with a degree in animal science, Barry realized his career interests were more suited as an agronomist, leaving Carrie to work the day-to-day operations of the ranch. Barry has worked for Colusa County Farm Supply for 26 years and is the vice president of the company, which is recognized as the largest fertilizer and chemical supplier in Northern California. In recent years, Barry brought his work home, and the family now grows conventional oat hay for use on the ranch. They have also planted 60 acres of walnut trees and 320 acres of almond trees.

Morrell Ranches was awarded the California-Nevada Hereford Association Breeder of the Year Award in 2011 and the California Beef Cattle Improvement Association Seedstock Producer of

the Year Award in 2013. Barry has served on the California-Nevada Hereford Association board for two decades and the Western States Hereford board for 18 years. His commitment to serving Hereford breeders has been passed down to Bailey, who is the communications chair for the National Junior Hereford Association. Beyond the breed, Barry is an active member of the Glenn-Colusa Cattlemen Association, local FFA advisory committees and the Glenn-Colusa Farm Credit advisory board.



Richie Oakes

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Richie Oakes of Taloga, Okla., was raised on a 600-head registered and commercial cattle operation that included wheat and hay production. Now the fourth generation to work his family's land, he is co-owner and manager of his family's same ranching operation, OK Angus Ranch, which is nationally recognized for raising and feeding high-grading cattle as proven through feedlot data.

In 2006 he and his wife, Marylu, achieved their lifelong dream of re-establishing the Vanderwork Herefords brand. With the help of Scotty and Cindy Vanderwork, the family returned to their roots of raising registered Herefords that are functional and eye appealing — a tradition established by Richie's father-in-law in the 1930s. With a focus on producing competitive show cattle which still meet the demands of beef consumers, the operation maintains a registered herd of 75 cows, six donor cows and approximately 30 recipients. Vanderwork Herefords has received an AHA Hereford Bull of the Year award and has twice been named Oklahoma Hereford Breeder of the Year.

An Oklahoma State University graduate, Richie was on the livestock judging team and received a degree in agriculture. Before returning home, he taught vocational agriculture for four years. Today, he enjoys judging cattle shows from the local to the national level. The Oakeses raised their son, Matt, and daughter, Ashley, in the farming and ranching industry and are now the proud grandparents of six grandchildren with whom they share their Christian values and love for Hereford cattle.

A past president of the Oklahoma Hereford Association (OHA), Richie is serving a re-elected third term and is the first vice president of the OHA board. He has also been a voting delegate for Oklahoma to the AHA Annual Membership Meeting. Beyond serving the red-and-white breed, Richie is serving his 19th year as the beef superintendent for the Oklahoma Youth Expo and his 17th year as the general livestock superintendent of the Oklahoma State Fair. He is now the beef superintendent for the California Youth Ag Exposition. In addition to his agricultural pursuits, Richie has been the pastor of the Mega Church in Camargo, Okla., for 18 years.



Jerome Ollerich

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In Winner, S.D., Jerome Ollerich operates Ollerich Bros. Herefords along with his brother, James. With their father's help, the brothers got their start in the Hereford business with a 4-H project, sparking a lifelong passion for the breed. More than 50 years later, the Olleriches have grown their project into an operation consisting of approximately 100 Hereford cows and 30 bulls, which are marketed through annual private treaty sales. Ollerich cattle have been sold to producers in 13 states and three foreign countries.

With an extensive background in the cattle industry, Jerome is knowledgeable on many aspects of the business. Before relocating to Winner, he grew up on a diversified farm in Sioux Falls, S.D., which included corn, soybeans, oats and a commercial cow herd. Additionally, his father owned a livestock auction barn and co-owned a grain elevator and a 10,000-head commercial feedlot. Jerome's brother is involved in the trucking business and primarily hauls cattle.

Jerome is very active with the South Dakota Hereford Association (SDHA). A past president, he has served two terms on its board of directors. In 2019, the SDHA recognized Ollerich Bros. Herefords with the Seedstock Producer of the Year award, the same year in which the brothers received the Golden Breeder award from the AHA. They have also hosted the South Dakota Junior Hereford Association Field Day back-to-back years and look forward to hosting the event in the future.

In his community, Jerome served two terms on the township board and has served on the local church board. He was also a director of the South Dakota Rodeo Association for seven years.



Bob Schaffer

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Born in Washington, D.C., and raised in Maryland, Bob Schaffer owns Deer Track Farm in Spotsylvania, Va. The farm produces high-quality female seedstock and performance-tested bulls.

After high school, Bob served in the Navy from 1968-72. Leveraging the skills he learned from his naval training, Bob spent 38 years in the computer-services industry, retiring in 2012 as a director for corporate program management. Although he had little exposure to agriculture growing up, Bob learned about his family's agricultural roots from his grandfather, who had moved to Washington, D.C., during the Great Depression. Inspired by his grandfather's stories, Bob established Deer Track Farm in 1979 with his wife, Shirley, and their children.

From the word go, the farm has incorporated leading industry tools and technology to assure superior standards. Registered Herefords were introduced in 1996, and to grow the herd, Bob flushed high-end cows and transferred the embryos into his commercial cow herd. Five Deer Track Farm bulls have been accepted into the AHA's National Reference Sire Program. Bob is one of the original 40 Gold Whole Herd Total Performance Record (TPR™) breeders and has been recognized as a Gold TPR breeder every year since the program's inception. Naturally, he achieved Platinum TPR breeder status in the fall of 2020.

Bob joined the Virginia Hereford Association (VHA) in 1997 and served on the board for 18 years, seven of which he held the role of president or vice president. He spearheaded and managed the VHA's Bull Development Program, which has tested over 800 bulls since 2001 and has increased the marketability of Hereford bulls in Virginia. He also produced a historical video featuring original charter members of the 1968 Virginia Polled Hereford Association.

In 2017, Deer Track Farm hosted both a VHA Field Day and a Certified Hereford Beef® Field Day, where the Sysco® sales team learned about beef production firsthand. With conservation a priority, the farm is part of the United States Department of Agriculture Conservation Easement Program to ensure land will not be subdivided and developed. Deer Track Farm was recognized with the Clean Water Farm Award in both 1994 and 2013 by the Commonwealth of Virginia's Department of Conservation and Recreation and was honored as the 1994 Conservation Farmer of the Year for Spotsylvania County. **HW**