

A HEREFORD HOMECOMING

Team Hereford reflects on fiscal year 2020 and forges on to 2021.



American Hereford Association members spent Saturday, Oct. 24, hearing a review of fiscal year 2020.



Special recognition was paid to the late Allan Shumaker, Wetmore, Kan., for a donation on his behalf to the Hereford Research Foundation. Learn more about Allan and his dedication to the breed on Page 10.



Judge Brady Jensen, Brookings, S.D., walks through Hale Arena with his daughter, Kelly, after sorting through the Open Hereford Show.

American Hereford Association (AHA) members, breeders, partners and staff celebrated tradition and progress during the 2020 AHA Annual Membership Meeting and Conference Oct. 19-26. The greatly anticipated event looked vastly different compared to previous years. To combat the restricts surrounding COVID-19, the weeklong celebration featured a combination of virtual Zoom sessions and events in Kansas City, Mo.

More than 130 viewers tuned into virtual educational sessions throughout the week. The sessions highlighted topics on breed improvement, commercial marketing success, consumer preferences and the political climate. Later in the week, outstanding members, dedicated breeders, passionate brand ambassadors and exceptional youth were honored during the Hereford Homecoming Virtual Awards. Friday evening, Hereford enthusiasts gathered at the Loews Kansas City Convention Center

for the AHA Board of Directors Homecoming Social.

Team Hereford met Saturday morning for the Hereford Homecoming breakfast and honored the Hall of Fame and Hall of Merit award recipients. The AHA Annual Membership Meeting followed with the election of new members to the Board of Directors. Newly elected to the AHA Board are Wyatt Agar, Thermopolis, Wyo.; Jerome Ollerich, Winner, S.D.; and Bob Schaffer, Spotsylvania, Va.

The National Hereford Women also held their annual meeting Saturday morning, where members elected new board members and presented the Hereford Woman of the Year award.

Attendees then headed to the American Royal for the Ladies of the Royal Sale followed by the Junior Hereford Show. Sunday morning featured the National Hereford Show and the selection of the National Hereford Queen. Catch all the details of this year's activities in the ensuing pages. **HW**

ANNUAL MEMBERSHIP MEETING & AMERICAN ROYAL COVERAGE

27 A Hereford Homecoming

28 New AHA Board Directors Elected

30 Honoring Hereford Imminence

34 Hereford Breeders Honored for 100 and 50 Years of Heritage

36 *Certified Hereford Beef* Honors Brand Partners

38 \$150,000 in Scholarships Awarded to Hereford Youth

42 NJHA Fed Steer Shootout Contest Winners Named

44 National and Regional Show Awards Presented

47 Education Forum

50 *2019-20 National Hereford Queen*: Etched in Hereford History

52 Deichmann Recognized as Hereford Woman of the Year

53 *Retiring National Hereford Queen*: Her Own Crown

54 Ladies of the Royal Sale Recap

55 American Royal Hereford Show Champions Selected