

Board | Action | Fall 2020 Board Meeting Recap

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., Oct. 22-23. Review the highlights of the meeting below.

Finance and Audit

Marc Johnson, Ryan Dreher and Rhonda Broekemeier of K-Coe Isom, LLP presented the 2020 AHA audit. They reported the AHA has \$17,843,383 total net assets and a consolidated net income of \$1,294,460. The Board unanimously supported the 2020 audit and the recommended accounting policy updates.

The Board unanimously supported the following appointments to the Hereford Legacy Fund (HLF) board of directors:

John Loewen, Oklahoma
Bruce Everhart, Indiana
Bill King, New Mexico
Eric Walker, Tennessee
Kevin Schultz, Kansas

Breed Improvement

The Board unanimously supported a change in how the marbling (MARB) expected progeny difference (EPD) is scaled in the Certified Hereford Beef profit index (CHB\$). The updated version of CHB\$ was reflected in the Nov. 9 release of EPDs and indices.

The Board unanimously supported a motion to move forward with research concerning how to import EPDs on animals from Australia and New Zealand.

Member Service

The Board was updated on the progress of the customizable list functions through MyHerd and unanimously supported releasing the updated version of MyHerd when the support materials are completed.

Commercial Programs

The staff shared the results of the 2020 National Junior Hereford Association Fed Steer Shootout and the Hereford Feedout Program. In 2020, AHA field staff presented Nolan Stone of S= Cattle Co. with 23 groups of cattle and four groups had been traded. Stone reported this is typical of his success at buying cattle in the country.

Show and Sale

The Board unanimously moved to recognize the following shows with national or regional point designations for one year:

National point designation:

Cattlemen's Congress, Oklahoma City, January 2021

Regional point designation:

Nebraskan, Grand Island, Neb., January 2021 and Hereford Heritage, Abilene, Texas, December 2020

Hereford Publications Inc. (HPI)

Staff reviewed business and updated the Board on new digital advertising services and plans to incorporate these opportunities for members in their advertising budget.

Marketing and Communications

Staff shared analytics on the various media platforms. They also shared examples of promotional videos produced by the AHA's marketing firm, Grant Co., St. Joseph, Mo., that will be utilized over the next few months.

Certified Hereford Beef LLC

Staff updated the Board on current business and strategy for 2021. The AHA Board unanimously voted to appoint the following individuals to the Certified Hereford Beef board:

Craig Beran, Kansas
Nate Frederickson, South Dakota
Joe Waggoner, Mississippi
Joey Garrard, Maryland
David Trowbridge, Iowa
John Stadler, Florida
Ed McMillan, Illinois

Election of officers

The Board elected the following officers for fiscal year 2021:

President: Mark St. Pierre
Vice president: Bruce Everhart
Secretary: Jack Ward
Treasurer: Leslie Mathews
Audit Firm: K-Coe Isom **HW**

2021 Committee and Board Appointments

Executive: Mark St. Pierre (chairman), Bruce Everhart, Nate Frederickson, Joe Waggoner

Finance/Audit: Everhart (chairman), Waggoner, Whitey Hunt, Bob Schaffer, Bill Goehring

Breed Improvement: Waggoner (chairman), Frederickson, Everhart, Craig Beran, Goehring, Wyatt Agar

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

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

Hereford Publications Inc.: Beran (chairman), Everhart, Matheny, King-Spindle, Agar

Member Service: Hunt (chairman), Matheny, Everhart, Beran, Schaffer

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

Hall of Fame/Merit: Hunt (chairman), Everhart, King-Spindle, Ollerich, Schaffer

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

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

Junior Liaison: Matheny **HW**