

# EDUCATIONAL FORUM

The educational component of the American Hereford Association's (AHA) Annual Membership Meeting and Conference took on a different look this year. As part of the weeklong "Hereford Homecoming" celebration, three nights of virtual learning provided attendees with information on genetic trends, consumer preferences, political climate change and tips to set cattle up for success.

Stay tuned for session recaps in future issues of the *Hereford World*. In the mean time, all presentations are available to watch online at [Hereford.org/events/annual-meeting/](https://www.hereford.org/events/annual-meeting/).

Please join the AHA in thanking the following industry leaders for sharing their knowledge in the educational forum:

## Utilizing the Tools for Victory Shane Bedwell

Shane Bedwell is the chief operating officer and director of breed improvement at the American Hereford Association. Through his position with the AHA, Shane oversees the Association's genetic evaluation and National Reference Sire Program. He also works to promote the breed through a variety of educational events. Prior to joining the AHA, Shane was a professor and livestock judging coach at Colorado State University for eight years. Shane grew up on a cow-calf and stocker ranch near Medicine Lodge, Kan. He is still an active part of the family's operation today.



## Scouting Consumers & Political Climate Change Danette Amstein

Danette is a managing principal at Midan Marketing, based in Mooresville, N.C., where she develops the strategic direction and vision for the agency. In addition, she works closely with meat industry clients to outline effective business and marketing strategies to ensure business goals are not just met, but surpassed. Danette's love for the meat industry started on her family's farm, expanded as she earned a degree in animal science at Kansas State University, deepened during her involvement with the National Cattlemen's Beef Association (NCBA) and state beef organizations and continues with her passionate work for clients. Married to Todd, she is a proud parent of a son and daughter and still drives a combine when she goes home for the wheat harvest.



## Danielle Beck

Danielle Beck joined the NCBA in June of 2016. As executive director of government affairs, she oversees the D.C. team responsible for business-facing policies such as trade and cattle markets. Additionally, Danielle is the lead lobbyist on all issues pertaining to tax, credit, appropriations, nutrition and alternative proteins. Prior to joining NCBA, Danielle represented clients across the food and agriculture sector as a lobbyist for The Russell Group and prior to, spent five years on Capitol Hill working for Congressman Tom Rooney (R-FL).



## Setting Up for Success Nolan Stone

Nolan has spent his career in the cattle feeding business. For 18 years, Nolan was general manager of a 100,000-head feedyard. His responsibilities included procurement of traditional and program cattle as well as commodities. In 2017, he started his own cattle procurement business, S= Cattle Company. A fifth-generation Coloradoan, Nolan grew up on his family's ranch in Karval, Colo., and received a bachelor's degree in animal science from Colorado State University in 1998. He is the immediate past president of the Colorado Livestock Association, chairman of the Colorado Beef Council and board member for the NCBA. Nolan and his wife, Jodi, and their two children, Shae and Dylan, live near Eaton, Colo., where they enjoy operating their own diversified cattle operation.



## Lowell T. Midla

Lowell Midla, VMD, MS, was born and raised on a registered polled Hereford farm in Pennsylvania. At the University of Pennsylvania, he received a bachelor's degree in 1988 and a Doctor of Veterinary Medicine in 1992. He then attended The Ohio State University to complete a food animal medicine and surgery residency and simultaneously earned a master's degree.



Lowell and his wife, Joanne, established a veterinary practice in 1996 near Marianna, Pa. In 2001, he joined the The Ohio State University faculty, practicing and teaching at the large animal ambulatory service in Marysville. He joined the cattle technical services team at Merck Animal Health in 2016.

Lowell was appointed by the American Association of Bovine Practitioners to serve on the Council for Agricultural Science and Technology (CAST) Board of Representatives. He was elected to serve as CAST president in 2013. **HW**



Find recordings at:  
[Hereford.org/events/annual-meeting/](https://www.hereford.org/events/annual-meeting/)