

# Board | Action

## Board Meeting Highlights

Catch up on the latest highlights from the summer meeting of the American Hereford Association (AHA) Board of Directors held at the El Capitan Hotel in Merced, Calif., Aug. 3-4.

### Finance/Audit

Bruce Everhart, committee chair, presented the financials through June 2021 with a consolidated net income of \$745,402 without unrealized appreciation. The Board unanimously supported a 2022 surplus budget of \$45,648, after depreciation.

### Strategic Plan

The Board unanimously voted to accept a proposal from Agcelerate to develop the next strategic plan. The Board also voted to add the services of Dr. Tom Field for a planning session.

### Breed Improvement

Joe Waggoner, committee chair, shared that the committee met through numerous Zoom meetings to review the capabilities of the iGenDec software. Shane Bedwell, AHA chief operating officer and director of breed improvement, illustrated those capabilities through various economic assumptions based off CattleFax and feedlot

data. The Board asked the staff to continue to research the various economic components.

### Hall of Fame/Merit

The Board voted to add the following persons into the Hereford Hall of Fame/Merit

#### Hall of Fame

Dale Micheli, Wyo.  
Lawrence Duncan, Ind.  
Bob Harrell, Ore.  
James Courtney, Mont.

#### Hall of Merit

Jim Birdwell, Okla.  
John Meents, Ohio

### Member Service

Whitey Hunt, committee chair, shared that the “Potential Carrier” designation has been added to animals through all online outlets. The staff shared that additional information has been added under the “Genetics” tab at *Hereford.org* to further define the listing and also provide information on how

breeders can run a potential carrier list on their herd.

### HPI

Craig Beran, committee chair, shared that the Hereford Publications Inc. (HPI) strategic planning session was very successful, and Mark Core, Vermeer, provided a final report for review. Wes Ishmael, *Hereford World* executive editor, was introduced to the Board, and the Board complimented him on his work and thanked him for joining Team Hereford.

### Marketing/Communications

Becky Spindle, committee chair, introduced Taylor Belle Matheny, AHA director of communications and digital content. Taylor Belle was joined by Crystal Albers, Grant Co., and they presented the 2022 national ad campaign and placement. They also presented analytics and various promotional videos. **HW**

### Delegate Selection Process

The following is the slate of American Hereford Association (AHA) Board candidates:

Chad Breeding, Texas  
Lou Ellen Harr, Ohio  
John Ridder, Neb.  
Travis McConnaughy, Mo.  
Jim Coley, Tenn.  
Corinne Santos, Calif.

The annual business meeting will be held on October 23, at the Loews Kansas City Hotel. The delegate voting is complete, and a full list will be included in the October issue of the *Hereford World*. The AHA Board of Directors candidate speeches will be presented to the delegates through an online video. Delegates that were selected to represent their state have been contacted to see if they will attend the annual meeting. If they do not attend, then we will contact the nominated delegate with the next highest number of votes and so on. If a state does not have enough delegates selected to represent their state, then the delegates that have been selected can make nominations to fill those open spots. The AHA will continue to work through this process. **HW**