

2021 Annual Membership Meeting

where grit builds greatness

The American Hereford Association (AHA) releases the schedule for the 2021 Annual Membership Meeting and Conference, Oct. 22-24.

Schedule of Events

Friday, Oct. 22

- 7 a.m.** Registration Open | City Beautiful Lobby
- 8:30 a.m. – 12:30 p.m.** National Hereford Women (NHW) Board Meeting | Northland
- 9 a.m. – 6:30 p.m.** Trade Show Open | City Beautiful Foyer
- 9:30 – 10:15 a.m.** Session 1 | **Confronting Change: The Abundance Mindset** | City Beautiful D
Tom Field, Ph.D. – Paul Engler chair of Agribusiness Entrepreneurship director; University of Nebraska, Lincoln
- 10:15 – 10:30 a.m.** Refreshment Break | City Beautiful Foyer
- 10:30 – 11:15 a.m.** Session 2 | **Industry Outlook: The Impact on Producers** | City Beautiful D
Kevin Good – vice president of industry relations; CattleFax
- 11:30 a.m. – 1 p.m.** NJHA Scholarship Presentation and Awards Luncheon | City Beautiful E
- 1 p.m.** National Hereford Queen Interviews | Leadership
- 1 – 1:45 p.m.** Session 3 | **Policy Awareness: A Look at the Present and Future** | City Beautiful D
Scott Bennett – director of congressional relations; American Farm Bureau Federation
- 1:45 – 2 p.m.** Refreshment Break | City Beautiful Foyer
- 2 – 2:45 p.m.** Session 4 | **Future Innovations: Making Herd Health a Priority** | City Beautiful D
Scott Nordstrom, DVM – director of new product development; Merck Animal Health
- 5 – 6:30 p.m.** American Hereford Association (AHA) Social | City Beautiful E



Saturday, Oct. 23

- 7 a.m. – Noon** Trade Show Open | City Beautiful Foyer
- 7 – 8 a.m.** Breakfast | City Beautiful Foyer
- 8 a.m.** AHA Annual Membership Meeting | City Beautiful
- 11 a.m.** NHW Annual Meeting | Mermaid
- 1 p.m.** National Show Award and Ladies of the Royal Pre-Sale Social, sponsored by NHW | American Royal Museum
- 1:30 p.m.** National and Regional Show Award Presentations | Wagstaff Sale Arena, American Royal Complex
- 2 p.m.** Ladies of the Royal Sale | Wagstaff Sale Arena, American Royal Complex
- 4 p.m.** Junior Hereford Show | Hale Arena, American Royal Complex

Sunday, Oct. 24

- 8 a.m.** National Hereford Show | Hale Arena, American Royal Complex
National Queen Selection | Hale Arena, American Royal Complex

* Schedule subject to change.

The American Hereford Association (AHA) welcomes Hereford breeders to attend the 2021 Annual Membership Meeting and Conference and the National Hereford Show at the American Royal. This event is an opportunity to network with Hereford breeders and enthusiasts from across the continent.

This year's three-day conference, "Where Grit Builds Greatness," will be hosted at the Loews Hotel in Kansas City, Mo. The event will feature an educational forum, an industry trade show, a scholarship and awards luncheon, the AHA social and the Annual Membership Meeting. The weekend will conclude at the American Royal complex for the Ladies of the Royal Sale and the National Hereford Show. Members are welcome to visit the AHA headquarters Thursday, Oct. 21, to visit with staff.

Friday, Oct. 22

The festivities will begin Friday morning at the Loews Hotel with the National Hereford Women (NHW) board meeting beginning at 8:30 a.m. The trade show will open at 9 a.m., and the first session of the educational forum will begin at 9:30 a.m. There will be a break between sessions two and three from 11:30 a.m. to 1 p.m. for the National Junior Hereford Association (NJHA) Scholarship Presentation and Awards Luncheon, where the Hereford Youth Foundation of America (HYFA) scholarship winners and the NJHA Fed Steer Shootout contest winners will be announced. National Hereford Queen interviews will be at 1 p.m. The final educational session will be at 2 p.m. See the full schedule for session details and locations.

Saturday, Oct. 23

Breakfast will be served at 7 a.m. on Saturday followed by the AHA Annual Membership Meeting at 8 a.m. Hall of Fame and Hall of Merit inductees as well as Century and Golden Breeders will be recognized during the Annual Meeting. Association members selected 133 possible delegates to conduct the Association's business and to elect three new directors to serve on the Board. The six 2021 candidates are:

Northeast: Lou Ellen Harr, Jeromesville, Ohio; Travis McConnaughy, Wasola, Mo.

Northwest: John Ridder, Callaway, Neb.

Southeast: Jim Coley, Lafayette, Tenn.

Southwest: Chad Breeding, Miami, Texas; Corinne Santos, Hilmar, Calif.

Candidate profiles can be found on Page 38. The list of delegates is on Page 50.

The Association's annual report will be presented and distributed during the Annual Membership Meeting along with other reports on activities within the Association: Hereford Publications, Inc., Certified Hereford Beef®, the NHW and HYFA.

The NHW annual meeting will be at 11 a.m.

COME HOME TO HEREFORD

where grit builds greatness



American Royal events



The Ladies of the Royal Sale will be at 2 p.m. Saturday, Oct. 23, in the American Royal Wagstaff Sale Arena. The sale will

feature 17 open heifer calves, two bred heifers, and six to eight embryo packages. The entire offering will be available to view online in early October at Hereford.org/marketing/hereford-sales/production-catalogs. Prior to the sale, the NHW will host a pre-sale social at 1 p.m. The National and Regional Show Award Presentations will be at 1:30 p.m.

The junior Hereford show, judged by Dave Duello, Pine Bluff, Wyo., will begin at 4 p.m. Saturday, Oct. 23, in Hale Arena. The National Hereford Show at the American Royal, judged by Tom Hawk, Earlville, Ill., will be at 8 a.m. Sunday, Oct. 24, in Hale Arena. For those who cannot attend, show results will be available online at Hereford.org.

Following the selection of the supreme champion Hereford female, the new National Hereford Queen will be crowned.

Industry Partners

Allflex® USA Inc.
Merck Animal Health
Neogen®

Trans Ova Genetics
VitaFerm®
Vitalix® Inc.

Event Locations

Hotel headquarters:
Loews Kansas City Convention Center
1515 Wyandotte St.
Kansas City, MO 64108

American Royal complex:
1701 American Royal Ct.
Kansas City, MO 64102

AHA headquarters:
11500 N. Ambassador Dr., Suite 410
Kansas City, MO 64153

RSVP

Be sure to RSVP to the Annual Membership Meeting and Conference online. Attendance to the educational sessions, trade show and the national and regional award presentations is free to all AHA members and guests. Please assist the AHA in planning for this event by submitting your RSVP at the address below. **HW**

Hereford.org/events/annual-meeting



Educational Forums

Friday, Oct. 22

Attendees will have the opportunity to attend all four educational sessions.

Session 1

Confronting Change: The Abundance Mindset | 9:30 a.m.

Presented by **Tom Field**, Ph.D., Paul Engler chair of Agribusiness Entrepreneurship director; University of Nebraska, Lincoln

Volatility, uncertainty, chaos and ambiguity abound while the speed of change has accelerated. Yet, we are not the first to encounter these forces. Explore the power of purpose, the three circles of motivation, and three key questions that drive professional and personal performance while using the lessons from the Corps of Discovery to frame your strategic thinking.

Session 2

Industry Outlook: The Impact on Producers | 10:30 a.m.

Presented by **Kevin Good**, vice president of industry relations; CattleFax

Improvements in beef quality and consistency over the last 30 years have led to the added demand for beef in the marketplace. Take a look at the cattle industry from a historical viewpoint and gain perspective on the future trajectory of the industry. This session will provide insight on supply, demand, trade, leverage, competitive meats and price for the producer of today and tomorrow.

Session 3

Policy Awareness: A Look at the Present and the Future | 1 p.m.

Presented by **Scott Bennett**, director of congressional relations; American Farm Bureau Federation

Develop a better understanding of the current state of affairs in Washington, D.C., as it pertains to cattle ranchers. With the implications of COVID-19 over the last year, policy, like many other facets of the agricultural industry has been affected and will be a force shaping the development of policy for the industry moving forward.

Session 4

Future Innovations: Making Herd Health a Priority | 2 p.m.

Presented by **Scott Nordstrom**, DVM, director of new product development; Merck Animal Health

Merck Animal Health and the AHA created a unique partnership to highlight the importance of animal health to maximize genetic potential and herd profitability. This partnership also provides a platform for members to keep current with the latest cattle health tools and opportunities. Learn more in this session and take a look at the future of cattle health products.

