

New AHA Board of Directors Elected

American Hereford Association (AHA) voting delegates elected Chad Breeding, Miami, Texas; Lou Ellen Harr, Jeromesville, Ohio; and Travis McConaughy, Wasola, Mo., to serve a four-year term on the 12-member Board of Directors.

Bruce Everhart, Waldron, Ind., was elected the 2022 AHA president and Bill Goehring, Libertyville, Iowa, was elected vice president. Completing their terms on the AHA Board were retiring president Mark St. Pierre, El Nido, Calif.; and directors Nate Frederickson, Spearfish, S.D., and Joe Waggoner, Carthage, Miss.

2022 AHA President



Bruce Everhart and his wife of 41 years, Shoshanna, own and operate Everhart Herefords, a purebred operation in business for more than 50 years.

“I am honored to lead the Association into a year of possibilities,” Bruce says. “The Hereford breed is positioned with innovative members who strive to breed quality cattle that will produce a premium product for the beef industry. As a lifelong Hereford breeder, I have deep respect for the past and a strong belief in the future. I

look forward to visiting with members and industry leaders to address their questions and learn ideas to continue propelling our breed forward.”

The Everhart operation sells bulls, steers and heifers to commercial cattlemen and junior members in the Midwest. They utilize grass and wooded pastures unsuited for corn and soybean production. The herd began with junior heifers purchased annually from Wiese and Sons over 15 years. Breeding some of the best females from this iconic herd to elite Hereford bulls produced champions at state and national shows. The highlights of the Everhart program are raising the reserve supreme heifer at the Indiana State Fair and the reserve national champion female at the Junior National Hereford Expo.

Bruce retired in 2018 after a 40-year career in agricultural banking. He managed a team in the Midwest with Wells Fargo Bank. Everhart is also a board member and past president of the Indiana Hereford Association.

Bruce serves on the Rush Shelby Energy cooperative board and is a member of the Indiana State Fair Commission. He and his wife have two children — son, Blake (Ashley) and daughter Jordan (Brian) — and six grandchildren.

2022 AHA Vice President



Bill Goehring, Libertyville, Iowa is the 2021 AHA vice president. The Goehring family began in the Hereford business in 1973.

Goehring Herefords’ registered cow herd consists of 150 spring-calving cows and 50 fall-calving cows. Their commercial Angus herd includes 400 spring-calving cows and heifers. The Goehring family breed 100 registered heifers as well as 450 black and black-whiteface heifers for their annual sale, held the first Wednesday in December. They background 800 to 1,000 steers and finish 500 cattle at custom yards.

Bill grew up on a small farm in southeast Iowa. He graduated from Iowa State University with a degree in animal science and then attended the World Wide College of Auctioneering. The Goehring family market 40,000 head annually, in addition to hogs, sheep, goats and hay.

Bill and his wife, Becky, have four sons — Curtis (Lauren), Lucas (Cody), Ted (Rachelle) and Colby (Hannah) — and one granddaughter. Bill was active in junior leadership positions on the board of the Iowa Junior Hereford

Association, where his parents were advisors for most of his junior career. He also served on the American Junior Hereford Association board of directors. Bill served on the board of directors for the Iowa Hereford Association and was president for two years. In 2013 and 2015, he judged the National Hereford Show in the Yards at the National Western Stock Show.

Bill is active in both the Iowa and the national Livestock



Pictured is the **2021-22 AHA Board of Directors**. Front row (l to r): **Bruce Everhart** president, Waldron, Ind.; **Bill Goehring**, vice president, Libertyville, Iowa; **Craig Beran**, Claflin, Kan.; **Andrew Matheny**, Mayslick, Ky.; **Becky King-Spindle**, Moriarty, N.M.; **Whitey Hunt**, Madison, Ga.; and **Jack Ward**, AHA executive vice president. Back row (l to r): **Wyatt Agar**, Thermopolis, Wyo.; **Jerome Ollerich**, Clearfield, S.D.; **Chad Breeding**, Miami, Texas; **Lou Ellen Harr**, Jeromesville, Ohio; and **Travis McConaughy**, Wasola, Mo. Not pictured: Bob Schaffer, Spotsylvania, Va.

Marketing Associations (LMA). He served as the Iowa state president for two years. He judged at the World Livestock Auctioneer Championship and has traveled to Washington, D.C., with LMA. He also serves on the Iowa Beef Council.

New directors



Chad Breeding of Miami, Texas, was raised working on his family's registered Hereford operation, B&C Cattle Co. When he was 4 years old he

was already riding horseback with his granddad, Earl, checking the herd. After graduating high school in 1988, he went to college. After completing his degree at Texas A&M University, Chad returned home to the family operation, which markets about 100 Hereford bulls and 50 replacement females annually.

Chad's knowledge, gleaned from his father, William Breeding, gave him the ability to compete with show cattle on a national level, while also producing beef cattle with the genetic merit the market demands. Through the continued use of AI and embryo transfer (ET), the B&C brand is trusted across the country for sound, functional cattle that work in the showring and excel in the pasture. While they sell a few show heifers, the majority of their cattle are sold to the commercial producer, mostly to Brahman cowmen who produce the sought after F1.

Chad and his wife, Erin, have five children — Austin, 21; Blayke, 19; Wyatt and Lillian, 4; and Blair, 2. Fatherhood emphasized the importance of family and the value of passing down honesty, an ethic of hard work and a better life. After returning to Miami, a small town in the Texas Panhandle, Chad became active in the community. He has served on the stock show board since 2002 and as chairman since 2010. He was elected to the city council in November of 2005. He has been the Miami mayor since 2009. He also serves on the board of trustees of the First Christian Church. Chad is an active member of the Texas Hereford Association, serving on the board since 2011, including stints as president in 2016 and 2017.



Lou Ellen Harr, along with her husband, Jeff, and daughter, Keayla, own and operate J&L Cattle Services in Jeromesville, Ohio.

The operation started in 1996 when Lou Ellen's employer, Big T Ranch, was sold, and one of the farms was purchased. Originally a custom fitting service with a handful of cows, the operation evolved to about 100 females, including 70 registered Hereford cows and some registered Angus cows and commercial cows used as ET recipients.

J&L custom raises and collects data on approximately 100 head of heifers for purebred clients. A small feedlot completes the enterprise with the fat cattle marketed on the rail to a source-verified program demanding Choice and Prime carcasses. The family farms hay and row crops. Cattle carrying the JLCS prefix are marketed through a semi-annual sale, the J&L and Guests Sale. Since the first sale in 2005, cattle have sold into more than 20 states and Canada. Growing up on a small Missouri farm with a few Hereford cows, Lou Ellen attended the University of Missouri and Kansas State University to obtain a master's degree in reproductive physiology. She then went to work for Hereford breeders in Missouri and Virginia before managing the show and sale cattle at Big T Ranch in Ohio.

Besides managing the day-to-day operations at J&L, Lou Ellen works more than 10 purebred Hereford sales each year where she helps sell cattle. Lou Ellen teaches at the Ohio State University Agriculture Technical Institute where she educates college students about livestock evaluation and selection. Lou Ellen and Jeff have helped numerous young people get involved in the Hereford breed and are strong advocates of the NJHA. Lou Ellen is a lifetime member of the AHA, having previously served on the nominating committee. As a director of the Buckeye Polled Hereford Association, she served on the committee that joined the state's polled and horned Hereford

associations. Lou Ellen currently serves on the Ohio Beef Council. J&L Cattle Services was named Seedstock Producer of the Year by the Ohio Cattlemen's Association in 2018.



Travis McConaughy was born and raised on a seedstock Hereford operation previously owned by his grandparents, Calvin and Jean

Watson. Travis and wife, Sarah, own and operate the family's ranch, which is now known as WMC Cattle Company. They have expanded the ranch to include 1,300 acres, approximately 300 Hereford cows and 150 commercial cows. WMC Cattle Company is a progressive program that collects carcass ultrasound measurements and actual data on their purebred calves, in addition to using the latest technology, such as AI, ET and genomics.

WMC Cattle Company hosted its first annual female production sale in 2019 — the Ladies of the Ozarks. Next came the first annual WMC Bull and Commercial female sale in 2020. Travis manages the ranch as a business. He demands high performance from his cattle with minimal inputs. His high standards, open mind and willingness to change stack the odds toward the operation's financial sustainability for generations to come. Currently, the next generation includes Jett, 7, and Watson, 6. WMC Meat Co., a small meat sales business, is the ranch's most recent addition. It opened another avenue for the ranch to capitalize on the quality it produces.

Travis is the current president of the Missouri Hereford Association; he was vice-president the previous two years and has been on the board six years. In 2020, WMC Cattle Company was recognized as the Missouri Purebred Breeder of the Year. Beyond the Hereford scene, Travis is a fifth-year member of the Ozark County Soil & Water board. He is also serving his second term as president and his fifth year as a board member of the Farm Service Agency. **HW**