

Board Action | Spring Board Meeting Highlights

The American Hereford Association (AHA) Board of Directors met April 3, in Kansas City, Mo.

Finance/Audit

Whitey Hunt, committee chair, reported that American Hereford Association (AHA) investments were invested within the AHA policy. The Board reviewed current financials and noted performance was strong and within budget for all AHA departments.

Show/Sale

Andrew Matheny, committee chair, reported the committee met on two occasions to discuss various topics.

The Board moved into executive session and voted unanimously to keep the National Sale for 2023 and 2024 at Cattlemen's Congress in Oklahoma City. Also, the Board voted unanimously to add the National Western Stock Show (NWSS) as a national show for show points recognition. The Board encouraged AHA staff to promote pen shows at Cattlemen's Congress and the NWSS to commercial cattlemen.

The Board unanimously supported the National Junior Hereford Association board's list of judges for junior shows at the American Royal, North American International Livestock Exposition (NAILE), Cattlemen's Congress and NWSS.

The board discussed the presented national open show judges list. These judges have been confirmed:

- Danny Davis, Kansas — Keystone International Livestock Exposition (KILE)
- Kyle Pérez, New Mexico — American Royal
- Tyler Winegardner, Ohio — NAILE
- Jason Hoffman, Nebraska — Cattlemen's Congress open show

- Jeff Gooden, Missouri; Bruce Thomas, Montana; Sam Shaw, Idaho — Cattlemen's Congress pen show
- Cody Chabot, Wyoming; David Burns, Tennessee; Dan Fawcett, South Dakota — NWSS pen and carload show
- Donnie Robertson, Oklahoma — NWSS open show
- Chad Wilson, Canada — Fort Worth Stock Show open show

Judges for other shows have not yet been confirmed. Please watch for a full list of judges distributed through Hereford Headlines and other social media outlets.

The Board unanimously voted to direct the committee to explore ways to update the show structure and to determine how each show is recognized.

The Board unanimously voted to allow multiple divisions within age groups to reduce the number of classes per division and updated classifications for national, regional and state shows. To view the updated classifications please visit Hereford.org/events/show-rules-class/.

HPI and CS

Becky King-Spindle, committee chair, reported the committee met and that Hereford Publications, Inc. (HPI) and Creative Services (CS) financials are strong. The committee also discussed the editorial calendar for *Hereford World* and reviewed continued changes to the commercially focused tabloid editions. Joe Rickabaugh, AHA director of seedstock marketing, provided an update regarding interviews for the Western Region field staff position.

Breed Improvement

Association staff reported the Colorado State University (CSU) partnership to research sustainability is moving ahead. Equipment needed for the work is ordered and will be installed at Olsen Ranches, Harrisburg, Neb.

Commercial Programs

The Board unanimously supported a targeted marketing strategy focusing on various regions of the country. The strategy includes inserts in regional cattle publications, which describe the value of Hereford genetics for cow-calf producers, feedlots and packers. Additionally, the Board unanimously supported a strategy to add additional commercial program field staff.

Communications/Marketing

AHA staff shared analytics associated with all social media outlets and the AHA website. Additionally, the Board reviewed the communications plan to publicly announce the CSU Sustainability Research Partnership.

Certified Hereford Beef®

The AHA Board unanimously supported a strategy proposed by Craig Bacon, Certified Hereford Beef® (CHB) board chair, to incentivize alignment with targeted potential customers. Additionally, the Board unanimously supported the addition of a CHB customer relations manager. **HW**