

Board | Action

Board Meeting Highlights

Here are highlights from the summer meeting of the American Hereford Association (AHA) Board of Directors held in Shelbyville, Ind., Aug. 8-9.

Finance/Audit

Whitey Hunt, committee chair, along with Leslie Mathews, AHA chief financial officer, shared that projected 2022 year-end Association financials were strong with all departments operating positively.

Hunt presented the proposed 2023 budget, which would cash flow before depreciation at \$138,340 and after depreciation (\$16,949). The Board unanimously approved the budget.

Strategic Plan

Kevin Ochsner, AgCellerate president, presented the 2023 Strategic Plan, which the Board approved unanimously. Ochsner will present the plan to the membership during the educational forum and AHA Annual Meeting in October.

Breed Improvement

Bill Goehring, committee chair, and Shane Bedwell, AHA chief operating officer and director of breed improvement, provided updates about the cooperative sustainability research project with Colorado State University and the cow efficiency research project at the University of Illinois.

Commercial Programs

Wyatt Agar, committee chair, and Trey Befort, AHA director of commercial programs, shared results of the feedout programs at HRC Feed Yards and provided updates about AHA Commercial Marketing Programs and the new commercial feeder cattle marketing representative in the western region. Board members were also informed of AHA's work with the Red Angus Association of America and other breed associations to establish an industry taskforce supporting cattle feeders' overwhelming dissatisfaction with the use of hide color as a determinant of feeder calf value.

Hall of Fame/Merit

Jerome Ollerich, committee chair, presented nominations for the AHA Hall of Fame/Merit.

The Board selected Bill King of New Mexico, Odell Gelvin of Oklahoma and Loyd Whitehead of Texas to be inducted into the AHA Hall of Fame.

The Board selected Don Birk of Missouri and Dale Strith of Kentucky for induction to the AHA Hall of Merit.

Show and Sale

Andrew Matheny, committee chair, shared the committee's work to review the current show point system and premium allocation. He presented a motion for a three-tier points system: one show awarding the highest number of points; six intermediate level shows; a third level for various state and regional shows. The Board passed the motion unanimously. The new system will begin May 1, 2023.

The board also voted unanimously to re-direct show premiums into promotion of Hereford cattle at various events starting May 1, 2023.

Certified Hereford Beef®

The Board voted unanimously to appoint Russ Johnson, Ohio, as a new *Certified Hereford Beef* board member. Johnson will replace the position vacated by John Stadler.

Member Service

Bob Schaffer, committee chair, and Stacy Sanders, AHA director of records, shared that the new search capabilities in MyHerd should be fully released to the membership during the Annual Meeting in October. They also informed the Board about staff work on a new approach for new-member onboarding.

Marketing/Communications

Becky King-Spindle, committee chair and AHA staff — Taylor Belle Matheny, director of communications and digital content; Kelsey Vejraska, audio-visual specialist; and Wes Ishmael, *Hereford World* executive editor — provided updates regarding social media analytics, 1881 podcast analytics, the national advertising program and the Association's new targeted regional marketing and communications campaign. **HW**

Delegate Selection Process

The following are candidates to serve on the AHA Board of Directors:

Jim Coley, Tennessee

Hampton Cornelius, Colorado

Jerry Delaney, Minnesota

Tim Dennis, New York

Austin Snedden, California

Dave Wiese, Iowa

The AHA Annual Business Meeting will be held on October 22, 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 states 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 open spots. The AHA will continue to work through this process. **HW**