

# SCHEDULE



## THURSDAY, OCT. 20

3 – 5 p.m. **Trade Show Set-Up** | City Beautiful Foyer

## FRIDAY, OCT. 21

7 a.m. **Attendee Registration and Trade Show Open** | City Beautiful Foyer

7 a.m. **Coffee Conversation: AHA Feedout Facts** | City Beautiful A

8 a.m. – 9:00 a.m. **Opening Session | A Strategic Outlook for the Association** | City Beautiful B&C  
Kevin Oschner, AgCellerate

9:00 – 10:15 a.m. **Educational Session 1 | Building on Hereford Research** | City Beautiful B&C  
Kim Stackhouse-Lawson, Ph.D., Director of AgNext, Colorado State University  
Shane Bedwell, Chief Operations Officer and Director of Breed Improvement, AHA

10:15 – 10:30 a.m. **Refreshment Break** | City Beautiful Foyer

10:30 – 11:15 a.m. **Educational Session 2 | Focusing on Animal Health** | City Beautiful B&C  
Todd Bilby, Ph.D., Director of Dairy Technical Sales, Merck Animal Health

11:15 – Noon **Educational Session 3 | 1881: A Story to Tell** | City Beautiful B&C  
Taylor Belle Matheny, Director of Communications, AHA  
Wes Ishmael, *Hereford World* Executive Editor, AHA

Noon – 1:30 p.m. **HYFA Scholarship Presentation and NJHA Awards Luncheon** | City Beautiful D&E

1:30 p.m. **National Hereford Queen Interviews** | City of Fountains Board Room B

1:30 – 2:15 p.m. **Educational Session 4 | Fuel the Future of CHB®** | City Beautiful B&C  
Amari Sieferman, CHB® Chief Executive Officer

2:15 – 2:45 p.m. **Educational Session 5 | Engineering Success with MyHerd** | City Beautiful B&C  
Stacy Sanders, Director of Records Department; AHA

2:45 – 3:15 p.m. **Educational Session 6 | InfiniSEEK™ for Cattle: The Next Step in Genomics** | City Beautiful B&C  
JR Tait, Ph.D., Director of Genetics Product Development, Neogen Genomics

3:15 – 3:30 p.m. **Refreshment Break** | City Beautiful Foyer

3:30 – 4:15 p.m. **Closing Session | Create Your Future** | City Beautiful B&C  
Jack Ward, Executive Vice President, AHA

Tom Brink, Chief Executive Officer, Red Angus Association of America

4:15 p.m. **National Hereford Women Annual Meeting** | City Beautiful A

4 – 6 p.m. **The Gathering** | City Beautiful Foyer

## SATURDAY, OCT. 22

7 – 11 a.m. **Trade Show Open** | City Beautiful Foyer

6:30 – 8 a.m. **Breakfast** | City Beautiful Foyer

8 a.m. **Annual Membership Meeting & Hereford Hall of Fame and Merit Recognition** | City Beautiful D&E

1:30 p.m. **National Show Award Presentation** | 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. 23

7 a.m. **NHW Breakfast Social** | The Governor's Room, American Royal Complex

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

**National Queen Selection** | Hale Arena, American Royal Complex