

Board | Board Meeting Highlights

Action

The American Hereford Association (AHA) Board of Directors met in Keosauqua, Iowa, Aug. 7-8.

Finance/Audit

Bob Schaffer, committee chair, and Leslie Mathews, AHA chief financial officer, shared that projected 2023 year-end Association financials looked strong.

Schaffer presented the 2024 proposed consolidated budget of (\$7,504) before depreciation and (\$201,856) after depreciation. The Board unanimously approved the budget.

Gene edit request

The Board considered a breeder request, supported by Acceligen™, for precision breeding a polled sire. The request represents a trait conversion from horned to polled already found in polled Herefords. The Board voted unanimously to table the request to obtain more information.

Breed Improvement

Wyatt Agar, committee chair, and Shane Bedwell, AHA director of breed improvement and chief operating officer, updated the Board on various research projects. Bedwell presented a new age-based pricing schedule for DNA testing through NEOGEN, which will provide

reduced pricing to breeders who request DNA testing kits for calves 6 months of age and younger. The Board unanimously approved to begin the new price schedule Jan. 1, 2024. The Board voted unanimously to: assess the NEOGEN surcharge for hair samples to members submitting hair samples and end the previous TSU sample credit.

Member Service

Whitey Hunt, committee chair, and Stacy Sanders, director of the AHA records department, shared that mobile updates were completed for MyHerd search tools, and membership response has been very positive. The Board voted unanimously to retire HerfNet, effective Dec. 1, 2023. Sanders shared a proposed plan to communicate the changes to the membership.

The Board voted unanimously to ratify the 2023 election process through Aug. 1, 2023.

Marketing/Communications

Becky King-Spindle, committee chair, was joined by Taylor Belle Matheny, AHA director of communications

and digital content; Kelsey Vejraska, AHA audio visual specialist; and Wes Ishmael, *Hereford World* executive editor. Staff updated the Board on social media analytics, website re-design and various commercial videos, as well as opportunities for the membership to access AHA resources for cooperative regional advertising.

The team also introduced new national ad campaign strategy focused on regionalizing ad copy while expanding reach and exposure.

Hereford Publications Inc.

Travis McConnaughy, committee chair, was joined by Joe Rickabaugh, AHA director of field staff and seedstock marketing; Caryn Vaught, HPI production manager; and Wes Ishmael. Rickabaugh explained that response to the new *Baldy Advantage* commercial magazine has been extremely positive. Staff shared they are exploring options to increase reach into the commercial sector.

Commercial Programs

Chad Breeding, committee chair, and Trey Befort, AHA director of commercial programs, provided the Board with updates pertaining to the Hereford Feedout programs, Hereford feeder calf sales, and the development of commercial female sales and marketing programs.

The Board voted unanimously to recognize Circle B LLC, Bighorn, Mont., as the AHA commercial producer of the year during the annual meeting.

Certified Hereford Beef

Amari Seiferman, president of Certified Hereford Beef® (CHB), updated the Board about CHB business and sales, packer relationships, marketing programs and development of educational tools. **HW**

Delegate Selection Process

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

Tom Boatman , Rockford, Ill.	Cindy Pribil , Hennessey, Okla.
David Burns , Pikeville, Tenn.	Linda Sidwell , Carr, Colo.
Jerry Delaney , Lake Benton, Minn.	Scott Sullivan , Grannis, Ark.

The AHA Annual Business Meeting will be held Oct. 21, at the Kansas City Marriott Downtown. The delegate voting is complete, and a full list will be included with the October issue of the *Baldy Advantage*.

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**