

EFFICIENCY PAYS. NUMBERS MATTER.

2023 AMERICAN HERFORD ASSOCIATION EDUCATIONAL FORUM & ANNUAL MEETING

THURSDAY, OCT. 19

Noon	Trade Show Set-Up Basie Foyer
Noon	Attendee Registration Basie Foyer
12:30 – 2:30 p.m.	Gene Editing and Potential Impacts: A Panel Discussion Basie Ballroom C
2:30 – 3 p.m.	Association Workshop: Discover MyHerd Basie Ballroom C
3 – 3:30 p.m.	Association Workshop: Certified Hereford Beef® Marketing Basie Ballroom C
3:30 – 4 p.m.	Refreshment Break Basie Foyer
4 – 5:30 p.m.	Marketing the Breed: Tools and Resources Basie Ballroom C
6 p.m.	National Junior Hereford Association (NJHA) Fed Steer Shootout Interviews 12th Street Room

FRIDAY, OCT. 20

7 a.m.	Attendee Registration and Trade Show Open Basie Foyer
7:30 – 9 a.m.	Opening Session Coffee Conversation: Maximize Genetic Value Basie Ballroom C Lee Mayo, Manager, HRC Feed Yards LLC Garrett Parsons, Consulting Nutritionist, Midwest PMS
9 – 9:45 a.m.	Educational Session 1 Merck Animal Health: Enhancing Productivity through Beef Animal Monitoring Basie Ballroom C Tim Parks, DVM, Ruminant Technical Services Manager, Merck Animal Health
9:45 – 10:15 a.m.	Refreshment Break Basie Foyer
10:15 – 11 a.m.	Educational Session 2 Hereford and Heterosis Economics Basie Ballroom C Charley Martinez, Ph.D., Assistant Professor and Extension Specialist for Agricultural Economics, University of Tennessee
11 a.m. – Noon	Educational Session 3 Cow Efficiency Pays Basie Ballroom C David Lalman, Ph.D., Professor and Extension Specialist for Beef Cattle, Oklahoma State University
Noon – 1:30 p.m.	HYFA Scholarship Presentation and NJHA Awards Luncheon Basie Ballroom A&B
1:30 p.m.	National Hereford Queen Interviews Jay McShann A
1:30 – 2 p.m.	Educational Session 4 NEOGEN: Unveiling a New Price Structure Basie Ballroom C Kenny Stauffer, Director of Key Accounts – Livestock Team USAC, NEOGEN
2 – 3 p.m.	Educational Session 5 AHA Research: Genetics of Sustainability Basie Ballroom C Mark Enns, Ph.D., Professor, Colorado State University
3 – 3:30 p.m.	Refreshment Break Basie Foyer
3:30 – 4:30 p.m.	Closing Session Customer Service Power Basie Ballroom C Mark Core, Executive Vice President and CMO, Vermeer Corporation
4:30 p.m.	National Hereford Women Annual Meeting Andy Kirk A&B
4:30 – 6 p.m.	The Hereford Gathering Basie Foyer
5:30 – 7 p.m.	NJHA Meet-up: Building on Confidence, Community and Connection 12th Street Room

SATURDAY, OCT. 21

6:30 – 8 a.m.	Breakfast Basie Foyer
7 – 11 a.m.	Trade Show Open Basie Foyer
8 a.m.	Annual Membership Meeting & Hereford Honorees Recognition Basie Ballroom
11 a.m. – 8 p.m.	Continuous shuttle from Marriott Downtown to American Royal Complex
1 p.m.	National Show Award Presentation Wagstaff Sale Arena, American Royal Complex
1:30 p.m.	Ladies of the Royal Sale Wagstaff Sale Arena, American Royal Complex
3 p.m.	Junior Hereford Show Hale Arena, American Royal Complex
7 p.m.	American Royal Supreme Champion Junior Female Show Hale Arena

SUNDAY, OCT. 22

7 a.m. – 2:30 p.m.	Continuous shuttle from Marriott Downtown to American Royal Complex
8 a.m.	National Hereford Show and National Queen Selection Hale Arena, American Royal Complex

Schedule subject to change.