

Board | Action | Highlights of Fall 2023 Board Meeting

The American Hereford Association (AHA) Board of Directors met Oct. 18-19, 2023, at the AHA headquarters, Kansas City, Mo. Board actions and updates are presented below.

Finance and audit

The American Hereford Association (AHA) Board of Directors, by unanimous vote, approved the audit report presented by Marc Johnson, Pinion principal, and Rhonda Holdman, Pinion senior associate. AHA total assets were \$19,129,499 with a net change in net assets of \$855,341.

Breed improvement

Staff reported the new DNA pricing structure that goes into effect Jan. 1, 2024.

Staff also provided updates about the University of Illinois maternal efficiency research project and the Colorado State University/AgNext sustainability research project.

Hereford Publications Inc.

Staff reported the new *Baldy Advantage* magazine targeted at commercial cow-calf producers



Pictured (l to r) are: Bill Goehring, retiring AHA president; Becky King-Spindle and Whitey Hunt.

has received positive feedback with more than 100 phone-in requests for subscriptions, spawned by the news release announcement shared by industry media. Staff also shared the positive results of increasingly

aggressive breeder digital and social media marketing.

Show and sale

The AHA Board of Directors voted unanimously to support the following list of names presented by the National Junior Hereford Association board of directors as potential judges for the 2024 VitaFerm® Junior National Hereford Expo:

Blake Nelson
Donnie Robertson
Brandon Callis
Kevin and Brady Jensen
Mark Hoge
Mark Core
Brigham Stewart

The Board voted unanimously to host the 2025 National Sale at Cattlemen's Congress, Oklahoma City, Okla.

Commercial programs

Staff updated the Board on the Hereford Feedout Programs and AHA commercial programs.

2024 Committee and Board Appointments

Executive: Wyatt Agar (chairman), Bob Schaffer, Jerome Ollerich, Chad Breeding

Finance/Audit: Bob Schaffer (chairman), Chad Breeding, Travis McConnaughy, Jim Coley, Scott Sullivan

Breed Improvement: Chad Breeding (chairman), Travis McConnaughy, Austin Snedden, Jerry Delaney, Cindy Pribil

Marketing/Communications: Hampton Cornelius (chairman), Bob Schaffer, Lou Ellen Harr, Austin Snedden, Jerry Delaney

Show and Sale: Lou Ellen Harr (chairman), Chad Breeding, Austin Snedden, Jim Coley, Cindy Pribil

Hereford Publications Inc.: Travis McConnaughy (chairman), Jerome Ollerich, Lou Ellen Harr, Hampton Cornelius, Scott Sullivan

Member Service: Jim Coley (chairman), Jerome Ollerich, Bob Schaffer, Hampton Cornelius, Cindy Pribil

Commercial Programs: Austin Snedden (chairman), Travis McConnaughy, Hampton Cornelius, Lou Ellen Harr, Jerry Delaney

Hall of Fame/Merit: Jerome Ollerich (chairman), Bob Schaffer, Chad Breeding, Jim Coley, Scott Sullivan

Hereford Legacy Fund Board: John Loewen (chairman), Bruce Everhart, Bill King, Kevin Schultz and Eric Walker

Junior Liaison: Lou Ellen Harr **HW**

Staff also highlighted the growth of various Hereford-influenced feeder calf and replacement female marketing programs, and increasing AHA regional staff focus on these opportunities.

Marketing and communications

The AHA marketing team shared the latest regional insert for the Western region marketing campaign.

The team also explained results of a recently completed economic analysis from Charley Martinez at the University of Tennessee, which will anchor the new AHA national advertising campaign. The analysis compares the economics of breeding an Angus-based cow herd to a Hereford bull or an Angus bull over a 10-year period.

Other updates included social media analytics, AHA website

redesign, video production and growth of the AHA podcast.

Certified Hereford Beef®

Craig Bacon, chairman of *Certified Hereford Beef* (CHB), and Amari Seiferman, CHB president, shared that total CHB product distributed increased 2% year over year and total volume to licensed partners increased 10% year over year.

Gene edit request

The AHA Board re-introduced the tabled pre-approval request by a breeder, and supported by Acceligen, for an Intentional Genetic Alteration (IGA) to convert a horned to a polled animal. A motion was made to approve the request. By a majority vote, the motion failed.

Election of officers

The Board elected the following officers for fiscal year 2024:

President: Wyatt Agar
Vice President: Chad Breeding
Secretary: Jack Ward
Treasurer: Leslie Mathews

Hereford Legacy Fund

The Board appointed the following to serve on the Hereford Legacy Fund board of directors:

John Loewen
Bill King
Bruce Everhart
Kevin Schultz
Eric Walker

NCBA representation

The Board appointed Whitey Hunt to serve as the National Cattlemen's Beef Association (NCBA) representative. **HW**