

# Spring AHA Board Meeting

The American Hereford Association (AHA) Board of Directors met April 2-3 in Kansas City, Mo.

## Finance/Audit

After reviewing the request for proposals submitted, the Board voted unanimously for KCoe Isom LLP to serve as the 2024 auditors.

UMB portfolio managers, David Kuebelbeck and Brande Anderson, shared American Hereford Association (AHA) portfolio activities, performance and strategy along with marketplace trends and expectations.

## Show/Sale

The Board voted unanimously to approve the recommended judges list and judges for all 2024-25 national shows (available on the AHA website). The Board also voted unanimously to adopt tiebreaker guidelines for premier breeder/exhibitor at national shows, as well as tiebreaker guidelines for national and regional point show calculations (details on AHA website).

By unanimous vote, the Board approved the list of judges submitted by the National Junior Hereford Association board of directors for junior shows hosted during AHA national shows.

The Board also approved, by unanimous vote, a request to recognize the Cheyenne Livestock Expo as a regional-point Hereford Show.

## Hereford Publications Inc. (HPI)

HPI staff shared that *Hereford World* advertising, catalog and Creative Service revenue was ahead of budget and ahead of the previous year.

The staff also summarized the *Hereford World* readership survey.

## Marketing/Communications

The AHA marketing team recapped the successful Western states regional marketing campaign, which included industry publication inserts and related targeted social media confirming the value of Hereford genetics for commercial producers. The Board requested the staff to budget the same concept for other regions.

The communications staff also shared the impressive growth of AHA social media presence across all platforms, as well as plans to continue gathering resources for promotion.

## Certified Hereford Beef® (CHB)

Ty Ragsdale, CHB brand manager, shared his schedule of upcoming food shows to meet with current and prospective customers.

## Commercial Programs

Staff shared the significant increase of participation in the AHA feedout and marketing programs. The considerable increase in the number of Hereford-influenced feeder calf sales and commercial Hereford-influenced female sales was also noted.

## Member Service

The Board approved the purchase of two storage freezers and trays for TSU samples received from NEOGEN.

The Board unanimously approved developing a task force to review DNA storage and policy.

## Breed Improvement

Staff provided the Board results and updates from various AHA research projects at the University of Illinois, Colorado State University, Olsen Ranch and Harris Ranch. **HW**

**AA AMERICAN HEREFORD ASSOCIATION** **2024**

**EDUCATIONAL FORUM & MEMBERSHIP MEETING**

Make plans to join us for the 2024 AHA Educational Forum & Annual Membership Meeting held Oct. 24-27, at the Kansas City Marriott Downtown. Registration and a detailed event schedule will be available by late summer. Hotel reservations can be made through the website.

**Scan FOR MORE INFORMATION!**