



THURSDAY, OCT. 24

- 9 a.m. – 1 p.m. **Attendee Registration**
- 9 – 10:30 a.m. **Cattlemen’s Education BQA Training Session**
Josh White, National Cattlemen’s Beef Association
Dr. AJ Tarpoff, Kansas State University
- 12:30 – 1:30 p.m. **Marketing the Breed**
Mark Core, Executive Vice President and CMO, Vermeer Corporation
- 1:30 – 1:45 p.m. Break
- 1:45 – 3:30 p.m. **Master your Skills**
Session 1: Creating a Digital Presence
Session 2: Capturing Eye Catching Imagery
Session 3: The Value of Print Advertising
- 3:30 – 4:30 p.m. **Make Marketing Count**
Mark Core, Executive Vice President and CMO, Vermeer Corporation
- 5 p.m. **Trade Show Set-up**

FRIDAY, OCT. 25

- 7 a.m. **Attendee Registration & Trade Show Open**
- 7:30 a.m. **NJHA Fed Steer Shootout Interviews**
- 7:30 – 8:15 a.m. **Earning the Right to Win**
Kevin Ochsner, President, AgCellerate
- 8:15 – 9:30 a.m. **Latest Developments: Breed Improvement**
Shane Bedwell, Chief Operating Officer and Director of Breed Improvement
- 9:30 – 10 a.m. Break
- 10 a.m. – Noon **Adding and Retrieving Hereford Value: A Panel Discussion**
Moderator: Trey Befort, AHA Director of Commercial Programs
Panelists: Lee Mayo, Garrett Parsons, Jarrid Herrmann and Anton Hermes
- Noon – 1:30 p.m. **HYFA Scholarship Presentation & NJHA Awards Luncheon**
- 1:30 p.m. **National Hereford Queen Interviews**
- 1:30 – 2 p.m. **The Value of Genotyping with Neogen**
Kenny Stauffer, Director of Key Accounts
- 2 – 3 p.m. **Expanding the Certified Hereford Beef® Brand**
Ernie Davis, Certified Hereford Beef Chief Executive Officer
- 3 – 3:30 p.m. Break
- 3:30 – 4:15 p.m. **Cow-Calf Monitoring with Merck Animal Health**
Dr. Jason Nickell, DVM, PhD, DACVPM-Director
- 4:15 – 5 p.m. **Celebrate the Wins**
Kevin Ochsner, President, AgCellerate
- 5 – 6 p.m. **National Hereford Women Annual Meeting**
- 5 – 6:30 p.m. **NJHA Meet Up: Building on Community and Connection**
- 5 – 7 p.m. **The Hereford Gathering**

SATURDAY, OCT. 26

- 6:30 – 8 a.m. Breakfast | Baise Foyer
- 7 – 11 a.m. **Attendee Registration & Trade Show Open**
- 8 a.m. **Annual Membership Meeting & Hereford Honorees Recognition**
- 1 p.m. **National Shows Award Presentation**
- 1:30 p.m. **Ladies of the Royal Sale**
- 3 p.m. **National Junior Hereford Show**
- 7 p.m. **American Royal Supreme Champion Junior Female Selection**

SUNDAY, OCT. 27

- 8 a.m. **National Hereford Show | Hale Arena, American Royal Complex**
National Hereford Queen Selection | Hale Arena, American Royal Complex
Crowning will take place prior to the champion female drive