

Board | Action

Board Meeting Highlights

The American Hereford Association (AHA) Board of Directors met Oct. 22-23, 2024, at the AHA headquarters, in Kansas City, Mo. Board actions and updates are presented below.

Finance/audit

The AHA Board unanimously approved the audit report presented by Marc Johnson and Rhonda Holdman, CPA, K Coe Isom. The financial summary presented shows that the AHA and subsidiaries had total assets on Aug. 31, 2024, of \$21,394,339 and a net change in net assets of \$2,401,903.

Commercial programs

Trey Befort, AHA director of commercial programs, shared that a memorandum of understanding is in place with Trevor Johnson, South Dakota, to serve as an AHA commercial marketing partner.

The AHA Board discussed the current visual specifications for cattle to qualify for Certified Hereford Beef® (CHB). There has been some discussion about the amount of white on red- or black-hided calves due to the increase in pigmentation on Hereford cattle. After discussion, there was no action. The live animal

specification remains: “Must have a predominately (51%) white face.”

Member services

By unanimous vote, the Board election process was ratified.

The AHA staff shared that a breed association had reached out to see if the AHA would be willing to handle its registry. By unanimous vote, the Board declined the request.

Certified Hereford Beef® (CHB)

Ernie Davis, CHB president and CEO, shared his strategy to grow brand awareness and increase CHB sales.

The Board unanimously approved this slate of CHB board of directors: Craig Bacon, David Trowbridge, Bryce Schumann, Steve Merry, Russell Johnson, Joey Garrard and Lou Ellen Harr.

Show and sale

The Board voted unanimously to support the following to serve as judges for the 2025 junior shows:

Charlie Boyd, Kentucky; Tyler Cates, Indiana; Cody Sankey, Indiana; Jirl Buck, Oklahoma; Donnie Robertson, Oklahoma; Chris Effling, South Dakota; Chan Phillips, Missouri; and Tyler Winegardner, Ohio.

The Board voted unanimously to add the following to the AHA approved judges list: John Bob Spiker, West Virginia, and Justin Barber, Texas.

Marketing/communications

Staff reported that the message is still being crafted for a new national ad campaign. Website traffic analytics following the updated website were also shared. Social media reach continues to grow through all outlets. The staff shared the schedule for the 2025 World Hereford Conference.

Breed improvement

The Board voted unanimously to purge all DNA samples starting Jan. 1, 2026, after the requested testing is complete. The Board encouraged the staff to share this policy change with the AHA membership through all sources of communication for breeders to adjust and potentially take an additional sample that they could store themselves.

The Board, by majority vote, approved that the AHA will only share ISAG/ICAR parentage markers with other World Hereford Council members. Member countries must submit a written request.

The Board voted unanimously not to refund any costs of a DNA request after the request has been made.

2025 Committee and Board Appointments

Executive: Chad Breeding (chair), Austin Snedden, Lou Ellen Harr, Travis McConaughy

Finance/Audit: Scott Sullivan (chair), Austin Snedden, Jim Coley, Cindy Pribil, Grant McKay

Breed Improvement: Travis McConaughy (chair), Austin Snedden, Hampton Cornelius, Jerry Delaney, Scott Sullivan

Marketing/Communications: Hampton Cornelius (chair), Travis McConaughy, Jim Williams, Danny Fawcett, Jim Coley

Show and Sale: Lou Ellen Harr (chair), Jerry Delaney, Danny Fawcett, Cindy Pribil, Grant McKay

Hereford Publications Inc.: Cindy Pribil (chair), Travis McConaughy, Jim Coley, Grant McKay, Hampton Cornelius

Member Service: Jerry Delaney (chair), Scott Sullivan, Jim Williams, Danny Fawcett, Grant McKay

Commercial Programs: Austin Snedden (chair), Cindy Pribil, Danny Fawcett, Jim Williams, Jerry Delaney

Hall of Fame/Merit: Jim Coley (chair), Scott Sullivan, Hampton Cornelius, Austin Snedden, Danny Fawcett

Junior Liaison: Lou Ellen Harr

CHB Board of Directors: Craig Bacon (chair), Joey Garrard, David Trowbridge, Steve Merry, Russell Johnson, Bryce Schumann, Lou Ellen Harr **HW**

Hereford Legacy Fund

The AHA board unanimously approved the following to serve on the Hereford Legacy Fund LLC board of directors: Bruce Everhart, Bill King, John Loewen, Kevin Schultz and Eric Walker.

Election of officers

The Board elected the following officers for fiscal year 2025:

President: Chad Breeding
by acclamation

Vice president: Austin Snedden by majority vote

Secretary: Jack Ward
by acclamation

Treasurer: Leslie Mathews
by acclamation

NCBA representative:
Scott Sullivan by acclamation

Audit firm: K Coe Isom
by acclamation **HW**



Retiring AHA directors (l to r): Wyatt Agar, Thermopolis, Wyo.; Jerome Ollerich, Clearfield, S.D.; Bob Schaffer, Spotsylvania, Va.

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- Cardinal Creek Cattle Co.
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- Countyline Cattle Company
- Dandy Acres Livestock
- Delaney Herefords, Inc
- Doug Lind & Family
- Freking Cattle
- Geislinger's Lakeview Farm
- Harv's Happy Herefords
- Heins Herefords
- Samantha & Matt Gallentine
- J Bar B Herefords
- J&J Hanson Herefords
- Jones Farms
- Krogstad Polled Herefords
- Larson Hereford Farms
- Lawrence Herefords
- Lost Meadows Farm
- Neil Farms
- Pressnall Family Farms
- SNL Farm
- Spaeth Farms
- Wirth Herefords