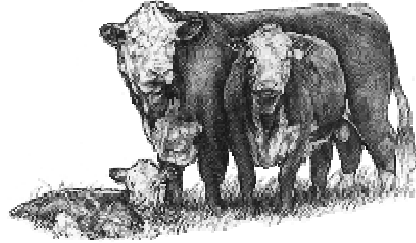


Virginia Hereford Association

10420 Rumsey Lane, Dayton, VA 22821

540-848-4834

secretary@virginiaherefords.org



Annual Meeting

November 13, 2015

Mt. Crawford Ruritan Hall, Mt. Crawford, VA

A social was held at 6:00pm and dinner at 6:30pm with the meeting following. There were 100 in attendance including directors, members and guests. President Rodney Phillips called the meeting to order.

There was a motion made and properly seconded to dispense with the reading of the minutes from the 2014 Annual Meeting and to approve those minutes.

Rodney discussed the events the Association has been involved in over the past year; the Spring Sale, helping with the Southeast Junior Show, making of the History Video, traveling to ODAC and touring the facility, and now the Fall Bonanza and Round-Up this weekend. The Board of Directors presented the four individuals (James Bennett, Harry Knabe, Bill Perry and Ike Eller) who participated in the panel discussion of the history video, "A New Beginning" with the chairs they sat in for the production and had their names embroidered on them.

Treasurers Report

Prepared by Jack Sheehan

Jack gave an update of the accounts the VHA currently has (General, Bull Development Program, Fall Roundup and VHA Junior account). A motion was made and properly seconded to approve the Treasurers report.

Director Elections

John Fleishman was elected to the VHA Board of Directors.

Directory Auction

Premium pages in the upcoming 2016-17 Directory were auctioned off by Dale Stith.

Dale also commented about the Sale Catalog and what could be done to make it easier to read. Dale also cautioned the Association about taking our established sales and moving them to

ODAC in 2016. His fear is some of our consistent, bigger consignors will be lost and it would seem like we are starting over again.

Comments from Eric Walker, immediate past AHA President

Mr. Walker gave some background of the AHA and told how numbers were increasing in registrations through MyHerd.org. There are webinars available online for new users of MyHerd. ShopHereford.com has Hereford apparel for purchase and has been very popular. He also discussed the plans for the new AHA building.

Hannah Wine who is the Virginia representative for the AHA spoke about attending their Annual Meeting. A new marketing campaign, new videos and ad materials are out now to help promote the breed.

Certified Hereford Beef

Mick Welch from Certified Hereford Beef gave an overview of how it got started. Ten years ago, they were selling 1.5 million pounds of beef. That amount has increased to 17 million pounds of beef last year. For the Annual Dinner, we were served steaks from Certified Hereford Beef and all agreed they were delicious!

Junior Report

Charlie Williams spoke of the recent events held for the Juniors such as Junior Nationals, State Fair, Southeastern Regional Show and the Beef Expo. The Juniors presented Ken and Doris Worley with a bronze cow statue in appreciation for all they have done.

ODAC Presentation

Brian Bennett gave the history of the Olde Dominion Agricultural Complex. He gave a presentation that showed different areas of the complex and discussed their future plans for the center. The VHA Board of Directors asked any questions from association members be directed to them and they will pass them along to the Directors at ODAC.

Harry and Karen Taylor donated a quilt and pillow shams, which Karen made, to be auctioned at tomorrow's sale and the proceeds are to benefit the Juniors.

With no further business, a motion was made and properly seconded to adjourn; the Annual Meeting adjourned at 9:19pm.

After the Annual Meeting, there was a brief organizational meeting of the VHA Board of Directors during which John Fleishman was named President and Rodney Phillips was named Vice-President for 2016. Also, Rodney announced the resignation of the secretary effective December 31, 2015.

A board meeting will be held on December 12th at 10:30am at Mrs. Rowe's in Staunton to discuss ODAC, follow up on the Mid-Atlantic Bonanza and Round-Up Show and directors.

Respectfully submitted,
Teresa. M. Arey
VHA Secretary