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## **Harrell Elected American Hereford Association President**

**KANSAS CITY, Mo** – Bob Harrell Jr., Baker City, Ore., was announced as the new president of the American Hereford Association (AHA) during the Annual Membership Meeting in Kansas City, Mo., Nov. 2.

Bob and his family operate Harrell Hereford Ranch in eastern Oregon. The ranch consists of 300 registered cows, 400 commercial cows, an 800-head feedlot and 45 Quarter Horse broodmares. Harrell Hereford Ranch was named the 2009 Beef Improvement Federation Seedstock Producer of the Year.

This past year, Bob served as AHA vice president and chaired the finance committee. While on the Board, he has also chaired the AHA marketing committee and served on the breed improvement committee and the Certified Hereford Beef (CHB) LLC board.

As Bob looks forward to his term as president, he says, “As a Board we want to continue the momentum we are starting to build as a breed. Through marketing and communication initiatives, we will continue to capitalize on the results from the Harris and Circle A heterosis projects and share with commercial producers the advantages of Hereford genetics in a planned crossbreeding program.

“During the next year, we will also continue to investigate ways to incorporate marker assisted EPDs (expected progeny differences) and genomics. We are being patient and methodical in our process to make sure they are more than a marketing tool — that they have merit in breed improvement.”

Bob says a member service committee has been established to address member issues and concerns. “We want AHA to be the easiest, most user-friendly breed association there is to do business with. From registration and transfer procedures to the access of data, we want to provide our members tools that help make their job easier.” During the next month, AHA will be

unveiling a new Web site and improved features to the online registry system, two steps toward achieving this goal.

John Woolfolk, Jackson, Tenn., was selected to serve as the 2010 AHA vice president. John has been in the Hereford business since 1963. His family farm, Woolfolk Farms, was established in 1865 and added Herefords to the farm's program in 1950.

This past year John served on the finance/audit, marketing and building committees and the Certified Hereford Beef (CHB) LLC board.

Completing their terms on the AHA Board were outgoing president, Bill King, Stanley, N.M.; Wes Hudson, Harrison, Ark.; and Paul Slayton, Bedford, Pa.

Delegates elected three new Directors during the membership meeting. Cliff Copeland, Nara Visa, N.M.; Marty Lueck, Mountain Grove, Mo.; and Dale Micheli, Ft. Bridger, Wyo., will serve four-year terms on the 12-member Board.

### **Cliff Copeland**

Involved in the Hereford business since birth, Cliff Copeland currently co-manages Copeland and Sons LLC with his wife, Pat; parents, Clifford and Barbara; and Cliff and Pat's son, Matt.

Copeland and Sons was established in 1943 and cattle are its only business. The family's 500-head herd includes 90 registered Hereford females, 80 cows used to produce club calves and 330 commercial Hereford cows.

The registered division produces all of the bulls for the family's commercial herd. This arrangement allows the Copelands to test their registered genetics under real-world commercial conditions. They try to get feedlot and carcass information on the steer calves. The family strives to provide bulls that have complete performance testing and Total Performance Records (TPR) data to its commercial and purebred customers..

The Copelands show at regional and national shows and have started to make Denver a must each year. They have found that exhibiting cattle gives them contact with and exposure to potential customers from all over the country. Cliff has judged Hereford shows at the local, regional, national and international levels.

During his youth, Cliff was a member of the American Junior Hereford Association board and served as president. He attended New Mexico State University and earned an animal science degree.

Cliff is a member, director and past president of the New Mexico Hereford Association. He and Pat were New Mexico Junior Hereford Association advisors for 17 years. Committed to helping the breed, Cliff has helped with Certified Hereford Beef (CHB®) promotions in his area.

He has been a member, board member and past committee chair of New Mexico Cattle Growers Association. He currently serves as New Mexico Beef Council vice chairman. He's a past director and chairman of the New Mexico Beef Cattle Performance Association.

### **Marty Lueck**

Missouri Hereford breeder Marty Lueck manages Journagan Ranch. Established in the mid-1960s by Leo and Jean Journagan, the ranch includes 4,200 acres in south-central Missouri with 370 registered Hereford and 160 commercial cows.

With the goal of raising quality cattle that work well for them and bring growth and profit into their customers' herds, Marty and the Journagans host an annual production sale the first Saturday of October that usually consists of 80-plus lots. They also market approximately 50-60 yearling bulls off the farm annually through private treaty sales and participate in the annual Show-Me Select sale in Mountain Grove, Mo.

For 10 years Marty has sent a group of bulls to the Green Spring Bull Test, and for five years residual feed intake (RFI) data has been collected and evaluated at the test. Journagan-bred genetics have also been tested for feed efficiency at the University of Missouri.

Marty assisted in the development of an annual Hereford-influenced feeder calf sale at the Joplin Regional Stockyards, Carthage, Mo.

He is currently Missouri Hereford Association president. He was an American Polled Hereford Association (APHA) board member from 1987-1991. While on the APHA board, he served on the education and research, executive, strategic planning, and vision 2000 committees. He was a member of the AHA-APHA merger committee and AHA total herd reporting committee and has served twice on the AHA nominating committee.

Marty is a member of the First Baptist Church in Mountain Grove, Douglas County Extension Council, E-76-EE Volunteer Fire Department board and Missouri Cattlemen's

Association Seed Stock Council. He is past president of the South Central Show-Me Select Program and is currently serving on the Missouri Show-Me Select Program board.

Marty and his wife, Vicki, have two sons and a grandson.

### **Dale Micheli**

Dale Micheli, along with his father and brother, manages a 600-head cow-calf and yearling outfit. They have about 150 purebred Hereford cows, 125 registered Angus cows and 300 commercial cows. The family hosts an annual fall production sale at the ranch and markets about 80 bulls.

The Micheli family has had Hereford cattle since about 1917 and has been a seedstock supplier for nearly 80 years. Dale also owned and operated a meat processing plant and has experience in cutting meat and marketing beef.

Dale has been actively showing and judging cattle his entire life. He is past president of the Wyoming Hereford Association and served as a director for 25 years. He has been a delegate to the AHA Annual Membership Meeting many times. Dale has traveled the country and judged Hereford shows at Ft. Worth, the Cow Palace, San Antonio, and numerous field days and state and county fairs.

Dale, along with other members of his family, is an active member of the Wyoming Stockgrowers Association. Dale served on the Wyoming Livestock Board and as chairman of that group for a two-year term. He has been a dedicated volunteer judging coach for 4-H and FFA for 30 years. He has coached numerous state champion teams that went on to place in the top five at the national meat judging contest.

Dale also officiated basketball for 30 years and was inducted into the Wyoming Officials Hall Of Fame. He says refereeing helps him maintain a level head and calm demeanor when in tough situations.

Dale and his wife, Terry, have six children and four grandchildren.

*The American Hereford Association, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations. The not-for-profit organization along with its subsidiaries — Certified Hereford Beef (CHB) LLC, Hereford Publications Inc. (HPI) and American Beef Records Association (ABRA) — provides programs and services for its members and their customers, while promoting the Hereford breed and supporting education, youth and research. For more information about the Association, visit [Hereford.org](http://Hereford.org).*

*For pictures and additional news releases, visit [www.herefordphotoshop.com/media](http://www.herefordphotoshop.com/media). Enter “Hereford09” when prompted for a password.*

**Cutline: 2009-10 AHA Board**

Pictured is the 2009-10 American Hereford Association (AHA) Board of Directors. Seated (l to r) are: Bob Harrell Jr., Baker City, Ore., president; John Woolfolk, Jackson, Tenn., vice president; Marshall Ernst, Windsor, Colo., CHB LLC president; Denny Hoffman, McArthur, Calif.; and Craig Huffhines, Kansas City, Mo., executive vice president. Directors standing (l to r) are: James Milligan, Kings, Ill.; Jerry Huth, Oakfield, Wis.; Paul Funk, Copperas Cove, Texas; David Breiner, Alma, Kan.; Jimmie Johnson, Clinton, Okla.; Marty Lueck, Mountain Grove, Mo.; Cliff Copeland, Nara Visa, N.M.; and Dale Micheli, Ft. Bridger, Wyo.

**Cutline: New AHA Directors**

Pictured are the three new American Hereford Association (AHA) Directors (l to r): Dale Micheli, Ft. Bridger, Wyo.; Cliff Copeland, Nara Visa, N.M.; and Marty Lueck, Mountain Grove, Mo.

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