



WEDNESDAY, OCT. 22, 2025

Time	Event Description	Location
1 p.m.	World Hereford Council Delegate Meeting	Basie Ballroom C
6 p.m.	The Welcome Beef Festival <i>Buses from the Kansas City Marriott Downtown will leave at 5:15 p.m.</i>	American Hereford Association

THURSDAY, OCT. 23, 2025

Time	Event Description	Location
7 a.m.	Attendee Registration, Continental Breakfast and Trade Show Open	Basie Foyer
8 – 8:45 a.m.	The Hereford Quest for Excellence <i>Tom Field, Ph.D., University of Nebraska–Lincoln</i>	Basie Ballroom
8:45 – 10:15 a.m.	Beef Cattle Improvement – Past, Present and Future <i>Dorrian and Daniel Garrick, Theta Solutions</i>	Basie Ballroom
10:15 – 11 a.m.	Refreshment Break	Basie Foyer
11 – Noon	Global Perspectives: Country Report Presentations	Basie Ballroom
Noon – 1:30 p.m.	Unlocking Potential Luncheon: How Innovation is Redefining Animal Health in Cattle Production <i>Presented by Merck Animal Health, Tiago Arantes, DVM</i>	Basie Ballroom
1:30 – 3 p.m.	Hereford F1 Efficiency Impacts <i>Shane Bedwell, American Hereford Association Dr. Dan Shike, University of Illinois</i>	Basie Ballroom
3 – 3:45 p.m.	Refreshment Break	Basie Foyer
3:45 – 4:45 p.m.	Global Perspectives: Country Report Presentations	Basie Ballroom

FRIDAY, OCT. 24, 2025

Time	Event Description	Location
7 a.m.	Attendee Registration, Continental Breakfast and Trade Show Open	Basie Foyer
8 – 8:45 a.m.	Tracing the History of the National Reference Sire Program <i>Shane Bedwell, American Hereford Association</i>	Basie Ballroom
8:45 – 10 a.m.	Adding to Beef's Positive Story <i>Mark Enns, Ph.D., Colorado State University</i>	Basie Ballroom
10 – 10:45 a.m.	Refreshment Break	Basie Foyer
11:15 a.m. – Noon	Global Perspectives: Country Report Presentations	Basie Ballroom
Noon – 1:30 p.m.	Shaping the Breed's Future: Young Breeders Competition & HYFA Scholarship & Awards Luncheon <i>Presented by VitaFerm®, Chris Cassady, Ph.D.</i>	Basie Ballroom
2 – 3:30 p.m.	Lifecycle Assessment of High Performance Cattle in the Cow-Calf Sector <i>Greg Thoma, Ph.D., Colorado State University</i>	Basie Ballroom
3:30 – 4 p.m.	Carrying the Tradition Forward <i>Jack Ward, American Hereford Association</i>	Basie Ballroom
6 p.m.	Global Celebratory Gala <i>Buses will depart from the Kansas City Marriott Downtown at 5:15 p.m.</i>	Arrowhead Stadium

SATURDAY, OCT. 25, 2025

<i>Time</i>	<i>Event Description</i>	<i>Location</i>
7 a.m.	Attendee Registration, Trade Show Open and Breakfast Served	Basie Foyer
8 a.m.	AHA Annual Membership Meeting & Hereford Honorees Recognition	Basie Ballroom
11 a.m. – 8 p.m.	<i>Continuous shuttles from the Marriott Downtown to the American Royal Complex</i>	
1 p.m.	Young Breeders Fitting and Showmanship Competition <i>Presented by Sullivan Supply</i>	American Royal Complex Hale Arena
2 p.m.	American Royal National Junior Hereford Show	American Royal Complex Hale Arena
6 p.m.	Young Breeders Competition Awards Ceremony	American Royal Complex Wagstaff Arena
6:30 p.m.	The Ladies of the Royal International Edition Sale & Social	American Royal Complex Wagstaff Arena

SUNDAY, OCT. 26, 2025

<i>Time</i>	<i>Event Description</i>	<i>Location</i>
7 a.m. – 2:30 p.m.	<i>Continuous shuttles from the Marriott Downtown to the American Royal Complex</i>	
8 a.m.	American Royal National Hereford Show <i>Show Point Awards Presentation - following the selection of the champion female drive.</i> <i>Crowning of the 2026 National Hereford Queen will take place prior to the champion bull drive.</i> <i>Depart for Post-Tours from American Royal Complex.</i>	American Royal Complex Hale Arena