

"What's New?" is a column designed to keep you in-the-know about Hereford happenings. You can also sign up for Hereford eNews, a weekly electronic newsletter from the American Hereford Association (AHA). Send an e-mail to [eNews@hereford.org](mailto:eNews@hereford.org) to subscribe. Archived issues are posted at [Hereford.org](http://Hereford.org).

**Annual Meeting approaches**

The 2016 American Hereford Association (AHA) Annual Membership Meeting will be Saturday, Oct. 29, at The Westin Kansas City at Crown Center in Kansas City, Mo.

New this year, an industry trade show will kick off the weekend at The Westin, connecting Hereford breeders with allied partners. An educational forum will be hosted Friday afternoon and will offer six breakout sessions that will help participants dive deeper into AHA programs.

That evening Hereford breeders will celebrate the Certified Hereford Beef (CHB®) program and recognize this year's Hereford Heritage Hall of Fame recipients as well as the Hereford Youth Foundation of America (HYFA) scholarship winners. The event will be hosted at The Westin starting at 6 p.m. with food and drinks followed by the awards program.

Saturday will be the Annual Meeting, Ladies of the Royal Sale and the junior show. The weekend will end with the American Royal National Hereford Show on Sunday.

Bus service will be available Saturday from The Westin to the American Royal complex for the sale and the junior show.

The AHA nominating committee has announced six Hereford breeders

vying for positions on the Board. The candidates are Joel Birdwell, Kingfisher, Okla.; Stephen Coates, San Angelo, Texas; Tommy Mead, Midville, Ga.; David Schubel, Medina, N.Y.; Bruce Thomas, Gold Creek, Mont.; and Joe Waggoner, Carthage, Miss. See Page 32 for candidate bios.

A weekend packed full of events is planned for Hereford enthusiasts. For a complete schedule, see Page 30.

**Take advantage of Hereford-influenced feeder calf sales**

Consigning Hereford and Hereford-influenced calves to a special Hereford sale not only provides a great outlet for buyers interested in Hereford genetics but also may result in a premium for the seller. Contact these organizers today for the specific requirements of each sale.

Many have a consignment deadline, and the earlier you commit your stock, the better advertisement your calves will get. Whether you have one head or 100, one of these sales may be the perfect marketing outlet for you:

**Miles City Livestock Commission Hereford-Influenced Sale**

**Date:** Tuesday, Oct. 18

**Location:** Miles City Livestock Commission, Miles City, Mont.

**Contact:** Denise Loyning, 406-425-2252 or Della Ehlke at 406-266-4121

**Tennessee Hereford Marketing Program Feeder Calf Sale**

[www.tennesseelivestockproducers.com](http://www.tennesseelivestockproducers.com)

**Date:** Thursday, Oct. 20

**Location:** Tennessee Livestock Producers, Columbia, Tenn.

**Contact:** Darrell Ailshie, 931-212-8512

**Fredonia Livestock Hereford-Influenced Sale**

**Date:** Tuesday, Nov. 15

**Location:** Fredonia Livestock, Fredonia, Kan.

**Contact:** Cody Mathes, 620-288-0034

**Montana Hereford Association Hereford-Influenced Feeder Calf Sale**

[www.mhafeedercafsale.com](http://www.mhafeedercafsale.com)

**Date:** Saturday, Nov. 16

**Location:** Headwaters Livestock Auction, Three Forks, Mont.

**Contact:** Denise Loyning, 406-425-2252

**Kentucky Certified Hereford-Influenced Winter Sale**

[www.bgstockyards.com](http://www.bgstockyards.com)

**Date:** Thursday, Dec. 1

**Location:** Bluegrass Stockyards South, Stanford, Ky.

**Contact:** Lowell Atwood, 606-669-1455; John Meents, 419-306-7480

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**Barber Ranch donates heifer to benefit Hereford youth**

Barber Ranch, Channing, Texas, has graciously donated BR Kate Rielle 5532 ET to sell as Lot 1, the foundation female, Jan. 13, 2017, during the Mile High Night Sale at the National Western Stock Show (NWSS) in Denver. All proceeds will benefit the Hereford Youth Foundation of America (HYFA) and the "Growing a Lasting Legacy" campaign, supporting leadership and education for the next generation of Hereford youth.

"A big thank-you goes to the Barber Family for selecting one of their best heifers to highlight the Mile High Night Sale," says Amy Cowan, AHA director of youth and foundation.

The Barber family is in its fifth generation of ranching in the Texas Panhandle. "We are proud to be donating this year's

foundation female," says Terri Barber of Barber Ranch. "Kate Rielle is an August-born heifer out of our Gabrielle foundation female and out of the acclaimed Hometown bull, so she's the best of both genetics that we've ever offered and we're very proud to be supporting the Hereford Youth Foundation of America by donating her."

Kate Rielle (registration no. 43675990) is an Aug. 5, 2015, daughter of NJW 735 W18 Hometown 10Y ET and out of BR Gabrielle 5082 by BR Lansing 3060.

Kate Rielle's dam is a two-time NWSS champion female plus supreme champion Hereford and dam of NWSS champion Currency; she is also the granddam of the famed Denver champion

Anastasia and her full brother Aventus, who was selected 2016 NWSS supreme champion Hereford. The sire of Kate Rielle, Hometown 10Y, was a NWSS grand champion.

The Lot 1 female will be selling for half interest and no possession, and Barber Ranch will also pay show expenses.

"We feel like there is no better way to support the next generation than with a female that can generate the type of attention and potential money that this heifer can bring for the foundation and help them reach the goal they're striving to achieve," Barber says.

Visit [Herefordyouthfoundation.org](http://Herefordyouthfoundation.org) for more information on the lot, or contact Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org) or 816-842-3757. **HW**



**BR Kate Rielle 5532 ET**

### Greater Midwest Certified Hereford Feeder Calf Sale

[www.carthagelivestock.com](http://www.carthagelivestock.com)

**Date:** Tuesday, Jan. 3, 2017

**Location:** Carthage Livestock Auction, Carthage, Ill.

**Contact:** Brent Lowderman, 309-221-9621

### Order JNHE photos at HerefordPhotoShop.com

Have you checked out [HerefordPhotoShop.com](http://HerefordPhotoShop.com)? You can view backdrop, contest and candid photos from the showing and barns. Order your Junior National Hereford Expo (JNHE) memories today.

### Check out ShopHereford.com

[ShopHereford.com](http://ShopHereford.com) was created to be Hereford enthusiasts' one-stop shop for everything they love about Herefords. Visitors to the site can find everything they need to promote the Hereford breed and support the AHA, National Junior Hereford Association, HYFA and the CHB brand.

A special feature of the site is the "Butcher Shop." Here, visitors can order

great tasting, flavorful and nutritious CHB products. Throughout the year options will vary including ribeyes, T-bones, strips and tenderloin steaks.

The "Home Decor" section features items to style your home or office. Current offerings include vintage Hereford signs, photo frames, pillows and a branded cutting board.

Individuals looking for the latest Hereford gear can visit the "Apparel" section. Clothing for men, women and youth is available including coats, jackets, pullovers, vests and T-shirts. New items will be added regularly.

Another feature of the site is the "Ranch Kit." In this section, visitors will find AHA and CHB branded products to utilize at sales, trade shows or community events.

Visitors to the site can also purchase electronic "gift cards" to send as birthday, holiday or "just because" gifts for customers, family or friends. Gift cards are available for \$10, \$25, \$50 or \$100. **HW**

## Dudley tops 'Unbeatable Baldies' photo contest

Congratulations to John Dudley, Comanche, Texas, winner of the August "Unbeatable Baldies" photo contest. This photo will compete for the overall award in December with the other monthly winners.

The next deadline and final for the year is **Nov. 1 — "Weaning Time."** Capture images of weaning calves or shots of calves that are of weaning age.

Note: All photos submitted become the property of the American Hereford Association (AHA). AHA staff reserves the right to use any images submitted in the *Hereford World* or for any AHA or Certified Hereford Beef marketing purpose. To submit an entry, e-mail or Dropbox images to [kbaker@hereford.org](mailto:kbaker@hereford.org). **HW**



John Dudley, Comanche, Texas, won the August "Unbeatable Baldies" photo contest with this photo.