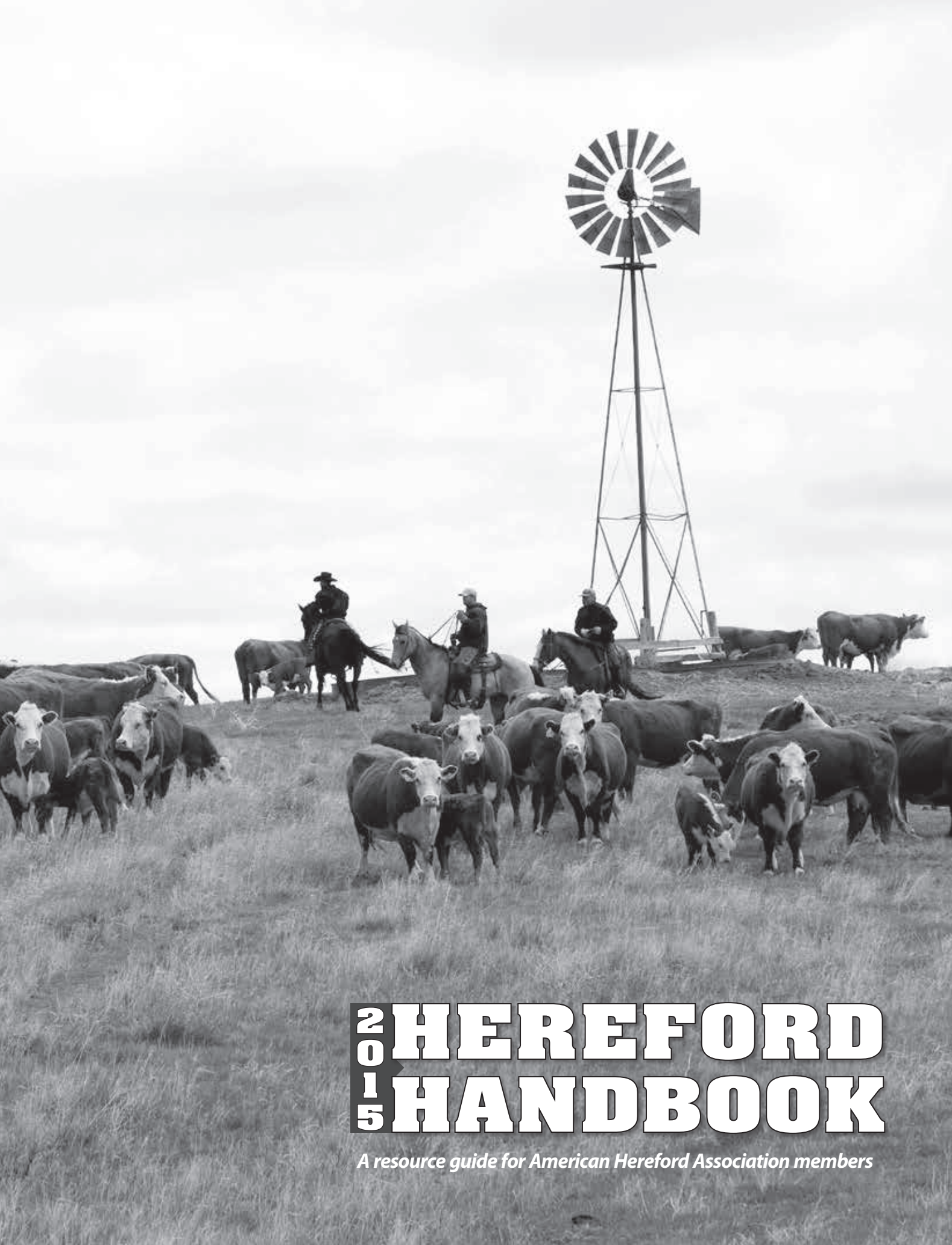

2015 HEREFORD HANDBOOK

A resource guide for American Hereford Association members

AHA office contacts

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816-842-3757

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P.O. Box 014059, Kansas City, MO 64101-0059

Physical address:
1501 Wyandotte St., Kansas City, MO 64108-1222

816-842-6931 fax • *Hereford.org*

AHA Records Department
816-842-3757

Contact the Records Department for questions about registrations, transfers, membership, Whole Herd Total Performance Records (TPR™), expected progeny differences (EPDs), sire summaries, carcass data, DNA, account balances and online data submission.

***Hereford World*/Creative Services**
816-842-8878

Questions about Hereford World (HW), *contact Hereford Publications Inc. (HPI) office*

- For advertisements, ask for Alison Marx
- To provide news articles, obituaries or notes from the field, ask for Julie White
- Calendar listings, ask for Christy Benigno
- Sale or show reports, ask for Christy Benigno
- *HW* accounts or ordering subscriptions, ask for Debbie Rush
- AHA's field staff, ask for Joe Rickabaugh
- General questions on Creative Services projects, ask for Caryn Vaught or Nicole Woods
- For quotes on Creative Services projects, ask for Joe Rickabaugh or Caryn Vaught
- For information about *BuyHereford.com*, call Dennis Schock at 903-815-2004

Communications Department

- Information for news releases, call Angie Stump Denton at 785-363-7263
- To request promotional materials, call Angie Stump Denton at 785-363-7263
- Show photographs, call Denton Designs at 785-363-7263
- State association resource requests, call Angie Stump Denton at 785-363-7263

Certified Hereford Beef LLC
816-842-3758 • info@herefordbeef.org

General questions about program specifications, contact CHB office

- To feed cattle with a CHB feedyard or to market CHB-eligible fed cattle, ask for Trey Befort
- For questions about listing feeder cattle on *HerefordFeederCattle.com*, ask for Trey Befort

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Committed to Customer Service

The American Hereford Association (AHA) mission is to provide the leadership to record, protect, promote and facilitate the production and consumption of Hereford beef. The staff is dedicated to fulfilling that mission and to meeting the needs of the membership.

The records department and membership service team process registrations, transfers and performance records. Visiting the Hereford website, *Hereford.org*, browsers have access to expected progeny differences (EPDs), registration forms, sire summaries and other Hereford information.

The AHA is the second largest beef registry in the U.S., registering 71,444 cattle in fiscal year (FY) 2014, with 3,641 active members and 2,670 junior members.

AHA senior office staff contacts

Executive vice president:
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785-363-7263

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bandgthompson@earthlink.net

AHA FEES

AHA membership dues
$15 annually

AHA member service fee
$100

Member registration rates

	Regular	Electronic
Up to 4 months	$12.50	$10.50
4-8 months	$18.50	$15.50
8-12 months	$25.50	$20.50
>12 months	$50.50	$50.50

AHA Leaders

Eric Walker

Sam Shaw

Fred Larson

David Trowbridge

Curtis Curry

Jonny Harris

Terri Barber

Dave Bielema

Joe Van Newkirk

Jim Mickelson

Kevin Schultz

Bob Thompson

2015 Committee Appointments

Executive: Eric Walker, Morrison, Tenn., president; Sam Shaw, Caldwell, Idaho, vice president; Fred Larson, Spring Valley, Wis.; and David Trowbridge, Tabor, Iowa

Financial/audit: Larson, co-chair; Trowbridge, co-chair; Terri Barber, Channing, Texas; Shaw; and Walker

Breed improvement: Larson, chairman; David Bielema, Grand Rapids, Mich.; Shaw; Kevin Schultz, Haviland, Kan.; and Bob Thompson, Rolla, Mo.

Marketing: Barber, chairman; Jonny Harris, Screven, Ga.; Jim Mickelson, Santa Rosa, Calif.; Schultz; and Joe Van Newkirk, Oshkosh, Neb.

Member service: Shaw, chairman; Barber; Bielema; Curtis Curry, McAlester, Okla.; and Harris

Show and sale: Curry, chairman; Barber; Larson; Thompson; and Van Newkirk

Certified Hereford Beef LLC board: Trowbridge, chairman; Bielema; Mickelson; Shaw; Van Newkirk; and Dale Venhuizen, Manhattan, Mont.

Hereford Publications Inc. board: Harris, chairman; Curry; Schultz; and Trowbridge

Hall of Fame/Merit: Van Newkirk, chairman; Barber; Harris; Larson; and Thompson.

Junior and Hereford Youth Foundation of America (HYFA) liaisons: Bielema, chairman; Curry; and Mickelson

HYFA board: Ray Ramsey, Greenfield, Ind., president, and Bruce Everhart, Waldron, Ind., vice president.

Certified Hereford Beef LLC contacts

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CHB LLC Drives Demand

Certified Hereford Beef (CHB) LLC is a wholly owned subsidiary of the American Hereford Association with the single mission to drive the demand for Hereford and Hereford/English baldie feeder cattle through market alliance with cattle feeders, processors, distributors, retailers and foodservice providers. The CHB brand is quickly becoming one of the most recognized breed specific brands in the U.S.

Participating producers enjoy high carcass acceptance and easily attainable premiums for their Hereford-influenced fed cattle. Live weight, carcass weight and carcass grid purchasing programs are available. Premiums for CHB® and feeder calves are market driven and are not set in any way by CHB LLC. A free online tool for buyers or sellers to view, list or purchase Hereford-influenced cattle is available at *HerefordFeederCattle.com*. For more information, call Trey Befort at the CHB office.

CHB specifications:

- Hereford and Hereford/English cross steers and heifers
- Yield Grades: 1, 2, 3 or 4
- Quality Grades: Choice and Select
- A maturity
- Hot carcass weight of 1,050 lb. or less

CHB licensed packers:

- Greater Omaha Packing Co. Inc. (1999), Omaha, Neb., *greateromaha.com*
- National Beef Packing Co. LLC (2003), Liberal, Kan., and Dodge City, Kan., *nationalbeef.com*

CHB is available through retail and foodservice outlets across the country. Visit *HerefordBeef.org* for a complete listing of CHB retail supermarkets and foodservice providers.

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HPI Staff Produces *Hereford World*, Provides Marketing Services

Hereford Publications Inc. (HPI) staff coordinates publications and communication services to benefit American Hereford Association (AHA) members and their customers.

Hereford World is the official voice of the AHA. Produced 11 times per year, seven glossy issues are mailed to 5,500 subscribers. A tabloid issue is produced in January, February, August and October and is mailed to an additional 15,000 commercial cattlemen.

Timely articles and editorial columns provide readers with information to help them make sound management and marketing decisions. From basic how-to articles to in-depth reports on cutting-edge technologies, *Hereford World* is a solid package of beef industry information. The tabloid is an advertising vehicle editorially centered to reach commercial producers interested in Hereford genetics.

Special advertising sections are printed several times per year. *The Hereford AI Book* mails with the March issue and the *Hereford Register* (yellow pages) is included in the July issue.

The Creative Services department has been assisting Hereford members meet their promotional goals since 1989 by producing sale books, brochures, posters, letterhead, business cards, directories and newsletters.

Seven field representatives represent the AHA and *Hereford World* throughout the U.S. and Canada.

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Ben Brillhart

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Juston Stelzer

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815-988-7051
tcoley@hereford.org

Tommy Coley

Central Region: Contact the AHA
Iowa and Mo.

Northeast Region: Contact the AHA
Conn., Del., D.C., Maine, Mass., N.H., N.J., N.Y., R.I., Vt. and eastern Canadian provinces

Hereford World Editorial at a Glance

July 2014 – "Mother Nature's Challenges"

30 Hereford Youth Heading to Arkansas for 'Faces of Leadership' – 2014 PRIDE (Program for Reaching Individuals Determined to Excel) Convention information.

40 Mother Nature's Challenges

48 Killer Storm – The South Dakota blizzard was devastating — but faith and a strong sense of community survived.

62 Out of the Ashes – Adams Bros. and Co. Ranch is rebuilding after a wildfire in 2012 engulfed 73% of its acreage plus a calving barn, hay and miles of fence.

74 Cows and Wildfire – This unlikely combo is a way of life for one Nebraska rancher.

84 Surviving the Storm – The Prince family of Poseyville, Ind., learned how to start again after a tornado demolished life as they knew it.

96 Pray for Rain – Hereford breeders in the Southwest are facing tough times of drought.

108 Rangeland Realities – Western rangelands provide livelihoods for their caretakers and communities, but the challenges associated with them, including wildfires, can be far from romantic, especially on public grazing lands.

124 Washed Away – Floods drown fences, pastures and crops across Colorado.

136 In the Eye of Ike – Texas ranchers overcome the devastation caused by Hurricane Ike.

148 What's Your Contingency Plan? – Attention to herd health may help your cattle weather a natural disaster.

150 Got Stress? – Recognizing signs of stress and depression may help you manage it.

158 Hereford Genetic Summit: Get on Board, Navigate Your Future – Make plans to attend the Hereford Genetic Summit Sept. 4-5 in Springfield, Mo.

173 Hereford Bull Demand Steady – National cow-calf survey indicates 22% of commercial cow-calf producers plan to buy a Hereford bull in the next three years.

182 AHA Hosts Simplot Cookout

228 Maintaining Year-Round BCS for Optimum Cow Performance

242 MARC: 50 Years of Collaborative Effort

August 2014 – "Herd Rebuilding"

Cover Growing with Hereford – Matador Cattle Co. purchased Hereford seedstock to maintain its place as one of the most well-known ranch conglomerates in the world.

24 Biosecurity: It's More Important Than You Think – Case studies emphasize the dramatic effect biosecurity can have on an operation, particularly in profitability.

30 Thinking Outside the Fence – Leasing grass or cropland residues for grazing can help producers expand.

36 Coming Out of Drought – Even with rain, the recovery of pastures takes time. A unique website offers tools to develop your ranch's own drought plan.

38 Hereford Genetic Summit: Get on Board, Navigate Your Future – Make plans to attend the Hereford Genetic Summit Sept. 4-5 in Springfield, Mo.

42 BIF Meets in Nebraska – Highlights of the 2014 Beef Improvement Federation (BIF) Research Symposium and Meeting.

September 2014 – "JNHE Highlights"

24 Faces of Leadership – Juniors from the Hereford, Maine-Anjou and Shorthorn associations gathered in Springdale, Ark., to learn about the beef industry and to build leadership skills.

34 Queen for a Year, Memories for a Lifetime – Past National Hereford Queens reflect on their experiences and why they continue to be involved with Herefords.

42 Making the Move to Hereford – Arkansas Sheriffs' Youth Ranches allows abused kids to find new hope in agriculture.

49 "A Sweet Family Tradition" – National Junior Hereford Association (NJHA) members and their families were in Harrisburg, Pa., July 5-12 for the 2014 VitaFerm® Junior National Hereford Expo (JNHE). The JNHE coverage includes 51 pages featuring the Herdsman of the Year, top senior showman and new and retiring NJHA directors as well as highlights from the showring, contests, activities and awards presented during the week. You can find a JNHE section table of contents on Page 49.

98 Continuing a Legacy – Clemson University uses Trask genetics as a teaching and Extension herd for students and producers.

October 2014 – "Hereford Genetic Summit"

Cover Hereford Genetic Summit: Get on Board, Navigate Your Future – Hereford breeders were challenged to embrace technology, focus on the customer, and concentrate on feed efficiency and end product merit to help position the breed to gain more commercial market share.

22 Charting Our Course – AHA staff opens the Hereford Genetic Summit with a look back and encouragement moving forward.

24 Challenge Extended – Kevin Ochsner kicked off the Hereford Genetic Summit with inspiration and insightfulness.

30 Understanding Tomorrow's Consumer – Beef industry experts John Lundeen and Joe Pawlak discussed beef consumer trends.

32 Economic Drivers of the Beef Industry – *Let the Good Times Roll* — CattleFax CEO Randy Blach said all the stars have aligned for the cow-calf business. *Focus on Feed Efficiency, End-Product Merit* — Kee Jim shared what feeders and packers are looking for.

40 The Value of Hereford Genetics in the Commercial Industry – *Congratulations, Now Keep Working* — Genex's Lorna Marshall praised Hereford breeders on improvement, encouraged continued commitment to excellence. *Herefords as Maternal Sires* — Simplot Livestock has documented the advantages of using Herefords in a crossbreeding program.

44 Your Responsibility as a Seedstock Producer – Seedstock producers Galen Fink and Don Schiefelbein shared insights on how to meet commercial customer needs.

46 Tailgating Hereford Style

47 Setting Sail on Branson Belle

. . .continued on page 4

52 2014 Annual Meeting Planned – American Hereford Association (AHA) members will meet in Kansas City to conduct Association business.

62 Step Up – Research proves lameness can be a problem in the beef industry; Zinpro launches a new program to help cattlemen with early intervention.

70 Tell Consumers Sustainability Exists – Livestock sustainability consultant Jude Capper encourages beef producers to be proactive and seize every opportunity to talk about what they do — and why it is sustainable.

November 2014 – "Fiscal Year 2014"

25 A Man of Many Hats – 2014 AHA President Steve Lambert balances his Hereford seedstock operation, leading the AHA and his role as county supervisor while always prioritizing what means the most to him — family.

33 2014 AHA Annual Report: The Hereford Advance – Highlights of fiscal year 2014 include growth in all areas — registrations, cows on inventory, bull sales and Certified Hereford Beef (CHB®) volume. The American Hereford Association (AHA) continues to focus on breed improvement programs and research projects to document the Hereford advantage. Also includes financial reports and top 10 states and breeders for registrations.

48 ROF Time is Money Named Keystone Supreme

December 2014 – "Annual Meeting"

26 Celebrating the Hereford Advance – Hereford breeders gathered in Kansas City Oct. 31-Nov. 2 for the 2014 American Hereford Association (AHA) Annual Meeting. Highlights of the weekend include the election of new officers and directors, recognition of Hall of Fame and Merit inductees, and the American Royal National Hereford Show. See Page 26 for a section index.

101 Dedication to Detail – Hereford breeder Phillip Moon combines lessons from football, law and cattle to produce practical cattle for a practical world.

106 You Say You Want Purple Cattle… – Genetic Summit: Continuing the Conversation. Meeting market demands and providing consistent quality cattle can keep Hereford genetics at top of mind for commercial cattlemen.

110 Powered by Protein – Runners across the country tell how beef is their fuel for the finish.

January 2015 – "Herd Rebuilding"

Cover Answering with Hereford – Seeing an increase in demand for Hereford genetics, the Bennett family responds with what their customers want.

24 Full Steam Ahead – Record cattle prices, solid beef demand and continued cow herd expansion expected for 2015.

30 2015: Waiting on El Niño – If it develops, anticipate warmer winter in the North and colder weather in the Southern tier.

34 Homemade Heifers – Heifer development involves selection and management.

36 Three Steps to Negotiating a Great Cow Lease – Cow leasing, if done properly, can be advantageous to both parties in the agreement.

40 Damper Disease in Young Calves – Examining management practices can help prevent and minimize disease during calving season.

42 Motherly Instinct – Tips on assisting the bonding process.

48 Microwaveable and More – The Beef Checkoff-funded Beef Innovations Group works to meet consumer demand.

52 Stewardship Insight – Genetic Summit: Continuing the Conversation. An industry expert shares the proactive approach being taken to address society's shifting animal agriculture concerns.

60 Chac Mason 2214, DeLHawk Sapphire 102A ET Top National Hereford Show in Louisville

66 2014 State Tours in Review – Hereford breeders host tours and field days.

February 2015 – "Technology"

Cover No Profit in Excuses – Hereford breeders are making the commitment to improve genetics through the use of GE-EPDs

30 Udder Importance – Hereford breeders now have the most progressive tools to make genetic progress on udder quality.

34 Sexed Semen Technology for the Beef Industry – Gender selection in the beef industry presents cattlemen with benefits and challenges.

40 Electronic Efficiency – AHA launches real-time online registry data system, *MyHerd.org*.

48 Making the Numbers Work – Scan Data and genomic testing help EPD accuracy in young animals.

52 Technologies for Herd Improvement

56 Ranch Help at Your Fingertips – Today's tools of the trade include a myriad of mobile apps.

72 Soothing Consumer Concerns – Addressing issues with antibiotics and hormones.

76 Fine-tuned Heterosis – Genetic Summit: Continuing the Conversation. Simplot uses targeted crossbreeding for more efficient cattle.

80 Building Better Replacements – K-State's winter ranch management seminar addresses replacement females.

84 Challenges Feeding Weather-damaged Hay – How should your feeding practices be adjusted to account for any damage caused by the rain?

88 Tax Planning for High Income – Managing your taxes in a high-income world.

96 Hereford Champions Selected in Reno – Len and Pat McIrvin of Diamond M Ranch honored with the 2014 Lifetime Cattlemen Award.

March 2015 – "National Western Highlights"

28 Hereford Nation – 2015 Junior National Hereford Expo (JNHE) schedule and hotel information is announced.

38 Nash-Deewall Herefords Named Century Breeder – Nash-Deewall Herefords celebrates 100 years in the business of raising low-maintenance Hereford cattle.

46 Game Changer – Genetic Summit: Continuing the Conversation. Hereford breeders are encouraged to document and build upon feed efficiency.

52 Solid from the Ground Up – One Kentucky Thoroughbred farm is taking its horse philosophy and applying it to raising Herefords.

62 Herefords Take Denver by Storm – Herefords set records in the Yards and on the Hill at the National Western Stock Show Jan. 14-17 in Denver. A total of 730 Herefords were exhibited throughout the three-day event. With more than 30 pages of event highlights and winner recognition, the Denver section has its own table of contents on Page 62.

106 Hereford Is Always on My Mind – Promoting Herefords is a year-round job.

April 2015 – "Dams of Distinction"

20 Hereford Nation – 2015 Junior National Hereford Expo schedule and hotel information.

28 2,499 Dams of Distinction Honored – The American Hereford Association (AHA) recognizes cows that meet the highest standards of production and the producers who manage them through the Dams of Distinction program.

34 99 Bulls Recognized as Sires of Distinction – AHA recognizes the Hereford bulls that sire efficient, fertile and productive females with the Sires of Distinction program

40 The Hereford Game-Changer – Craig Huffhines has left a lasting impression on the Hereford breed.

46 Genetic Factors that Affect Fertility – Identifying genetic markers in seedstock may increase fertility and profitability.

52 Commercially Focused – Genetic Summit: Continuing the Conversation. Genetic change through research continues to help Hereford's resurgence in the industry.

56 Sizzling Hot San Antonio – Highlights of the 2015 Cattle Industry Convention and NCBA Trade Show.

62 Hereford Champions Named in Fort Worth National Show

May/June 2015 – "Summer Preview"

37 The Extra Mile – National Junior Hereford Association members Cassie and Krista Allscheid aren't afraid of a little hard work. And they're reaping the rewards in countless ways.

50 Importance of Involvement – Former junior leaders tell why they are involved in the National Hereford Women.

54 Gearing Up for Grand Island – Nebraska will host the 2015 Junior National Hereford Expo (JNHE) June 27-July 3, 2015.

57 'Hereford Nation' – The 2015 JNHE will be a fun-filled event for the whole family. Check out the schedule, lodging information, and important rules and updates for this year's event.

64 Plan to Attend 2015 PRIDE – Hereford youth will travel to Colorado for the "Faces of Leadership" Program for Reaching Individuals Determined to Excel (PRIDE) Convention.

66 Getting Her Bred – Advice for ensuring your females breed with ease.

74 Meeting the Demand – Genetic Summit: Continuing the Conversation. Hereford breeders can work today to meet consumer demands in the future.

78 1,548 Bulls Recognized as CHB Sires of Distinction

90 Grassland Gleanings – What do good grazing managers know that you don't? Here, they share some of their insights.

AHA Member Advertising Information

Hereford Publications Inc., 816-842-8878

GLOSSY MAGAZINE ADVERTISING RATES

Full page, four color $1,150
Half page, four color..... $875
Quarter page, four color..... $440
Full page, black and white $725
Half page, black and white..... $450
Quarter page, black and white..... $250
Seedstock directory (per inch, per year) ... $350

- Four-color ad includes one photo, each additional photo: $20/photo
- Black and white ad rate includes one photo, each additional photo: $10/photo
- **Ad contracts and print and Web packages available.**

TABLOID ADVERTISING RATES

Full page, four color $1,200
Junior page, four color $1,000
Half page, four color..... $900
Quarter page, four color..... $700
Full page, black and white $800
Junior page, black and white..... $600
Half page, black and white..... $500
Quarter page, black and white..... $300
Seedstock directory (per inch, per year) ... $350

- Four-color ad includes one photo, each additional photo: $20/photo.
- Black and white ad rate includes one photo, each additional photo: $10/photo.
- **Ad contracts and print and Web packages available.**

DEADLINES

Issue	Submission Deadline
September 2015	July 24, 2015
*October 2015	August 25, 2015
November 2015	September 25, 2015
December 2015	October 26, 2015
*January 2016	November 25, 2015
*February 2016	December 24, 2015
March 2016	January 25, 2016
April 2016	February 25, 2016
May/June 2016	March 25, 2016
July 2016	Early bird: April 25, 2016
	Final deadline: May 23, 2016
*August 2016	June 24, 2016
September 2016	July 25, 2016

**Indicates tabloid issue*

SUBSCRIPTION RATES

(Included with $100 AHA member service fee)
One year..... $35
Foreign, 2nd class $60
Foreign, 1st class..... $110

Creative Services

Creative Services offers a talented creative team for your next promotional project. Our experienced staff can take your next sale book, directory, brochure, flyer or other project to the next level. From photo retouching to a complicated directory, Creative Services is your source for affordable promotion.

Projects on a bid basis include catalogs, directories, brochures, flyers, post cards, business cards and other projects (stickers, posters, etc.). Logo and ad design is offered at $50 per hour and photo retouching/cleaning is offered at $25 per hour.

Offering customized mailing and online services

Creative Services clients have the privilege to radius search the five lists listed below to customize a mailing list for their use. They can utilize any combination of the five lists. This is a complimentary service for Creative Services clients.

Adult member list — lifetime or dues-paying adult members who registered at least one animal within two years or has a *Hereford World* subscription.

Junior member list — junior members with current year dues paid.

Tabloid list — commercial producers who have signed up for a subscription for *Hereford World* tabloid issues for three years.

Bull buyer list — non-member account with at least one bull transferred to them within the last three years.

Female buyer list — non-member account with at least one female transferred to them within the last three years.

Hereford Publications Inc. has teamed up with Denton Designs LLC to provide producers online marketing options. Services include Web design, hosting, updates and other online marketing services. For more information and pricing, contact Denton Designs at 785-363-7263; e-mail info@dentondesigns.net; or visit *dentondesigns.net*.

Data integrity

Creative Services uses a direct link to the AHA database to retrieve pedigree and expected progeny difference (EPD) information. This link ensures accuracy of information and access to the most current EPDs.

Services

To receive a bid or if you have questions regarding the information needed to create a bid for your project, please call Joe Rickabaugh or Caryn Vaught at 816-842-3757.

Online Advertising Opportunities

The American Hereford Association (AHA) website provides visitors the latest updates and announcements affecting the Hereford breed. It is also the site to visit when you are buying or selling Hereford cattle.

Hereford.org serves as a communication vehicle for Association programs and services and is the Hereford breeders' direct link to the extensive database of sires and dams.

The website is more than a place for information, it is home to the *Hereford World*, National Junior Hereford Association, *HerefordMarketplace.com*, *ShopHereford.com*, Certified Hereford Beef LLC and the Hereford Youth Foundation of America websites.

Listed here are web marketing opportunities offered by AHA.

AHA Website Banner Ads

Banner advertisements rotate throughout *Hereford.org*.

Hereford breeders can advertise their operations via banner ads that show logos, contact details, brief breeding philosophies, sale dates, etc. Banner ads serve as direct links to the breeders' websites. Banner ads are also offered to corporate entities. During fiscal year 2014, 112 banners (56 square and 56 rectangle) had a total of 1.2 million impressions on the AHA website and were clicked on 14,199 times.

In an effort to offer affordable advertising rates, banner ads rotate from page to page. This rotational method allows for multiple banner ads to be shown in a specific place on a specific page for a specific amount of time, giving the advertiser more exposure on more pages. Only one ad is shown upon each request to view a page; however, when another visitor requests the page, he is presented with another banner ad. There is no limit to the number of ads in the rotation.

Pricing options:

1-month banner ad — $500 with 4 appearances in *eNews* or *Sales Digest*

2-month banner ad — $900 with 4 appearances in *eNews* or *Sales Digest* (a $1,000 value)

1 year banner ad — $1,500 with 20 appearances in *eNews* or *Sales Digest* (a $6,000 value)

HPI contract — $5,500

(a $6,100 value)

- 4 1-page *Hereford World* ads (4-color). You determine in which issues ads are published
- 1 banner ad on the AHA website for 1 year (Does not include *eNews* or *Sales Digest*)

Creative Services contract

- 1 catalog – per bid basis
- 1 banner ad for one month — $400 (a savings of 20%)
- 4 appearances in *eNews* or *Sales Digest* (top spot is not guaranteed. To guarnantee a top spot, add an additional $100/issue)

For more information about banner advertising options, contact Caryn Vaught at cvaught@hereford.org or 816-842-3757.

E-Newsletter Banner Ads

Weekly Hereford Sales Digest and *Hereford eNews* provide affordable banner advertising opportunities. Contact Caryn Vaught at cvaught@hereford.org or 816-842-3757 to reserve your ad.

Weekly Hereford Sales Digest

This electronic newsletter is e-mailed to nearly 10,000 potential buyers around the world. There are currently four positions for banner ads.

Banner ad rates (per week):

- Top position — $200
- Bottom three positions — $100

Hereford eNews

Hereford eNews is a weekly newsletter distributed by e-mail to AHA members and other subscribers. The newsletter keeps readers up-to-date on Hereford and other beef industry news. Three banner ad positions are available and are sold on a first-come, first-served basis.

Banner ad rates (per week):

- Top position — $200
- Bottom two positions — $100

Online Sale Catalogs

Hereford breeders can post production sale and private-treaty sale catalogs at *HerefordMarketplace.com*. Catalogs can be posted in two formats — PDF and flip.

Creative Services customers' catalogs are posted in the PDF and flip formats at no extra cost. Hereford breeders who do their own catalog or utilize another organization to produce their catalog can be listed on the *Marketplace* at a low cost. As an added benefit, the catalogs will also be listed in the *Weekly Hereford Sales Digest*.

Online catalog rates:

- PDF version — $200 – Customer will provide a low resolution PDF to post to the site.
- Flip version — $250 – Customer will provide a low resolution PDF*.

** Note if the PDF file is not optimized or if the flip generator determines errors, it is the customer's responsibility to fix the errors and resubmit a new PDF. If the Creative Services team incurs additional hours due to technical issues, those hours will be billable at $40/hour.*

For more information, contact Caryn Vaught or Nicole Woods at 816-842-3757 or send an e-mail to cvaught@hereford.org.

Web Services

The AHA and Denton Designs LLC have teamed up to provide AHA members and associations with a suite of Web services. Options include website design, hosting and e-mail plans.

Custom websites

Discounted Hereford member rates are available — starting at $315.

Association websites (adult, women and junior)

Discounted pricing is available for association websites — starting at $105.

Associations can generate revenue by selling banner ads and microsites.

Domain registration — *yourfarm.com*

$115 for five years.

Hosting and Statistics

Website hosting — starting at $150/year
Website statistics — $70 one-time fee

For more information or an estimate, contact John or Angie Denton at 785-363-7263 or info@dentondesigns.net.

BuyHereford.com
Online consignment sales

The AHA offers a tool to assist with the marketing needs of all Hereford breeders — *BuyHereford.com*. *Buyhereford.com* features monthly consignment sales in which breeders can consign cattle and cattle-related items. In addition, breeders have the option of hosting private online sales through the site.

To learn more about consigning to the monthly sales, occurring August through May, or to host a private online sale, contact Dennis Schock, *BuyHereford.com* manager.

Download Hereford Events App

Hereford enthusiasts with smart phones can download the Hereford Events app to keep up-to-date with Hereford events, including the Junior National Hereford Expo, the American Hereford Association Annual Meeting and the National Western Stock Show. The app is available on Google Play and Apple stores.

Downloading the Hereford Events app allows users to:

- Receive exclusive alerts during events
- Download resources including show programs, bios, FAQs
- Access maps and directions to show facilities, hotel headquarters and more

NJHA Develops Leaders

2014-2015 National Junior Hereford Association Board of Directors

2014-15 National Junior Hereford Association board of directors (pictured seated, l to r) are: **Brady Jensen,** Courtland, Kan., chairman; **Amanda Bacon,** Siloam Springs, Ark., vice chairman; **Elise Hackett,** Tuscola, Ill., communications chair; **Jason May,** Randolph, Minn., fundraising chair; **Taryn Adcock,** Assumption, Ill., leadership chair; and **Kristin Bielema,** Ada, Mich., membership chair. Directors standing (l to r) are: **Kelsey Stimpson,** Melba, Idaho; **Austin Cole,** Bowling Green, Ky.; **Cody Jensen,** Courtland, Kan.; **Tommie Lynne Mead,** Midville, Ga.; **Kelsey Repenning,** Mitchell, S.D.; and **Jessica Middleswarth,** Torrington, Wyo.

Mission statement

To create and promote enthusiasm for the Hereford breed while providing opportunities through leadership, education and teamwork, thus ensuring a brighter future for youth and the cattle industry.

The National Junior Hereford Association (NJHA) is one of the largest, strongest and most active junior programs in the country. Over the years, members of this association have gone on to earn international and domestic respect as models for youth breed organizational success.

The NJHA, through its extensive educational programs, continues to lay the foundation for the beef industry's future leaders. The traditions of the past coupled with the energy of today's board of directors have created a progressive approach to further develop a meaningful and educational association focus.

Do you want to be a member of the NJHA? If you are under the age of 22 and love Hereford cattle you can join. Just simply fill out the form found on the website, *JrHereford.org*, and mail it back to the NJHA office. Then you're on your way to being a member of one of the largest junior beef breed organizations in the world!

Junior National Hereford Expo

One of the largest junior beef breed shows in the U.S., the Junior National Hereford Expo (JNHE) is a highlight of the NJHA's summer activities. It is held every July and is co-sponsored by the American Hereford Association (AHA), Hereford Youth Foundation of America (HYFA), and affiliated state Hereford associations.

Known to many as the ultimate family vacation, this summer show provides an opportunity for competition between junior members and their cattle projects. A hands-on type of program for youth provides educational, leadership and motivational forums. During the event youth can participate in 24 skill-based contests. In 2014 the JNHE was voted the Best Junior National by the distinguished Best of the Barns awards.

Mark your calendars, the 2016 JNHE will be in Madison, Wis., July 9-16.

FACES OF Leadership
2015 PRIDE & NYLC Convention

PRIDE Convention

While the JNHE promotes learning aspects of showing cattle and educational activities associated with related contests, the NJHA's Program for Reaching

. . .continued on page 10

NJHA contacts

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DIRECTOR OF YOUTH ACTIVITIES

Amy Cowan
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YOUTH ACTIVITIES ASSISTANT

Bailey Clanton
bclanton@hereford.org

Supporting Youth and Education

Mission statement
Encourage, recognize and reward the development of life skills and values in the next generation of leaders by providing education, scholarship and leadership opportunities for Hereford youth.

Vision statement
Recognized as the world's premier foundation for creating growth and development opportunities for youth in the cattle industry.

What is HYFA?
The Hereford Youth Foundation of America (HYFA) was established in 1986 as a not-for-profit organization to provide support to Hereford youth through scholarship and educational purposes. In 2009 a research foundation committee was established to support Hereford research.

The focus
Since the beginning, the focus of the HYFA has primarily been geared toward supporting youth. Juniors can participate in a wide variety of contests and activities that are supported by the HYFA. Hereford youth have the opportunity to gain invaluable leadership skills that will enable them to become self-directing, educated leaders in today's world. Each year the HYFA awards close to $50,000 in scholarships to deserving Hereford youth.

Growing a Lasting Legacy
In November 2013, HYFA kicked off the $1 Million Growing a Lasting Legacy Campaign to ensure the sustainability of future Junior National Hereford Expos (JNHEs) and leadership events for generations to come. Thanks to the many supporters of the Growing a Lasting Legacy event in Kansas City, Mo., along with Jim and Sue Rowland's inaugural gift and overages from past JNHEs, HYFA is half way to the million dollar goal.

Join the Hereford Foundation Club
HYFA supporters have the best seats in the house at the JNHE. Hereford enthusiasts can join the Hereford Foundation Club and have access to the "Club Level" that overlooks the showring and other membership perks throughout the event. Friend of HYFA, Ranch Partner, Corporate Partners, Premier Partners and Lifetime Memberships are sold to the Foundation Club and all proceeds support the Growing a Lasting Legacy Campaign.

Scholarships benefit Hereford youth
More than $50,000 in scholarship money was given to deserving National Junior Hereford Association members in 2014. These scholarships are presented each fall in conjunction with the American Hereford Association Annual Meeting and each summer during the JNHE. The application deadlines are April 1 and Sept. 15.

Come grow with us
Breeder, industry and corporate support are vital to HYFA's success. Since HYFA is a 501(c)(3) corporation all contributions are tax deductible.

HYFA supports the programs and activities that not only benefit the Hereford breed today, but also helps establish the future of the Hereford breed for tomorrow's youth. The most common methods of giving include traditional methods such as: cash donations, stocks, sponsorships and memorials.

Show your support for Hereford youth with a visit to *ShopHereford.com* for a selection of historic prints, custom made pillows and home decor for the Hereford enthusiast.

For more information on how to contribute to Hereford youth or for more information about awards and scholarships sponsored by HYFA, visit *HerefordYouthFoundation.org.*

Hereford Youth Foundation of America

Hereford Youth Foundation contacts

P.O. Box 014059
Kansas City, MO 64101-0059
816-842-3757 • 816-842-6931 fax
HerefordYouthFoundation.org

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rramsey@diversifiedfvehicleservices.com

Vice president: Bruce Everhart
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Secretary/treasurer: Amy Cowan
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DIRECTORS:

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Joe Walker
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joe@jmwalkerlp.com

Bob Norton
St. Joseph, Mo., 816-238-3326
bobnorton@biozymeinc.com

SHOP HEREFORD

Show your support for Hereford youth, visit *ShopHereford.com*

Whole Herd TPR contacts

Mailing address:
P.O. Box 014059, Kansas City, MO 64101

Physical address:
1501 Wyandotte St., Kansas City, MO 64108

816-842-8878 • 816-842-6931 fax
Hereford.org

Director of breed improvement:
Jack Ward, jward@hereford.org

Director of records department:
Stacy Sanders, ssanders@hereford.org

Records supervisor:
Tena Martin, tmartin@hereford.org

Education and information services coordinator:
Christy Bradshaw, cbradshaw@hereford.org

WHOLE HERD DEADLINES:

July 1, 2015
Final date to submit all dam reproductive status and weaning information for the fall 2014 calf crop.

July 15, 2015
Completion and return of fall 2015 herd inventories by this date will provide a $.25 per head discount on every female maintained on the fall inventory.

Sept. 1, 2015
Completion and return of fall 2015 herd inventories after this date will incur an additional $2 per head surcharge on every female maintained on the fall inventory.

Nov. 1, 2015
Closing date for all birth, weaning, yearling and ultrasound data to be included in the Spring 2016 Sire Summary.

Dec. 1, 2015
Final date to submit all dam reproductive status and weaning information for the spring 2014 calf crop.

Jan. 15, 2016
Completion and return of spring 2016 herd inventories by this date will provide a $.25 per head discount on every female maintained on the spring inventory.

March 1, 2016
Final date to nominate sires for spring 2016 breeding in the National Reference Sire Program.

March 1, 2016
Completion and return of spring 2016 herd inventories after this date will incur an additional $2 per head surcharge on every female maintained on the spring inventory.

June 1, 2016
Closing date for all birth, weaning, yearling and ultrasound data to be included in the fall 2016 EPD evaluation.

Whole Herd TPR™ — Your Performance Partner

The basic concept of beef cattle performance records is to measure genetic differences between animals for traits of economic importance. The American Hereford Association (AHA) recognizes the importance of performance records in today's beef industry and through Whole Herd Total Performance Records (TPR™) can provide a system flexible enough to meet the needs of the most sophisticated record-keeping breeder or those who desire to keep only the basics.

Within herd and contemporary group records generated through Whole Herd TPR are measures for calving intervals, birth weights, weaning weights, yearling weights, scrotal circumference, hip height/frame measures and ratios for most of these measures.

Good within-herd records include information obtained at birth, weaning, yearling and ultrasound carcass data as well. These within herd and contemporary group records are adjusted for known environmental sources of variation in animal performance such as age of dam, age of calf, etc.

Today's commercial cattleman has available to him the germ plasm from multiple beef breeds and numerous breeders and animals within each of the breeds to select his herd replacements. Competition for the commercial industry purchasing power between and within breeds is keen, and those breeders who can document their seedstock's performance for the commercial man's investment have a distinct advantage in today's beef industry as it moves toward "specification production" from conception to slaughter.

Whole Herd TPR is a system of registration and performance tracking whereby every participating breeder updates his/her cow herd inventory annually and is charged for performance data on a per cow basis as opposed to a per calf basis. The system is positively endorsed by the Beef Improvement Federation (BIF), a North American umbrella organization of beef breed associations, beef producers, researchers and the academic community. With this system, the AHA measures economically relevant beef production traits such as fertility, longevity and reproductive efficiency. Furthermore, the greater volume of data reported from each herd for measured growth and carcass traits enhances the accuracy of Hereford expected progeny differences (EPDs).

Participation in Whole Herd TPR is voluntary and breeders may choose to maintain pedigree records without recording performance information. With this option, known as pedigree registry, breeders do not have EPDs or other performance information printed on their registry certificates.

Call the AHA to get your herd enrolled in the performance registry program or if you are currently enrolled and have questions. The AHA staff will walk you through the process and show you how easy and rewarding it can be.

Whole Herd TPR steps:

Step 1:

- Show an accurate inventory record of each female in your herd that is expected to calve in your selected season.
- AHA invoices the breeder for his inventory costs in accordance with the number and kind of animals reported.
- Following data submission, AHA provides a Dam Production Summary Report for each enrolled female.
- AHA returns Birth Information Worksheets (Form 1)

Step 2:

- As calving is completed, breeders are required to return to AHA a Birth Information Worksheet (Form 1) with the birth information for every female enrolled in that season, including data on any that failed to calve, lost a calf, etc.
- AHA returns Birth Report/ Weaning Worksheet (Form 2)

Step 3:

- Member submits completed Birth Report/Weaning Worksheet (Form 2) reporting weaning weight information or a disposal code for animals not weighed.
- AHA returns to the breeder the Weaning Report/Yearling Worksheet (Form 3) when all inventoried females have been reported.
- **Note:** Yearling information is not mandatory.

Step 4:

- When the breeder returns Form 3 to AHA, a yearling worksheet is provided and the breeder reports yearling weights on those still in his possession and codes the balance as disposed of.
- If ultrasound carcass data is collected, technician submits carcass data directly to an AHA-approved ultrasound lab that will process the data and forward results to AHA for database inclusion.
- As an alternative, breeders can choose to return the form with no yearling information and request the Calf EPD Summary (Form 5), thereby completing the reporting requirements on that calf crop.

Gold Whole Herd TPR™ Breeders

The Gold TPR Breeder recognition is presented to progressive Hereford breeders who have measured traits and collected and promptly submitted performance data at all levels of production. Breeders must meet a specific set of requirements in order to be eligible for the program.

- Herd inventory submitted prior to inventory surcharge deadline.
- Complete reporting of calving ease and reproductive status for each dam on inventory.
- Complete reporting of birth, weaning and yearling weights for all live calves recorded in the calf crop.
- Complete reporting of scrotal measurements for each bull calf with a recorded yearling weight.
- Ultrasound data reported on 25% or more of the calf crop.

New online registry — *MyHerd.org*

The AHA offers online registration, so throw away those handwritten paper forms and start updating your herd data online. The online registration system is called *MyHerd.org* and it allows you to update your herd inventory, record and register calves, submit weaning and yearling data, transfer animals to your customers, and pay your AHA bill online; the system provides 24/7 access to the majority of record services.

The online system has several advantages. First, the system works in real-time, which means registration and performance data is available upon valid entry, no additional processing by AHA is needed. You will not have to wait for traditional mail service to deliver your registration information or to receive reports of updated calf crop performance from the AHA. Registration numbers and performance reports are available online at *MyHerd.org* immediately following data submission. MyHerd will help keep you organized with custom performance to-do lists, which tell you exactly what needs to be turned in. Email your member number to MyHerd@hereford.org to sign up for a free account.

Electronic storage

The AHA offers electronic storage of registration certificates to members using the online registry system, *MyHerd.org*. When a member registers an animal the certificate is stored electronically at *MyHerd.org* until the member wants to release the certificate for print.

The electronic storage service allows members to be in control of when they receive registration certificates. Members can store a calf crop electronically and wait to release the certificates until after all performance data is recorded or after a genetic evaluation. There is no additional charge to store or release registration certificates.

New EPDs

Mature Cow Weight (MCW) — The MCW EPD was designed to help breeders select sires that will either increase or decrease mature size of cows in the herd. The trait was developed after years of cow weight data collection and the EPD relates directly to the maintenance requirements of a cow herd.

Udder suspension (UDDR) — UDDR EPDs are reported on the scoring scale. Scores range from 9 (very tight) to 1 (very pendulous) and represent assessments of udder support. Differences in sire EPDs predict the difference expected in the sires' daughters' udder characteristics when managed in the same environment.

Teat size (TEAT) — TEAT EPDs are reported on the scoring scale. Scores range from 9 (very small) to 1 (very large, balloon shaped) and are subjective assessments of the teat length and circumference. Differences in sire EPDs predict the difference expected in the sires' daughters' udder characteristics when managed in the same environment.

…NJHA *continued from page 7*

Individuals Determined to Excel (PRIDE) Convention focuses on leadership development. Junior members, parents and advisors from all over the country participate in the event. During the three-day event, participants listen to nationally known speakers and participate in leadership workshops, which enhance the individual's leadership talents, communication and beef industry knowledge.

For the past few years, NJHA has combined forces with the Maine-Anjou and Shorthorn junior associations to host the "Faces of Leadership" PRIDE Convention that has been well received by each breed.

The 2015 PRIDE Convention is July 25-28 in Estes Park, Colo.

State field days and regional shows

Throughout the summer, approximately 30 state affiliates sponsor field days and/or regional shows. The NJHA board helps in planning and organizing activities, such as judging contests, junior cattle shows, and various educational and fun-filled contests and competitions.

Scholarships

The NJHA is an organization devoted to the development of outstanding leadership potential and motivation to seek advanced education. Striving to provide the foundation upon which interested youth can build their future in the agriculture industry, the NJHA offers various scholarships and awards to its membership. HYFA administers these scholarships to deserving Hereford youth. For more information, visit *JrHereford.org*.

Fall scholarship deadline is Sept. 15. Spring scholarship deadline is April 1.

Visit Hereford Websites

***Hereford.org* features:**
The **Event Central** page gives you information on upcoming events. This information can be viewed in four ways by clicking on "Details," "Calendar," "Timeline" or "Map" at the top of the page. The menu on the left allows you to filter the events by clicking on the event type and/or a certain state.

The **Hereford Marketplace** is easily accessible from any page by clicking on the "Marketplace" link at the top of the page. Here you'll find sale information on production sales, private treaty sales, commercial females and feeder calves as well as semen catalogs. Sale catalogs can be viewed in two ways: flip format and PDF. The Marketplace also includes links to Hereford Photoshop, *ShopHereford.com* and sale results.

The **Education Center** is a resource for information about managing Herefords and beef cattle. The page includes links to fact sheets on body condition scoring, whole herd TPR, EPDs and much more. Recently added is a page featuring Hereford educational videos.

By clicking on the **"HW Magazine"** link at the top of any page, you can view the current *Hereford World* issue, as well as back issues. Issues will be posted in a flip-style, allowing you to turn each page just like you would read the actual magazine, as well as as PDFs of the editorial content.

"National Shows Results" is an option under "Favorites" or you can find it under the Seedstock tab and "Shows and Events." After clicking on the "National Show Results" you can select the show from which you would like to see results. Click on the arrows to drill down within each show to see division winners and class placings. You can click on a picture to see it enlarged.

Other sites:
***HerefordBeef.org* —** This site is the home of Certified Hereford Beef (CHB) LLC. The site showcases exciting new recipes and contains a complete list of CHB retail supermarkets, retail distributors and foodservice distributors by state.

***HerefordFeederCattle.com* —** A free online tool for buyers or sellers to view, list or purchase Hereford or Hereford-influenced feeder cattle.

***HerefordResource.com* —** This password-protected site was developed for state Hereford associations as well as individual breeders to be able to download communication tools to help promote Herefords. Visitors to the site can download the American Hereford Association's (AHA's) national ad and radio script. To request a password, e-mail adenton@hereford.org.

***HerefordPhotoShop.com* —** An online show photo store for Hereford exhibitors. The site also includes a password-protected area for media professionals.

HerefordYouthFoundation.org — The online home for the Hereford Youth Foundation of America (HYFA). The site includes how individuals can support the Foundation as well as highlight HYFA activities and scholarships.

ShopHereford.com — Your one-stop shop for everything you need to ride for the brand and support the AHA, National Junior Hereford Association, HYFA and CHB.

***Don't miss these Hereford pages on Facebook* —** Buy Hereford, National Junior Hereford Association and Team Hereford.

Follow us on Twitter @HerefordAssoc

In the top right-hand corner of any page, you will notice the **search** function. Type in whatever you are looking for and it will find the information anywhere on the site.

The **"Juniors"** area is full of information for junior members and junior advisors.

Looking for a particular page? Click on **"Quick Links"** at the bottom of any page for a drop-down menu of all the pages on the site listed by category.

American Hereford Association

Vision Statement

To be the preferred beef breed for producers and consumers.

Mission Statement

AHA will provide the leadership to record, protect, promote and facilitate the production and consumption of Hereford beef.

Strategic Intent Statement

The American Hereford Association will grow its herd book cow numbers by 1% a year, registrations 3-5% per year and its commercial bull market share to 22% by 2015. This will be achieved by delivering practical tools, trusted documentation, targeted education, innovative marketing and member services to progressive, profit-oriented seedstock producers, commercial cow-calf producers, feeders and packers who value increased efficiency, predictability and differentiation.

Core Strategies

I. Improve the overall quality, consistency, predictability and profitability of Hereford genetics.

II. Build strategic alliances.

III. Continue to grow the Certified Hereford Beef (CHB®) program.

IV. Increase investment in member and customer education and service.

V. Increase focus of communicating the profitability advantage of Hereford genetics.

VI. Grow non-traditional revenue.

VII. Cultivate the growth and development of juniors and young breeders.

American Hereford Association

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Hereford.org