

# What's New? | Association News and Events

"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).



## Join the club at JNHE

Hereford Youth Foundation of America (HYFA) supporters will have the best seats in the house at the 2017 Junior National Hereford Expo (JNHE) in Louisville, Ky.

Hereford enthusiasts can join the Hereford Foundation Club and have access to the "club" in Louisville as well as earn other perks for their support of Hereford youth. The "club," located in the Broadbent Coliseum, overlooks the showing.

There are four levels of membership, and benefits include a special membership pin, access to the VIP parking area and admittance to the club area.

Visit [HerefordYouthFoundation.org](http://HerefordYouthFoundation.org), or contact Amy Cowan, HYFA director, at [acowan@hereford.org](mailto:acowan@hereford.org) or 816-842-3757 for more information or to become a member.

## Win, Place, Show 5K Race at JNHE to benefit HYFA

The 2017 JNHE will host the Win, Place, Show 5K Race with all proceeds to benefit HYFA and the "Growing a Lasting Legacy" campaign.

The event will kick off at 7 a.m. Sunday, July 16, at the Kentucky Exposition Center. To register, visit [HerefordJuniorNational.com](http://HerefordJuniorNational.com). The preregistration fee is \$30, or participants can pay \$40 on the day of the race. For more information, contact Bailey Clanton at [bclanton@hereford.org](mailto:bclanton@hereford.org) or Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org).



## Participate in Feed the Future

The American Hereford Association (AHA), BioZyme Inc. and HYFA invite all Hereford breeders to participate in the "Feed the Future" program, benefitting HYFA.

The program contributes \$1 to HYFA for every bag/tub of eligible BioZyme supplement any AHA member purchases through 2017. Participate in this program in three easy steps:

- 1) Select the correct VitaFerm supplement to maximize the potential of your cow herd. Eligible products include Concept•Aid®, Heat™, Cattleman's Blend™, the Mineral Lyk Tub, 30:13 Protein Tub™, Roughage Fortifier and Sure Start® Pellet.
- 2) Each time you purchase an eligible VitaFerm product, take a picture of your invoice with your smartphone or camera and email a copy of the invoice to [Hereford@biozymeinc.com](mailto:Hereford@biozymeinc.com) or text your pictures(s) to our office at 816-383-3109.
- 3) BioZyme will donate \$1 per bag or tub with proof of purchase to HYFA. Donations will be made annually.

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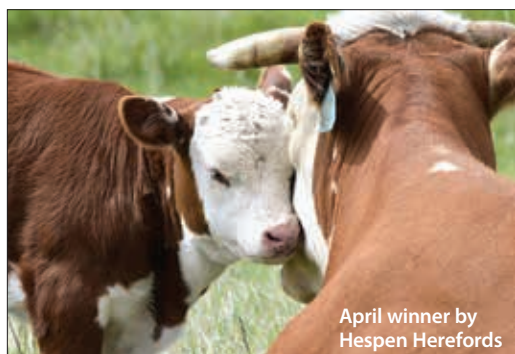
## Hespen Herefords and Johansen win April and May 'Hereford Shots' contests

Congratulations to Hespen Herefords of Alva, Wyo., for winning the April Hereford Shots photo contest with "Momma's Boy."

Voted the winner for the May "All About the Bull" was Jonathon Johansen, Castle Dale, Utah.

These photos will compete against the other 2017 monthly winners in December for the 2017 "Best of the Best" photo contest.

For more information about the 2017 "Hereford Shots" photo contest, see Page 42 of the December *Hereford World*, or go to [Hereford.org](http://Hereford.org). **HW**



April winner by Hespen Herefords



May winner by Jonathon Johansen

### **Plan to attend Annual Meeting**

Mark your calendar for the 2017 AHA Annual Meeting and Conference in Kansas City, Mo., Oct. 27-29 at The Westin Kansas City at Crown Center, 1 E. Pershing Rd., Kansas City, MO 64108.

This year's event boasts an extended educational forum, an expanded trade show and a growing awards reception, offering more education, networking and excitement than ever.

The educational forum on Friday, Oct. 27, will cover a variety of topics including breed improvement updates, a Certified Hereford Beef (CHB®) customer panel, website design and marketing tips, legislative updates, estate planning advice, and Hereford-influenced feeder-calf marketing information. Attendance to the educational sessions and trade show is free for AHA members and guests. This is a can't-miss opportunity for Hereford breeders and enthusiasts to network and to gain more industry knowledge.

Following the educational seminars will be the Hereford Honorees Reception to recognize Hereford Hall of Fame and Hall of Merit recipients as well as scholarship winners.

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.

To make reservations, contact the hotel at 888-627-8538, or go to [Hereford.org/events/annual-meeting/](http://Hereford.org/events/annual-meeting/).

The room rate is \$144, and the cutoff for reservations is Sept. 25.

Watch for more information about the event and the Annual Meeting in future *Hereford World* issues and in the *Hereford Headlines Blog*. **HW**