

"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 to subscribe.

Contact AHA to cancel

National Western hotel rooms

The American Hereford Association (AHA) room block at the Renaissance Denver Hotel is completely full. If you have a reservation and decide to cancel your reservation, please contact Mary Ellen Hummel at the AHA to handle your cancellation. We have a waiting list of Hereford breeders who would like a room at the Renaissance. If you cancel a room online or by calling the hotel, the room is removed from the block and is not available at the block rate for other Hereford breeders. So please help us in retaining as many rooms as possible for this great Hereford event. To cancel your room, call (816) 842-3757 and ask for Mary Ellen.

Foundation female package to sell in Denver

Star Lake Cattle Ranch, Skiatook, Okla., has donated the inaugural heifer package to sell as Lot 1 in the 2008 Mile High Night National Hereford Sale Jan. 18 in Denver. All proceeds from the sale will go to the Hereford Youth Foundation of America (HYFA) \$5 million capital endowment campaign.

The heifer, STAR 29F Bethany 2T ET, is a Jan. 1, 2007, daughter of CS Boomer 29F. For more information about the foundation female package, contact Chris Stephens at (816) 842-3757 or cstephens@hereford.org.

Order your NAILE, Reno photos today

To view and purchase photos taken by AHA staff during the North American International Livestock Exposition in Louisville, Ky., or the Western Nugget in Reno, Nev., visit HerefordPhotoshop.com.

Rausch, Louderman named brand managers

Nick Rausch has accepted a position at Greater Omaha Packing Co. Inc. as the Certified Hereford Beef® (CHB) brand manager. Rausch recently served as National Beef Packing Co. LLC business manager, leading CHB sale efforts and overseeing packer-side customer service.

Mike Louderman is replacing Rausch at National Beef. He is an 11-year National Beef veteran, recently working on the Sysco Food and Food Service of America accounts, two of the largest foodservice distributors in the country.

Save the dates:

Rollin' Through Dixie national Hereford tour, Music on the Mountain

Hereford enthusiasts are invited to attend the 2008 National Hereford Tour May 20-24 in Tennessee, Georgia and Alabama.

The tour will kick off with a welcome reception Tuesday, May 20, at the Country Music Hall of Fame and Museum, Nashville, Tenn. Tour hosts will include Four L Hereford Farm, Atwood, Tenn.; Triple L Ranch, Franklin, Tenn.; Burns Farms, Pikeville, Tenn.; Leonard Polled Hereford Farm, Chatsworth, Ga.; Whaley Polled Herefords, Dalton, Ga.; JWR Land & Cattle Co., Dallas, Ga.; Debter Hereford Farm, Horton, Ala.; and Tennessee River Music Inc., Ft. Payne, Ala.

The final stop will be at Tennessee River Music for Music on the Mountain — an evening of live entertainment, dinner and auction.

Look for more information in upcoming *Hereford World* issues and online at Hereford.org. **HW**

National Western Schedule

Monday, Jan. 14

Process Yard cattle, Hill cattle to follow

Tuesday, Jan. 15

Process Hill cattle

9 a.m. National Organization of Poll-ettes (NOP) board meeting
Renaissance Denver Hotel

Wednesday, Jan. 16

8 a.m. Junior Hereford Show
Stadium Arena on the Hill

9 a.m. Hereford Hospitality Suite opens

4 p.m. Queen orientation
Renaissance Denver Hotel, Room 301

6 p.m. Hereford Hospitality Suite closes

7 p.m. Herdsman Social
Pepsi Arena in the Yards

Thursday, Jan. 17

9 a.m. Hereford Hospitality Suite opens

9 a.m. Hereford Pen of Three Female Show

Noon Hereford Pen and Carload Show
Livestock Center Arena in the Yards

6 p.m. Hereford Hospitality Suite closes

7 p.m. Social sponsored by Poll-ettes, all are welcome
Renaissance Denver Hotel

7:30 p.m. NOP annual meeting
Renaissance Denver Hotel

Friday, Jan. 18

8 a.m. National Hereford Female Show
Stadium Arena on the Hill

9 a.m. Hereford Hospitality Suite opens

6 p.m. Mile High Night National Hereford Sale
Beef Palace Auction Arena on the Hill

6 p.m. Hereford Hospitality Suite closes

Saturday, Jan. 19

9 a.m. Hereford Hospitality Suite opens

8:30 a.m. National Hereford Bull Show
Stadium Arena on the Hill

11 a.m. Hereford Hospitality Suite closes **HW**