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Search the site:

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Seedstock Producer: Your Association | Records/TPR | Event Central | Shows/Events | Advertising Opportunities

Favorites

- Register your animals
- EPD Search
- Authorized User Login
- National Show Results
- Event Central
- Hereford World
- The Whiteface
- Forms Library

About Your Favorites

Get to your favorite pages more quickly by listing your favorites here. Just watch for the and create your list of the top 10 pages you use.

Ridder Hereford Ranch ANNUAL BULL & HEIFER SALE
February 4, 2010
Callaway, NE
[REQUEST INFO & CATALOG](#)

Upcoming Events & Sales [see all events near you](#)

Date	Event	Location	details
12/12/09	Minnesota Hereford Breeders Sale	Hutchinson, Minnesota	details
12/12/09	Heart of America Hereford Assn. Annual Meeting	Salem, Illinois	details
12/12/09	South Carolina Hereford Assn. Sale	Clemson, South Carolina	details
12/24/09	Advertising Deadline for February Hereford World	Missouri	details
12/29/09	BuyHereford.com Internet Auction 3	Missouri	details
12/31/09	Arizona Nat'l Show	Phoenix, Arizona	details
01/13/10	Nat'l Western Jr. Heifer Show	Denver, Colorado	details
01/14/10	Nat'l Western Carload/Pen Bull & Pen Female Shows	Denver, Colorado	details
01/15/10	Mile High Night Nat'l Hereford Sale	Denver, Colorado	details
01/15/10	Nat'l Western Hereford Bull Show	Denver, Colorado	details

[See complete listing](#)

Customize Your Experience!

Name:

Email:

Address:

City:

Your State:

Zip:

Are you a...

Seedstock Producer Junior Breeder

Commercial Cattleman Other

H EASY DEAL
609 ET
BW EPD: 1.0
[Learn more >](#)

Latest News

AHA launches new online registry tools
The American Hereford Association (AHA) has added new tools to the enhanced Internet accounts and online registry system.

Next BuyHereford.com Auction Dec. 29
Looking to market or purchase elite Hereford genetics? BuyHereford.com features regular online consignment auctions. Watch for a catalog to be posted soon.

There's No Mama like a Hereford-sired Mama
New data from a real-world, large-scale research project comparing Hereford-sired females to straight Angus females proves Hereford-sired Mamas are the ones to bank on. See the data [here](#).

Quick Links

- Seedstock
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A new feature of *Hereford.org* includes user customization. Note * On the right you'll see a place where you can enter your information to customize the page. You may also add pages to "Favorites" to find them easier. Once you enter the information for customization, your state events will appear on the Event Central panel. 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 help you find the information anywhere on the site. Remember, placing a phrase in "quotations" will help you find exactly those words. For example, if you want to search "artificial insemination" place the words in quotes for clarification. Searching artificial insemination without quotes will bring up anything with the words artificial or insemination in it.

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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.

Extreme Makeover: HEREFORD EDITION

AHA's Web site, Hereford.org, gets a major facelift.

by Sara Gugelmeyer

We live in a Web age: a time when youngsters don't remember life without the Internet and even old-timers are breaking down and learning the advantages of the technology. In 2008 more than 70% of U.S. households had Internet access according to a study by World Development Indicators, and no doubt, that number has grown exponentially since. For this reason, a strong Web presence is a must for the American Hereford Association (AHA) and its affiliates. In early December, the AHA launched a new *Hereford.org*.

AHA has had a Web site for many years, but because of evolving Web technologies and

more and more content, it was overdue for an update. The AHA staff and Board made the decision to do a redesign because a comprehensive Web site makes AHA information available to members and those interested in Hereford 24 hours a day, 7 days a week, 365 days a year. "The primary goal for the redesign was to reduce clutter, improve layout and design, and increase overall usability," says Angie Stump Denton, AHA director of communications. "We wanted it to be simple, accessible and customizable."

Some of the problems with the old site were the difficulty for the user to find information and the challenging process for

AHA staff to update the site. Denton says those issues were of major concern when they were discussing the site redesign. "We wanted cutting-edge functionality and member-driven customization — all of which further the core strategies of the AHA," she says.

One step at a time

But Web redesigns don't just happen on a whim; it took months of discussion, planning and programming to make the redesign happen.

Once the decision was approved by the Board and agreed upon by the staff, a Web design company had to be chosen and commissioned to complete the project. Denton sent out information requesting bids, and the Hondo Group was ultimately picked.

The Hondo Group is a full-service communications agency, offering clients advertising, market development, digital strategy and everything in-between. Hondo's main office is in Austin, Texas, with an additional location in Darlington, Wis., which handles agriculture-related accounts.

The Hereford Web site was handled out of the Wisconsin office. The group's agriculture experience was a plus in the

decision, along with the staff's ability to do the open-source content management system necessary so AHA staff could manage the site after the project was complete. Denton says, the group's feedback from past clients was good and its number and efficiency of programmers would allow the project to be accomplished in a short time.

Plus, the company has a Hereford connection. "We've been very lucky to have our lead contact be Kim Jones, whose family is in the Hereford business," Denton says. "She understands our audience and has been very helpful."

Jones' husband grew up in the Hereford business, and now her family operates a Hereford cow-calf operation called Wildcat Cattle Co. Their five children are involved with the cattle as well, with the three eldest already participating in National Junior Hereford Association shows and activities. Not only did that give Jones a personal interest in the project, but she used her knowledge of the industry when developing the site.

Once Hondo got the job, site maps had to be developed, content had to be generated and then everything had to be programmed for the Web.

“The first step was to determine what the users were going to be most interested in and what was going to be most useful for them,” Jones says. “The site was developed around two factors: density and usability. Because there was so much information on the original Web site, it was critical that we allow the site to be as user-friendly as possible and make every page available with two clicks from home.”

Analyzing the data and information that were already on the original site and determining a way to organize it all so that it could be easily navigated are probably the most important parts, Jones says. “Because you want users to be able to easily interact with the information we’re providing.”

Hondo worked tirelessly on the site because of the short time frame in which to complete the project. AHA accepted the bid and work began in August 2009, and the site was launched in December, which Jones says is much less time than would usually be allotted for such a big project. “Typically a site of this magnitude would take a year.”

Twelve Hondo employees, including Jones, worked on the site during the five-month period. Six were full-time programmers.

Jones is quick to point out that this project was truly a team effort between her staff and the AHA. “Typically, this takes a lot longer, and it was a big advantage to have a dedicated group at the Association to help us make this possible,” she says.

Site features

The end result is exactly what staff and Board members hoped for and something that members and non-members alike can appreciate. The AHA focuses on four distinct audiences and end-use opportunities:

- Seedstock producers
- Commercial breeders
- Juniors
- Consumers interested in learning about Certified Hereford Beef

Site navigation and information is geared toward these four core user groups. The new site is not only eye-appealing but easily navigable, which is important to any user.

For seedstock producers, the site offers information on the Association, including a staff contact page, as well as an extensive records area, and information on shows, sales, other events and advertising. For commercial cattlemen, information is available on the value of Hereford genetics, such as the results of heterosis studies and where and when to buy Hereford cattle.

National Junior Hereford Association information is available for junior members and prospective members, as well as details on the Junior National Hereford Expo, Program for Reaching Individuals Determined to Excel (PRIDE) Convention and other activities. Plus, they can read *The Advantage* newsletter and download scholarship applications and contest forms. The junior area also features a special section just for junior advisors.

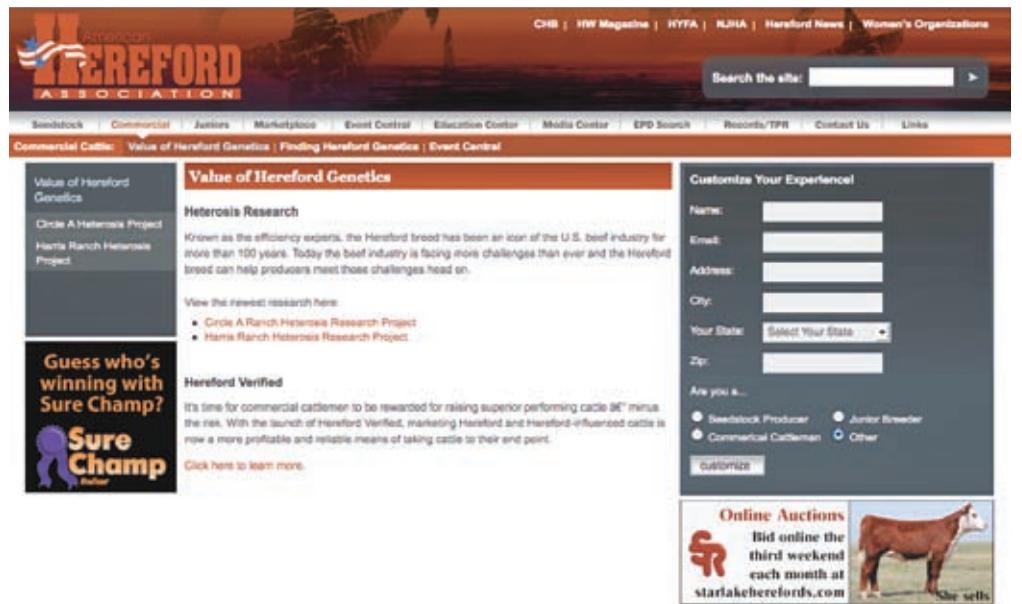
The Certified Hereford Beef Web site is easily accessible by link from the main site, and information on CHB-related programs like Hereford Verified can easily be perused as well.

Other features include the Hereford Marketplace, a one-stop site for Hereford genetics with access to data-driven, portable downloadable files (PDF) and flip-style production sale catalogs as well as private-treaty offerings, semen catalogs, and listings for feeder cattle and commercial females. The site will also post results of Hereford sales.

Other new aspects are a searchable events page, an educational resource page and a dynamic search function that searches *Hereford.org* and related sites. The *Hereford World* and other AHA-produced media are easily accessible. Current and back issues of *The Whiteface* and *Hereford eNews* are available, and the *Hereford World* can be read in a new flip-format. Users can also search for articles from back issues of the *Hereford World*.

In its entirety, says Denton, “It’s a streamlined, modern site that offers both educational and day-to-day functional aspects for both current members and prospective members. The site truly has something to offer everyone.” **HW**

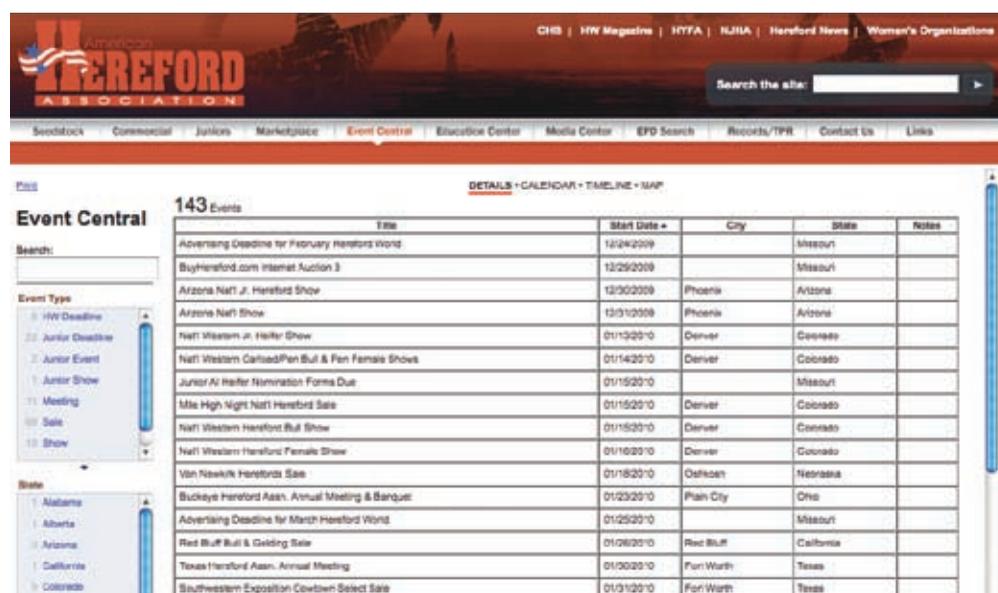
Editor’s Note: For more on the Hondo Group Visit www.hondogroup.com.



By clicking on “Commercial” in the top menu, you can find anything a commercial producer might be interested in.

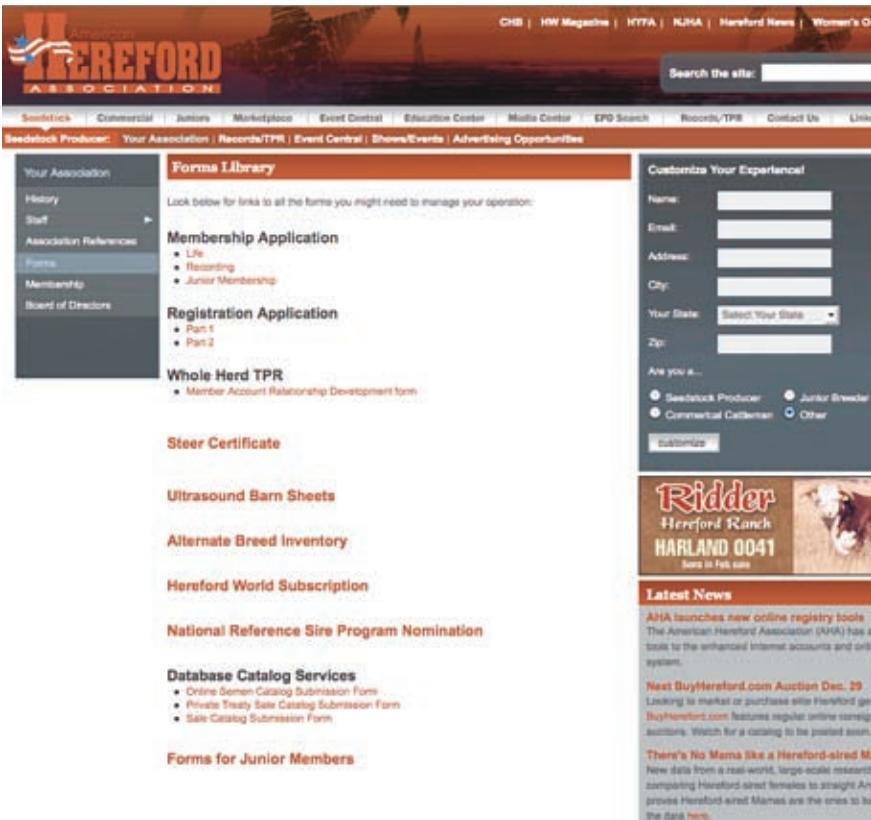


The Juniors area is full of information for junior members and junior advisors.



The Event Central page gives you information on upcoming events. This information can be viewed in four ways by clicking on “Dateline,” “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. For added convenience, the events are also color-coded. The key is at the bottom of the page.

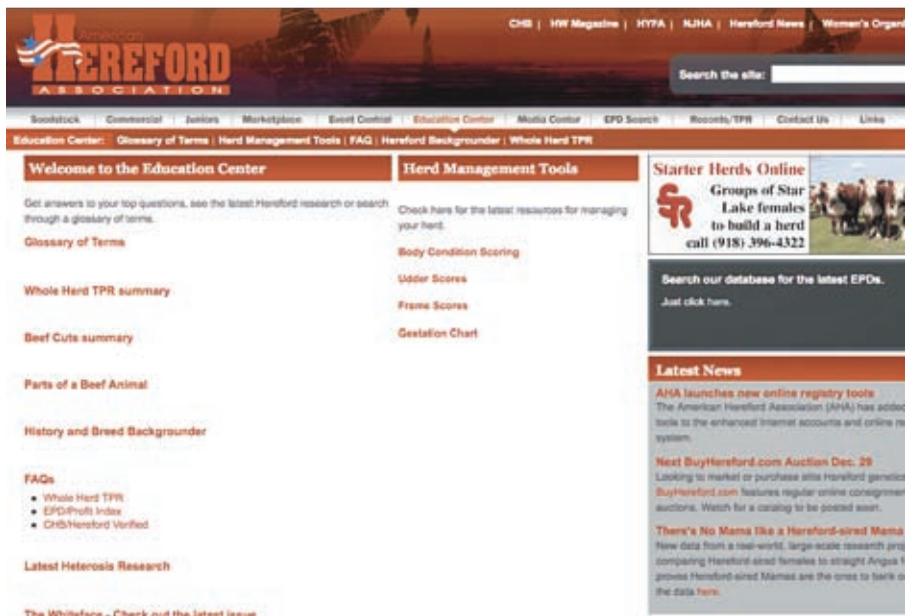




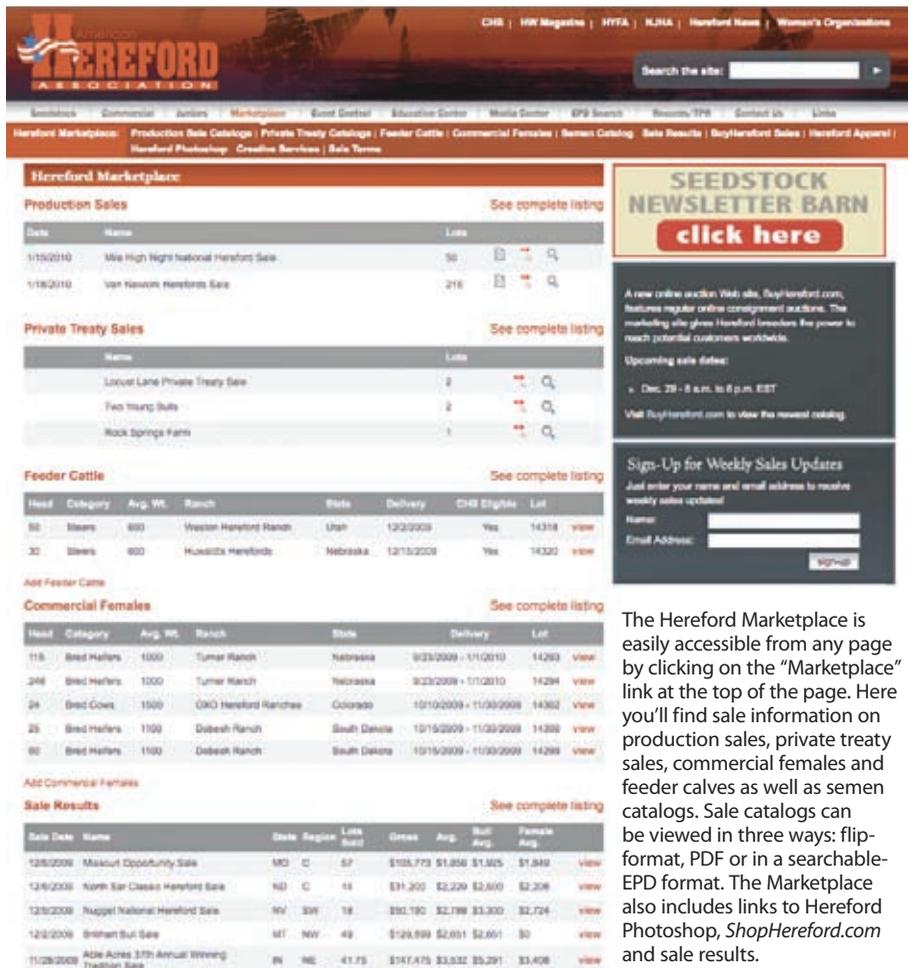
You can find the "Forms Library" listed in the "Favorites" menu. By visiting that page you can find all the forms you'd ever need easily downloadable in PDF format.



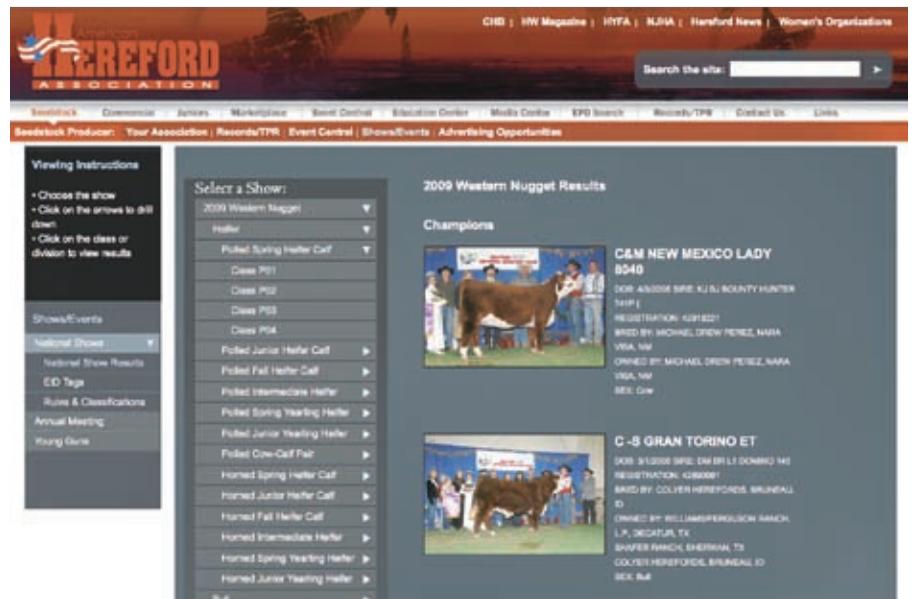
By clicking on the "HW Magazine" link at the top of any page, you can view the current *Hereford World* issue, as well as back issues. Issues will be posted in a flip-style, allowing you to turn each page just like you would read the actual magazine, as well as as PDFs of the editorial content. An innovative search option on the right side of the page gives you the opportunity to search for any name or subject printed in past issues of the magazine, since 2006. You may specify which issue you would like to search or do a search of all issues.



The Education Center page allows you to learn more about many things pertaining to Hereford and beef cattle, such as a glossary of terms and body condition scoring, just to name a few.



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 three ways: flip-format, PDF or in a searchable-EPD format. The Marketplace also includes links to Hereford Photoshop, *ShopHereford.com* and sale results.



"National Shows Results" is an option under "Favorites" or you can find it under the Seedstock tab and "Shows and Events." Once 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. **HW**