

"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).

### Contact AHA to cancel National Western hotel rooms

The American Hereford Association (AHA) room block at the Renaissance Denver Hotel is full. If you have a reservation and decide to cancel your reservation, please contact Mary Ellen Hummel at 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 event. To cancel your room, call 816-842-3757 and ask for Mary Ellen.

### Herrala named Golden Breeder

Royce Herrala, Geneva, N.Y., was recently awarded the Golden Breeder recognition for 50 years in the Hereford business.

### Louisville, Reno photos available

Photos from the North American International Livestock Expo and the Western Nugget National Hereford Show are available to purchase at [HerefordPhotoshop.com](http://HerefordPhotoshop.com).

### Next BuyHereford.com auction is Jan. 26

Looking to market or purchase elite Hereford genetics? [BuyHereford.com](http://BuyHereford.com) features regular online consignment auctions.

The next [BuyHereford.com](http://BuyHereford.com) auction will be Jan. 26 with a consignment deadline of Jan. 5. Another [BuyHereford.com](http://BuyHereford.com) sale is scheduled for Feb. 23 with a consignment deadline of Feb. 2.

For more information about the site, contact Joe Rickabaugh, AHA director of field staff and seedstock marketing at [jrick@hereford.org](mailto:jrick@hereford.org) or 816-842-3757.

### Hereford Denver activities planned

Hereford activities during the 2010 National Western Stock Show (NWSS) in Denver will be Jan. 13-16.

#### Schedule of Events

##### Wednesday, Jan. 13

9 a.m. Hereford Hospitality Suite opens  
2 p.m. Junior Hereford Show  
*Stadium Arena on the Hill*  
6 p.m. Hereford Hospitality Suite closes

##### Thursday, Jan. 14

9 a.m. Hereford Hospitality Suite opens  
9 a.m. Hereford Pen of Three Female Show  
*Livestock Center Arena in the Yards*  
11 a.m. Hereford Pen and Carload Bull Show  
*Livestock Center Arena in the Yards*  
6 p.m. Hereford Hospitality Suite closes

##### Friday, Jan. 15

8 a.m. National Hereford Bull 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. 16

8 a.m. National Hereford Female Show  
*Stadium Arena on the Hill*  
9 a.m. Hereford Hospitality Suite opens  
11 a.m. Hereford Hospitality Suite closes

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by Angie Stump Denton, editor

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## Celebrating 100 Years of Hereford Publishing

This month we continue to commemorate the 100th year of Hereford publishing. Here are some highlights printed in the Jan. 1, 1911, issue:

- Hereford steers in Canada won the best three shipping steers over all breeds. The Canadian Hereford Breeders' Secretary, R.J. Mackie, reported that Herefords excelled at the winter fair in Guelph, Ontario. In a tough 2-year-old class for grades and crossbreeds, a Hereford took top honors.
- A.F. Mammen, a Hereford breeder and feeder from McClelland, Iowa, topped the Omaha cattle market Dec. 14, 1910, with a load of yearling Herefords. They averaged 933 lb. and sold for \$7.15.
- On Jan. 1, 1911, Prof. R.J. Kinzer succeeded C.R. Thomas, who retired as American Hereford Cattle Breeders' Association secretary.

— Angie Stump Denton, editor

