

"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. Archived issues are posted at 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 want 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. 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.

American Royal, Reno photos available

Photos from the American Royal and Western Nugget National Hereford Shows are available to purchase at HerefordPhotoShop.com.

Order Educational Forum videos

Hereford enthusiasts can order a copy of the 2011 Annual Meeting Educational Forum on DVD for \$10 plus \$5 shipping. Order online at HerefordPhotoShop.com or by calling Angie Stump Denton at 785-363-7263. The forum featured presentations on genomics, expected progeny differences (EPDs) and reproduction by Dorian Garrick, Matt Spangler and Bill Beal.

You can also watch a highlight video from Beal's presentation on the Hereford YouTube channel, youtube.com/user/herefordvideos.

Use Z for 2012

The year letter code for 2012 is Z. This notice is for producers who use letter codes in their identification system. For more on tattoo and identification tips, visit the Education Center at Hereford.org.

Take advantage of feeder calf sales

Consigning Hereford and Hereford-influenced calves to a special Hereford sale not only provides a great outlet for buyers interested in Hereford genetics but may also result in a premium for the seller. Contact these organizers today for the specific requirements of each sale. Many have a consignment deadline, and the earlier you commit your stock, the better advertisement your calves will get. Whether you have one head or 100, one of these sales may be the perfect marketing outlet for you:

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 3, 2012
Location: Carthage Livestock Auction, Carthage, Ill.
Contact: Brent and Kris Lowderman 309-221-9621 or ksl@macomb.com; or John Meents 419-306-7480

Missouri Hereford Association Hereford-Influenced Feeder Calf Sales

Dates: Jan. 9, 2012; April 9, 2012; and July 9, 2012
Location: Miller Co. Regional Stockyards, Eldon, Mo.
Contact: Matt Reynolds 660-676-3788 or Marty Lueck 417-948-2669 or mvlueck@centurytel.net. **HW**

Celebrating the New Hereford

The Canadian Hereford Association (CHA) invites Hereford breeders to "Come Celebrate the New Hereford" July 8-25, 2012. CHA will host the 16th World Hereford Conference (WHC) in Alberta.

A website dedicated to the WHC is now available at Hereford.ca. Conference and tour registration packages are available on the WHC site. AHA is working on details for packages for U.S. producers. Watch for updates in future issues of *Hereford eNews* and the *Hereford World*.

For more information about WHC, contact Jay Cross, 2012 WHC chairman, at jcross@ucalgary.ca or Gordon Stephenson, CHA general manager, at 1-888-836-7242 or gm@hereford.ca.

Tentative schedule

Sunday, July 8

Pre-tour starts in Vancouver

Monday, July 9

Field Days, Abbotsford/Princeton

Tuesday, July 10

Douglas Lake Ranch, Kamloops

Wednesday, July 11

Banff National Park, Banff

Thursday, July 12

Pre-tour guests arrive in Calgary
WHC Registration – Sheraton Hotel, Calgary

Friday, July 13

WHC Council Meeting
1 p.m. WHC Conference, Sheraton Hotel
• Country reports
• Presentation on herd registry and performance evaluation programs, Irish Cattle Breeding Federation
• Import/export health regulations
• WHC business topics
• Pan American Cattle Evaluation Report
• Meet and Greet Social Supper, Sheraton Hotel

Saturday, July 14

WHC opening and White Hat Ceremony
Conference technical sessions
• Speakers on genomics and its application in Hereford cattle
• Speakers on heterosis and the value of Herefords in crossbreeding programs
• Speakers on residual feed intake and the economics benefits to the various sectors of the beef production chain

Calgary Stampede Chuckwagon Races and Grandstand Show

Sunday, July 15

Western style pancake breakfast, Sheraton Hotel
Free day at Calgary Stampede

Monday, July 16

Tours
Junior Hereford show, Olds Ag Society facilities

Tuesday, July 17

World Hereford show, Olds Ag Society facilities

Wednesday, July 18

Ranchers day, Olds Ag Society facilities
Closing and barbeque, Olds Ag Society facilities

Thursday, July 19-22

Post-conference tour, Saskatchewan/Manitoba

Monday, July 23-25

Post-conference tour, Ontario



Denver Hereford activities planned

Plan now to attend the Hereford activities scheduled during the 2012 National Western Stock Show (NWSS) in Denver, Jan. 11-14.

Schedule of events

Wednesday, Jan. 11

9 a.m. Hereford Hospitality Suite opens
6 p.m. Hereford Hospitality Suite closes

Thursday, Jan. 12

8 a.m. Junior Hereford Show, *Stadium Arena on the Hill*
9 a.m. Hereford Hospitality Suite opens
noon National Hereford Bull Show, *Stadium Arena on the Hill*
6 p.m. Hereford Hospitality Suite closes

Friday, Jan. 13

8 a.m. Hereford Pen of Three Female Show, *Livestock Center Arena in the Yards*
9 a.m. Hereford Hospitality Suite opens
10 a.m. Hereford Pen and Carload Bull Show, *Livestock Center Arena in the Yards*
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. 14

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

Hotel information

Renaissance Denver Hotel

3801 Quebec St., Denver, CO 80207
888-238-6762 or 303-399-7500

The hotel offers a free shuttle to and from the Denver International Airport.

Note: This year there will be a \$5/night fee for parking.

Stock show shuttles

Shuttles will run to and from the Renaissance Denver Hotel to the National Western Complex on a regular basis between 6 a.m. and 11 p.m. daily. The shuttles will pick up in front of the hotel and drop off at the NWSS grounds by the horse complex on the Hill. Check the hotel lobby for a complete schedule.

Join Hereford enthusiasts in the suite

NWSS attendees will again have a chance to meet with other Hereford producers in the Hereford hospitality suite in the Yards. Sponsored by Hereford breeders, the suite will again be on the first floor of the Exchange Building. It will be a great place for breeders to discuss business transactions or just visit with old friends.

The suite will be open Wednesday, Jan. 11, through Friday, Jan. 13, from 9 a.m. to 6 p.m. A big thank you goes to the breeders who help sponsor this gathering place.

For information about the suite or to inquire about sponsoring, contact Amy Cowan at 816-842-3757 or acowan@hereford.org.

Enjoy CHB® in the Mile High City

While you're in Denver for the National Western Stock Show check out these great restaurants serving Certified Hereford Beef (CHB®).

Mickey's Top Sirloin

6950 N. Broadway
Denver, CO 80221
303-426-5881



Black Hat

26295 Hill Top Dr.
Kittredge, CO 80456
303-670-0941

Hideaway Steakhouse

2345 W. 112th Ave.
Westminster, CO 80234
303-404-9939

Strings Restaurant

1700 Humboldt St.
Denver, CO 80218
303-831-7310