

"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).

**Association updates**

The American Hereford Association (AHA) Board of Directors has approved two rule changes and an increase in fees.

**Rule 17A: New embryo transfer policy** – for embryo transfer (ET) calves there will no longer be an ET certificate required for registration. The new requirement for registering an ET calf will be the reporting of the recovery date of the embryo at the time

of flush. As previously, ET calves are charged an additional \$10 per head over and above the normal registry rate (same cost as an ET certificate). This change is effective Nov. 1, 2013.

**Steers need registration papers:** Starting in 2014, all steers showing at the Junior National Hereford Expo (JNHE) must be registered by the AHA and out of a registered sire and dam. No steer certificates will be accepted, only registration papers. The AHA will

still offer traditional steer certificates for those state and regional shows not requiring a registration paper on steers at this time.

**New registration and enrollment fees:** Starting Jan. 1, 2014, registration fees will increase 50 cents per head and Total Performance Records (TPR) cow herd enrollment fees will increase by 50 cents.

**Reno photos available**

Western Nugget National Hereford Show photos, including candid and backdrop photos, are available to purchase at [HerefordPhotoShop.com](http://HerefordPhotoShop.com).

**Use B for 2014**

The year letter code for 2014 is B. This notice is for producers who use letter codes in their identification systems. For more on tattoo and identification tips, visit the Education Center at [Hereford.org](http://Hereford.org).

**HYFA offerings headline Mile High Night Sale**

Kicking off the Mile High Night National Hereford Sale Friday, Jan. 17, will be Lot 1, GKB 8144 Notice Me Too B19 ET, a female donated by Gary and Kathy Buchholz, GKB Cattle, Waxahachie, Texas. All proceeds will go to the Hereford Youth Foundation of America (HYFA) "Growing a Lasting Legacy" campaign to ensure the sustainability of future Junior National Hereford Expos (JNHEs) and leadership events for generations to come.

"On behalf of HYFA, I'd like to thank Gary and Kathy Buchholz for donating the best from the heart of their program," says Ray Ramsey, HYFA president. "If Gary and Kathy did not feel so strongly about the junior Hereford program, I'm sure none of us would have had a chance to own one of this caliber."



Lot 1 — GKB 8144 Notice Me Too B19 ET

GKB 8144 Notice Me Too B19 ET's pedigree is stacked three generations with national champions from top to bottom. The exceptional January 2011 daughter of BR Currency 8144 ET is bred to NJW 98S R117 Ribeye 88X ET, sire of the world-record-selling bull C Miles McKee.

"When I saw GKB 8144 Notice Me Too B19 ET, my first thought was 'I don't know anyone who wouldn't want to own this one,'" Ramsey adds. "She is flawless in her design, a perfect picture of what a great young cow should look like. She represents some of the freshest, most-sought-after genetics in the industry today. If you're looking for a donor to anchor your program, don't squander the opportunity to own one that would never have left GKB if she was not the Lot 1 HYFA foundation female."

In addition, P&R Herefords, Leedey, Okla., has graciously donated the proceeds from the pick of its 2014 heifer calves to HYFA. The pick will sell as Lot 19 in the Mile High Night Sale.

Paul, Maria, Alex and Sophia Laubach, along with Ross Laubach, are owners of P&R Herefords. The Craig and Laubach families have been ranching for 113 years in western Oklahoma, and they have made this generous contribution to benefit Hereford youth.

The P&R Herefords herd is anchored by daughters of CL 1 Domino 5110R, the No. 1 maternal milk sire in the Hereford breed. The P&R cow herd is considered to be one of the most functional, efficient cow herds in the Southwest.

The Mile High Night Sale will begin at 6 p.m., Jan. 17. Visit [HerefordMarketplace.com](http://HerefordMarketplace.com) to download a catalog. For more information about HYFA or about the offering, contact Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org) or 816-842-3757. **HW**

**Hereford prints for sale**

Support Hereford youth and give Hereford prints.

Unveiled during the Hereford Youth Foundation of America (HYFA) "Growing a Lasting Legacy" campaign fundraiser, the *Out at Tie Outs* art-mounted print is the perfect gift for any Hereford enthusiast. The photo was taken by Heidi Anderson, Legacy Livestock, of the historic West Bottoms during the recent Junior National Hereford Expo (JNHE) in Kansas City. Print No. 1 sold in Kansas City, while numbers 2-99 are now available. You can order a 10" x 20" for \$140 or a 12" x 36" for \$225.

Also unveiled in Kansas City was *The Hereford Ox, 1840*. The original canvas painting is on display at the AHA. Ten limited-edition canvas prints were sold. Now HYFA is offering 11" x 14" prints of *The Hereford Ox, 1840* as well as those of "Anxiety 4" and "Silver."

Prints of all three can be purchased individually for \$30 or a set of "Anxiety 4" and "Silver" for \$50. Visit [HerefordYouthFoundation.org](http://HerefordYouthFoundation.org) to order all four HYFA prints. **HW**

**Denver Hereford activities planned**

Hereford enthusiasts will be in Denver Jan. 15-18 for the National Western Stock Show (NWSS).

Hereford events in Denver will kick off in the Stadium Arena on the Hill with the bull show on Thursday, Jan. 16, at 8 a.m., followed by the junior heifer show. Friday will be the pen and carload show in the Yards starting at 8 a.m.

Following the show in the Yards is the Mile High Night National Hereford Sale at 6 p.m. in the Stadium Arena on the Hill.

Judging the National Hereford Show on the Hill will be David Allan, Schulenberg, Texas, along with his brother, Mark Allan, Sioux Center, Iowa. Pen show judges are Blake Oschner, Torrington, Wyo.; Kirk Bieber, Onida, S.D.; and Paul Bennett, Red House, Va.

Hereford events wrap up Saturday with the female show in the Stadium Arena on the Hill starting at 8 a.m. If you can't make the trip to Denver, you can find Hereford show results online at [Hereford.org](http://Hereford.org).

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 to visit with old friends. The suite will be open Wednesday, Jan. 15, through Friday, Jan. 17, from 9 a.m. to 6 p.m.



**Schedule of events**

**Wednesday, Jan. 15**

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

**Thursday, Jan. 16**

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

**Friday, Jan. 17**

- 8 a.m. Hereford Pen of Three Female Show  
*Livestock Center Arena in the Yards*
- 9 a.m. Hereford Hospitality Suite opens
- 9:30 a.m. Hereford Pen and Carload Bull Show  
*Livestock Center Arena in the Yards*
- 6 p.m. Mile High Night National Hereford Sale  
*Stadium Arena on the Hill*
- 6 p.m. Hereford Hospitality Suite closes

**Saturday, Jan. 18**

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

**Hotel information**

**Headquarters hotel:**

Renaissance Denver Hotel  
3801 Quebec St., Denver, CO 80207  
800-468-3571

**Overflow hotel:**

Crowne Plaza Denver International Airport Convention Center  
15500 E. 40th Ave.  
Denver, CO 80239  
888-233-9527

**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.

The Crowne Plaza will offer three shuttles per day to and from the NWSS. **HW**

## Hereford offers internships, ambassador program

The American Hereford Association (AHA) is offering several opportunities this summer for college students hoping to further their education and gain valuable real-world experience working with youth activities.

**Junior activities internship** — The AHA youth department is offering college juniors or seniors the opportunity to assist with the planning and execution of junior shows and leadership events and to gain experience in association work.

Applicants must be enrolled in an agriculture-related major and should be self-starters who are detail-oriented and outgoing and have the ability to work well with all types of people. Travel to the Junior National Hereford Expo (JNHE) and other shows should be expected as part of the internship.

**AHA communications internship** — The AHA communications and marketing team is offering a communications internship for college juniors or seniors to assist with communication projects and production of Herd Book, August and September *Hereford World* issues.

Applicants must be working toward a degree in agriculture communications or agricultural journalism. Writing and editing skills are required. Experience with photography, social media and website maintenance is preferred but not required.

Both internships span approximately mid-May to mid-August, with specific starting and ending dates depending on applicant's availability. Applications for both are due Feb. 15.

Applicants for the junior activities intern can send a cover letter, résumé and references to Amy Cowan, AHA director of youth activities, P.O. Box 014059, Kansas City, MO 64101. For more information, contact Cowan at 816-842-3757 or [acowan@hereford.org](mailto:acowan@hereford.org).

Communication applicants can send a cover letter, résumé, three writing samples and references to Angie Stump Denton,

AHA director of communications, 1039 Vista Road, Blue Rapids, KS 66411. For more information, contact Denton at 785-562-6197 or [adenton@hereford.org](mailto:adenton@hereford.org).

### JNHE Ambassador program

College students can also apply for the JNHE Ambassador Program. The 2014 ambassadors will assist the National Junior Hereford Association (NJHA) board and AHA staff throughout the JNHE week — July 5-13 — in Harrisburg, Pa.

The five ambassador positions include:

- 1. Contest coordinator** — help with the facilitation of the 22 contests including room setup, starting on time, judge gifts, etc.
- 2. Event coordinator** — assist with organization of opening ceremonies, awards banquet and shows.
- 3. Technology coordinator** — assist with show office, data entry, social media, etc.
- 4. Operations assistant** — help coordinate people and cattle check-ins and assist with oversight of tie outs, showring and facility setup.
- 5. Communications assistant** — assist with press releases, photos and daily newsletter as well as contribute to the September *Hereford World*.

Candidates must be a 2014 high school graduate or older and must have had national show experience. Ambassadors cannot be exhibitors or competitors at the 2014 JNHE.

Ambassador applications are available online at [JrHereford.org/jnheambassador](http://JrHereford.org/jnheambassador) and are due March 15. **HW**

## Sparks, Grandview CMR support Hereford youth

Lot X in the Grandview CMR "The Big One" Dispersal Sale Nov. 8 brought \$15,000 to benefit the Hereford Youth Foundation of America (HYFA). Grady Sparks, Birmingham, Ala., placed the winning bid.

William and Jackie Adair along with Walt and Jil McKellar of Grandview CMR, Como, Miss., made the gracious donation with all proceeds to benefit HYFA.

Lot X is a heifer pregnancy sired by RST Time's A Wastin' 0124 and out of the cow DJB 46B Beth 1L. The recipient cow is due to calve Feb. 25, 2014. This will surely be an amazing heifer calf sired by the 2013 Denver Supreme Champion Hereford and out of a full sister to PW Victor Boomer P606.

"On behalf of the Hereford Youth Foundation of America, we extend our sincere gratitude to Grady Sparks and Grandview CMR for their belief in HYFA's mission to support leadership and education in Hereford youth," says Amy Cowan, American Hereford Association director of youth and foundation. "This donation keeps the momentum going as we work to build our 'Growing a Lasting Legacy' fund to ensure the sustainability of Junior National Hereford Expos and leadership events."

Visit [HerefordYouthFoundation.org](http://HerefordYouthFoundation.org) to learn about HYFA's fundraising. **HW**