

"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.

Use C for 2015

The year letter code for 2015 is C. 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.

Reno photos available

Western Nugget National Hereford Show photos, including candid and backdrop photos, are available to purchase at HerefordPhotoShop.com.

Take advantage of Hereford-influenced 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 also may 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: Saturday, Jan. 3
Location: Carthage Livestock Auction, Carthage, Ill.
Contact: Brent Lowderman 309-221-9621

Anita Livestock Auction Hereford-Influenced Feeder Cattle Sale

Date: Saturday, Jan. 24
Location: Anita Livestock, Anita, Iowa
Contact: Bernard Vais 712-762-3330

Tennessee Hereford Marketing Program Spring Feeder Calf Sale

Date: Thursday, April 16
Location: Tennessee Livestock Producers, Columbia, Tenn.
Contact: John Woolfolk 731-225-2620 or Darrell Ailshie 931-212-8512

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 and communication/marketing projects.

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.

The internship will span from approximately mid-May to mid-August, with specific starting and ending dates depending on applicant's availability.

Applicants for the junior activities intern can send a cover letter, resumé and references by Feb. 15 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.

Hereford Publications Inc.

(HPI) internship — HPI is offering a communications internship for college juniors or seniors to assist

with projects of the Creative Services department and production of the Herd Book, August and September *Hereford World* issues. The internship will provide experience in feature writing, photography, editing, proofing, communicating with clients and managing projects.

Applicants must be working toward a degree in agriculture communications or agriculture journalism. Writing and editing skills are required along with knowledge of Microsoft Office programs, InDesign, Photoshop and AP (Associated Press) style.

The internship will span from approximately mid-May to mid-August, with specific starting and ending dates depending on applicant's availability.

Applications are due Feb. 15. Communication internship applicants can send a cover letter, resumé and three writing samples and references to Caryn Vaught, HPI production manager, P.O. Box 014059, Kansas City, MO, 64101. For more information, contact Vaught at 816-842-3757 or cvaught@hereford.org.

The AHA communications department has been selected to

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Herefords headin' to Denver

Hereford enthusiasts will be in Denver Jan. 14-17 for the National Western Stock Show (NWSS).

Hereford events in Denver will begin with the national Hereford bull show in the Stadium Arena on the Hill Thursday, Jan. 15, at 8 a.m., followed by the junior heifer show at noon. Friday's highlights begin in the Yards with the pen and carload show at 8 a.m.

The Mile High Night National Hereford Sale starts at 6 p.m. Friday on the stadium floor of the NWSS.



CCC SR ILR Foundation Lady 437B ET

Kicking off the sale will be Lot 1, CCC SR ILR Foundation Lady 437B ET, a female donated by Churchill Cattle Co., Manhattan, Mont.; Stuber Ranch, Bowman, N.D.; and Iron Lake Ranch, Athens, 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 and leadership events for generations to come.

"Foundation Lady embodies everything the Hereford breed is about," says Brady Jensen, National Junior Hereford Association chairman. "She is ultra-maternal, great-structured and has a hard-to-find combination of an elite balanced look and power. This female has the pedigree and phenotype that can make a major impact."

She is a Jan. 2014 daughter of the popular bull NJW 98S R117 Ribeye 88X ET and out of the phenomenal dam Churchill Lady 1162Y ET by Golden Oak Outcross 18U. Visit Herefordyouthfoundation.org/foundation-female/foundationlady for more information on the lot, or contact Amy Cowan at 816-842-3757 or acowan@hereford.org.

Visit HerefordMarketplace.com to download a Mile High Night catalog.

Hereford events conclude Saturday morning with the National Hereford Female Show in Stadium Arena on the Hill at 8 a.m. For those unable to attend the NWSS, you can find Hereford show results online at Hereford.org.

Judging the National Hereford Show on the Hill will be Troy Thomas, Harold, S.D., and Brian Barragree, Absarokee, Mont. Pen and carload show judges are Bill Goehring, Libertyville, Iowa; Ronny Morgan, Burwell, Neb.; and Paul Bennett, Red House, Va.

While in Denver, stop in to mingle with Hereford breeders and take some time to shop the latest Hereford apparel and goods at the Hereford General Store and Lounge. Sponsored by Hereford breeders, the General Store and Lounge will be on the second floor of the Exchange Building and will be open from 9 a.m. to 6 p.m. Wednesday, Jan. 14, through Friday, Jan. 16.

Schedule of Events

Wednesday, Jan. 14

9 a.m. – 6 p.m. Hereford General Store and Lounge open, Exchange Building

Thursday, Jan. 15

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

9 a.m. – 6 p.m. Hereford General Store and Lounge open, Exchange Building

noon Junior Hereford Show, Stadium Arena on the Hill

Friday, Jan. 16

8 a.m. Hereford Pen of Three Female Show, Livestock Center Arena in the Yards

9 a.m. – 6 p.m. Hereford General Store and Lounge open, Exchange Building

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

Saturday, Jan. 17

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:
Drury Inn & Suites Denver Stapleton
4550 North Central Park Blvd.
Stapleton, CO 80238
303-373-1983

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 Drury Inn will not offer shuttles to the NWSS. **HW**

host the **2015 American Agricultural Editors' Association (AAEA) marketing communications intern.**

The intern will assist with AHA communication and marketing projects such as *Hereford eNews*, writing press releases about the breed and other events, the maintenance and updating of *Hereford.org* and social media projects as well as the Hereford Events App. The intern will also help with development of educational YouTube videos.

The AAEA intern will earn a \$4,500 stipend for approximately 10 weeks and another \$1,000 toward the cost of attending the Agricultural Media Summit in Scottsdale, Ariz., July 26 to 29, 2015. This internship is made possible through grants from the AAEA Professional Improvement Foundation.

Applications for the AAEA-sponsored internship are available at ageditors.com and are due Feb. 1. If you have questions about the internship or the application process, contact Angie Stump Denton, AHA director of communications and public relations, at 785-562-6197 or adenton@hereford.org.

College students can also apply for the **JNHE ambassador program**. The 2015 ambassadors will assist the National Junior Hereford Association (NJHA) board and the AHA staff throughout the JNHE week — June 28 to July 3 — in Grand Island, Neb.

The five ambassador positions are:

1. Contest coordinator — help with the facilitation of the 22 contests and scholarships including working with state advisors, the National Hereford Women and the NJHA boards, judges, awards, etc.

2. Event coordinator — assist with organization of opening ceremonies, the awards banquet along with Hereford Youth Foundation of America (HYFA) activities, NJHA delegate and membership meetings, and various special events that occur throughout the week.

3. Marketing coordinator — be responsible for managing all social media outlets including posting event photos, results, videos, etc.

4. Operations assistant — help coordinate trade show vendors, the state basket silent auction, meals and shows. Responsibilities will also include showing set up and maintenance as needed.

5. Show office assistant — coordinate the show office by assisting exhibitors and families as needed, selling tickets, facilitating questions and making general announcements, etc. Responsibilities will also include coordinating people check-in.

Candidates must be a 2015 high school graduate or older and must have had national show experience. Ambassadors cannot be exhibitors or competitors at the 2015 JNHE.

Ambassador applications are available online at JrHereford.org/jnheambassador and are due March 15.

Revised DNA testing prices

In early October, the AHA announced an updated pricing structure for DNA testing. The reduction in cost is due to a new 30K LD (low density) product that has been built and produced by GeneSeek.

The 30K panel allows AHA to impute to 50K to produce molecular breeding values (MBVs) that are used to produce GE-EPDs.

Please note the process to request DNA kits has not changed — Hereford breeders must continue to request a kit from AHA. Also the new LD panel has not shortened the testing time. Please continue to allow enough time to get data back for a production sale if you have a deadline.

Basic test — \$35 (no bulk rate available) includes profile, parentage, abnormalities

GE-EPD test — \$55 (no bulk rate available) includes profile, parentage (needs to be requested), abnormalities and GE-EPD

Stand-alone horned/polled (H/P) test — \$45

Full package — \$85 includes profile, parentage (needs to be requested), abnormalities, GE-EPD, H/P (needs to be requested) **HW**

Attention, National Western exhibitors: Updated animal ID requirements

The state of Colorado has changed its animal identification requirements. This new rule will affect all cattle going to the National Western Stock Show (NWSS) in Denver. This change includes cattle showing or displayed in the Yards or on the Hill as well as those sold in the Mile High Night National Hereford Sale.

The new Colorado rule states that as of March 2013, all cattle moving interstate for exhibition or show events, such as the NWSS, are required to have individual identification ear tags present in the ear. To avoid potential problems, all U.S. cattle entering the NWSS grounds will be expected to have a USDA (U.S. Department of Agriculture) official ID ear tag present in the ear.

The following tags are considered official:

- 1) Orange metal official calfhood vaccinate (OCV/Bang's) tag,
- 2) Silver metal USDA tag,
- 3) 840 RFID (radio frequency identification) tag,
- 4) Visual/panel 840 ear tag or
- 5) An ear tag with the U.S. seal and "unlawful to remove" plus a unique animal number.

Examples of these tags are available online at Hereford.org/NWSSInfo.

Cattle that arrive at the NWSS without proper identification may have an official tag placed at the discretion of the Colorado State Veterinarian's office and at the owner's expense.

All NWSS animals must also have a negative BVD-P1 (persistently infected) test.

For more information about NWSS health or identification requirements, contact the Colorado Department of Agriculture State Veterinarian's office by calling 303-869-9130 or visit colorado.gov/ag/animals. **HW**

