

"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.

Don't Miss "American Rancher" episodes featuring Herefords

The American Hereford Association (AHA) and Hereford cattle will be featured two weeks in January on RFD-TV's "American Rancher."

The first "American Rancher" episode will air Monday, Jan. 4, 2016, at 8 p.m. central time. In addition, the episode will play on Tuesday, Jan. 5, at 12 a.m. and Sunday, Jan. 10, at 11 a.m.

The second episode will air Monday, Jan. 11; Tuesday, Jan. 12; and Sunday Jan. 17.

Use D for 2016

The year letter code for 2016 is D. 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.

Register Now for 2016 World Hereford Conference

Hereford breeders and enthusiasts who register by March 15 for the 2016 World Hereford Conference can save \$100 off their registration. The 17th World Hereford Conference is

scheduled for April 18-25, 2016, in Montevideo, Uruguay.

A meeting of the World Hereford Council, this eight-day event will include tours of Uruguayan Hereford operations, farms, test stations and the city of Montevideo.

Along with business meetings and informational sessions, the conference will also host a show and a gala.

For a schedule or to register, visit the 2016 World Hereford Conference website — www.hereforduruguay2016.org.

Susan Croll, Arrowhead Hills Travel, is available to help coordinate travel for AHA members. To plan your trip

continued on page 12...

Herefords make way to Mile High City

Hereford exhibitors, breeders and enthusiasts will head to Denver Jan. 14-16 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 at 8 a.m., Thursday, Jan. 14, 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 on Friday evening promises to be another great event, featuring 45-50 lots from consignors across the U.S.

"This event has grown into an exhibition among all breeds at the NWSS," says Joe Rickabaugh, AHA director of field management and seedstock marketing. "A great deal of this event's success stems from the foundation established by Eddie and Ruth Sims, National Cattle Services Inc., Elgin, Okla., since 2003. The late Stanley Stout assisted with this sale from 2003 to 2006. A big thanks goes to all the volunteers who turn the Denver stadium floor into a sale spectacle on Friday afternoon."

Kicking off the Mile High Night National Hereford Sale that evening will be Lot 1, KJ BJ DWE 686Z Salsa 364C ET, a female donated by the Jensen Family of Courtland, Kan., and Dylan Evans, Lebo, Kan. 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 (JNHE) and leadership events for generations to come.

"A big thank you goes to Dylan Evans and Kevin, Sheila, Brady, Brooke and Ben Jensen for donating this phenomenal heifer calf to highlight the Mile High Night Sale," says Amy Cowan, AHA director of youth and foundation.

Salsa (registration no. 43585785) is a March 29, 2015, daughter of CRR 719 Catapult 109 and is out of KJ 968R Zsa Zsa 686Z ET by MSU TCF Revolution 4R.

"As a donation lot we wanted to choose one of our best," says Brady, who retired in July as the National Junior Hereford Association chairman.

"Salsa's blend of unmatched EPDs and outstanding phenotype along with her added power, balance and style will allow her to make an elite impact on any operation. It is hard to see Salsa go as we consider her an 'ideal' female for our program."

Salsa's dam, Zsa Zsa, is a lead donor in the Jensen program. She was division champion at the 2013 JNHE, reserve division champion at the 2013 NWSS and division champion at the 2014 NWSS. Zsa Zsa is a full sib to KJ 968R Polled Solution 668ZET, who sired the high-selling, \$56,000 female in Jensen's inaugural online female sale.

Hereford events conclude Saturday morning, Jan. 16, with the National Hereford Female Show in the Stadium Arena on the Hill at 8 a.m.

Judging the National Hereford Show on the Hill will be Tyler Cates, Modoc, Ind., along with associate judge Brian Cates, Modoc, Ind. Pen and carload show judges are Ronny Morgan, Burwell, Neb.; Ryan Rathman, Stanton, Texas; and Travis Pembroke, Fairview, Okla. Evaluating the junior show is Josh Taylor, Skiatook, Okla.

For those unable to attend the NWSS, you can find Hereford show results online at Hereford.org.

While in Denver, stop in to mingle with Hereford breeders and to 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 third floor of the Exchange Building and will be open Wednesday, Jan. 13, from 1 p.m. to 6 p.m., and Thursday, Jan. 14, through Friday, Jan. 15, from 9 a.m. to 6 p.m. **HW**

Schedule of Events

Wednesday, Jan. 13

1-6 p.m. Hereford General Store and Lounge open, Exchange Building

Thursday, Jan. 14

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. 15

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. 16

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

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

Drury Inn & Suites Denver Stapleton

4550 N. Central Park Blvd.
Stapleton, CO 80238

Stock show shuttles

Shuttles will run to and from the Renaissance Denver Hotel to the NWSS 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. **HW**



Lee tops 'Sale Ring' photo contest

Congratulations to Krista Lee, Paola, Kan., with "In Training," winner of the November "The Sale Ring" photo contest. This photo competed for the overall award in December with the other 2015 monthly winners. Watch for the winner to be announced in the February issue.



For more information about the 2016 "Hereford Shots" photo contest, see Page 64 of the December *Hereford World*, or go to Hereford.org. **HW**

contact Susan at 620-364-5871 or susancroll@yahoo.com.

She will need the following information:

- Full name
- Billing address
- E-mail address
- Birthdate
- Cell phone number
- Passport number and expiration date
- Credit card information

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.

Greater Midwest Certified Hereford Feeder Calf Sale

www.carthagelivestock.com

Date: Monday, Jan. 4

Location: Carthage Livestock Auction, Carthage, Ill.

Contact: Brent Lowderman, 309-221-9621

Anita Livestock Auction Hereford-Influenced Feeder Cattle Sale

Date: Saturday, Jan. 23

Location: Anita Livestock, Anita, Iowa

Contact: Bernard Vais, 712-762-3330

Mitchell Livestock Hereford-Influenced Feeder Cattle Sale

Date: Thursday, Feb. 18

Location: Mitchell Livestock, Mitchell, S.D.

Contact: Preston Burma, 605-680-0448, Phil Eggers, 605-351-5438 or ESFherefords@aol.com

Fredonia Livestock Hereford-Influenced Sale

Date: Tuesday, March 29

Location: Fredonia Livestock, Fredonia, Kan.

Contact: Cody Mathes, 620-288-0034

Tennessee Hereford Marketing Program Feeder Calf Sale

Date: Thursday, April 21

Location: Tennessee Livestock Producers, Columbia, Tenn.

Contact: Darrell Ailshie, 931-212-8512

Hereford offers summer internship, ambassador program

The AHA is offering several opportunities for college students hoping to 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, 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, résumé 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.

JNHE ambassador program –

College students can also apply for the JNHE ambassador program. The 2016 ambassadors will assist the National Junior Hereford Association (NJHA) board and AHA staff throughout the JNHE week – July 9-16 – in Madison, Wis.

Candidates must be a 2016 high school graduate or older and must have had national show experience. Ambassadors cannot be exhibitors or competitors at the 2016 JNHE.

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