

"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 in January on RFD-TV's "American Rancher."

The first "American Rancher" episode will air at 8 p.m. central time Monday, Jan. 2, 2017. In addition, the episode will play at 12 a.m. Tuesday, Jan. 4, and 11 a.m. Sunday, Jan. 8.

**AHA, NJHA Fed Steer Shootout**

The AHA and the National Junior Hereford Association (NJHA) are teaming up with Gregory Feedlots Inc. to launch the 2017 NJHA Fed Steer Shootout.

The program is an opportunity for NJHA members to gain cattle-feeding industry education and experience. Participants will have the ability to estimate feedyard performance and carcass merit and then to compare the information to actual performance data. They will also measure and compare the profitability of their animals during the contest.

To qualify for the steer-only program, cattle must be purebred

Hereford or Hereford-influenced steers. Hereford-influenced steers must meet Certified Hereford Beef (CHB®) live-animal specifications to qualify for the Shootout. In addition, cattle in the program must have a birthdate of Jan. 1, 2016, or later, must have a weight of 600-800 lb., must have been weaned 30 days or more prior to delivery and must have had two rounds of vaccinations.

Steers must be delivered to Gregory Feedlots Inc., Tabor, Iowa, between Jan. 2-20, 2017. Alternate delivery points may be available based on area participation.

Winners of the Shootout will be announced at the 2017 Hereford Honoree Reception during the AHA Annual Meeting in Kansas City, Mo. Awards will be given for overall performance in the Hereford and Hereford-influenced pen-of-3 and individual divisions.

For an entry form and to learn more about the program, turn to Page 68 or contact Trey Befort, AHA director of commercial programs, at 816-842-3757 or tbefort@hereford.org.

**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](http://www.carthagelivestock.com)

**Date:** Tuesday, Jan. 3, 2017

**Location:** Carthage Livestock Auction, Carthage, Ill.

**Contact:** Brent Lowderman, 309-221-9621

**Anita Livestock Auction Hereford-Influenced Feeder Cattle Sale**

**Date:** Saturday, Jan. 21

**Location:** Anita Livestock, Anita, Iowa

**Contact:** Bernard Vais, 712-762-3330; Charles Anstey, 712-779-0469

**Use E for 2017**

The year letter code for 2017 is E. This notice is for producers who use letter codes in their identification systems.

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**Herefords make their way to Mile High City**

Hereford exhibitors, breeders and enthusiasts will make their way to Denver Jan. 12-14 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. 12, 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 33 lots from consignors across the U.S.

Kicking off the Mile High Night National Hereford Sale that evening will be Lot 1, BR Kate Rielle 5532 ET, a female donated by Barber Ranch, Channing, 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 (JNHE) and leadership events for generations to come.

"A big thank-you goes to the Barber family for selecting one of their best heifers to highlight the Mile High Night Sale," says Amy Cowan, AHA director of youth and foundation.

Kate Rielle (registration no. 43675990) is an Aug. 5, 2015, daughter of NJW 73S W18 Hometown 10Y ET and out of BR Gabrielle 5082 by BR Lansing 3060.

Hereford events conclude Saturday morning, 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 Bill Conley, Clarksdale, Mo., along with associate judge Kyle Conley, Sulphur, Okla. Pen and carload show judges are Dale Micheli, Ft. Bridger, Wyo.; Ryan Rathmann, Stanton, Texas; and Travis Pembroke, Fairview, Okla. Evaluating the junior show is Brandon Callis, Minco, Okla.

For those unable to attend the NWSS, you can find Hereford show results online at [Hereford.org](http://Hereford.org).

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 this year at the NWSS.

Sponsored by Hereford breeders, the General Store and Lounge will be on the third floor of the Exchange Building and open 9 a.m. to 6 p.m. Wednesday, Jan. 11, through Thursday, Jan. 12, and 9 a.m. to 5 p.m. Friday, Jan. 13. **HW**

**Schedule of Events**

**Wednesday, Jan. 11**

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

**Thursday, Jan. 12**

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. 13**

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

9 a.m.-5 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

6:30 p.m. — Mile High Night National Hereford Sale, Stadium Arena on the Hill

**Saturday, Jan. 14**

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

Rate: \$117

Ask for the "American Hereford Association" block. The hotel offers a free shuttle to and from Denver International Airport and the NWSS.

**Drury Inn & Suites Denver Stapleton**

4550 N. Central Park Blvd., Stapleton, CO 80238 • 303-373-1983

Rate: \$109

When making a reservation, mention group number 2270266.

**Please note:** The Drury does not offer a shuttle to the stock show.

**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.



## Mackenzie tops 'Weaning Time' photo contest

Congratulations to **Beth Mackenzie**, Baker City, Ore., winner of the November "Weaning Time" photo contest. This photo competed for the overall award in December with the other 2016 monthly winners. Watch for the winner to be announced in the February issue.

For more information about the 2017 "Hereford Shots" photo contest, see Page 42 of the December *Hereford World*, or go to [Hereford.org](http://Hereford.org). **HW**



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For more on tattoo and identification tips, visit the Education Center at [Hereford.org](http://Hereford.org).

### Hereford offers summer internships, ambassador program

**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 the applicant's availability. Applications are due Feb. 15.

Applicants can send their cover letter, résumé, three writing samples and references to Caryn Vaught, HPI production manager, [cvaught@hereford.org](mailto:cvaught@hereford.org) or P.O. Box 014059, Kansas City, MO, 64101. For more information, contact Vaught at 816-842-3757.

### 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 the applicant's availability.

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

Amy Cowan, AHA director of youth activities, [acowan@hereford.org](mailto:acowan@hereford.org) or 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).

### JNHE ambassador program —

College students may also apply for the JNHE ambassador program. The 2017 ambassadors will assist the NJHA board and AHA staff throughout the JNHE week — July 15-21 — in Louisville, Ky., and the week prior to the show in the Kansas City office.

Candidates must be a 2017 high school graduate or older and must have had national show experience. Ambassadors cannot be exhibitors or competitors at the 2017 JNHE.

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

## Blank hired as HPI graphic artist

Sharon Blank joined the American Hereford Association (AHA) and its subsidiary entity, Hereford Publications Inc. (HPI), Dec. 8, as a graphic artist.

Blank will contribute to the design, production and coordination of HPI projects.

Blank received a bachelor of fine arts, visual communications degree from the University of Kansas. Prior to joining AHA and HPI, she was a senior production artist for Sandbox Agency, which is a combination of five agencies including McCormick Company where she worked as a production artist/designer. At McCormick Company she helped to design, develop and produce advertising, collateral, direct mail and publications in addition to maintaining quality control on all projects leaving the agency.

"We are excited to welcome Sharon to the Hereford team," said Caryn Vaught, HPI production manager. "She brings with her years of graphic design and production experience and will be a remarkable asset to our breeders and clients." **HW**



Sharon Blank