

"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.

Heterosis study reports available

The first-year results of a heterosis study being conducted in cooperation with California State University, Chico; Lacey Livestock; Harris Feeding Co.; and Harris Ranch Beef are available in a complete report, "Impacts of Crossbreeding on Profitability in Vertically Coordinated Beef Industry Marketing Systems."

To view the report, visit Hereford.org, or contact David Mehlhaff at dmehlhaff@hereford.org for copies of this report to distribute at your next sale or meeting.

This preliminary research shows a \$78 advantage for Hereford-sired calves compared to Angus-sired calves in a real-world commercial setting.

Wanted: Hereford 101 program ideas

AHA staff is looking for topics Hereford breeders would like to have discussed during future Online Hereford 101 programs. We have changed the time to noon and, as a result, experienced a dramatic increase in participants. Send your ideas and comments regarding the Webinars to dmehlhaff@hereford.org.

Order your North American, Reno photos today

To view and purchase photos taken by AHA staff during the North American International Livestock Exposition in Louisville, Ky., or the Western Nugget in Reno, Nev., visit HerefordPhotoshop.com.

Save the dates: Rollin' Through Dixie National Hereford Tour, "Music on the Mountain"

Hereford enthusiasts are invited to attend the 2008 National Hereford Tour May 20-24 in Tennessee, Georgia and Alabama.

The tour will kick off with a welcome reception Tuesday, May 20, at the Country Music Hall of Fame and Museum, Nashville, Tenn. Tour hosts will include Four L Hereford Farm, Atwood, Tenn.; Triple L Ranch, Franklin, Tenn.; Burns Farms, Pikeville, Tenn.; Leonard Polled Hereford Farm, Chatsworth, Ga.; Whaley Polled Herefords, Dalton, Ga.; JWR Land & Cattle Co., Dallas, Ga.; Debter Hereford Farm, Horton, Ala.; and Tennessee River Music Inc., Ft. Payne, Ala.

The final stop will be at Tennessee River Music for "Music on the Mountain" — an evening of live entertainment, dinner and auction.

See Page 46 for a complete schedule. Look for more information in upcoming *Hereford World* issues and online at Hereford.org. **HW**

AHA, HPI Offer Internships

The American Hereford Association (AHA) and Hereford Publications Inc. (HPI) will offer two summer internships. These full-time, 12-week, summer positions are available starting mid-May 2008. Application deadline is Feb. 15, 2008.

The AHA junior activities internship is for a college student interested in the opportunity to assist with planning and execution of junior shows and leadership events. The internship will provide training and experience in association work. Applicants should be majoring in an agriculture field of study and be detail oriented and outgoing, have the ability to work with all types of people, and be a self-starter. Seedstock background is preferred but not required. Interested students should send a resume to Chris Stephens, AHA youth activities director. For more information, contact Stephens at (816) 842-3757 or cstephens@hereford.org.

HPI and AHA offer a communication internship for a college junior or senior who is pursuing a degree in agricultural journalism or agricultural communications. The intern will work with the *Hereford World* editorial staff and the AHA communication team. He or she will assist with feature and news writing, conduct interviews, write press releases, assist with the reporting of pre- and post-Junior National Hereford Expo coverage, and have the opportunity to enhance his or her photography skills.

Applicants should have experience with livestock and should have completed the following courses: Reporting I and Reporting II, editing, magazine writing or creative writing, and photography or photojournalism. Interested students should send a resume and writing samples to Angie Denton, *Hereford World* editor. For more information, contact Denton at (785) 363-7263 or adenton@hereford.org.

Submit your resume and samples to:
American Hereford Association
P.O. Box 014059
Kansas City, MO 64101
Attn: Chris Stephens for junior activities internship
Attn: Angie Denton for communications internship