

In this issue we introduce a new column focused on customer service. Each column will include tips and tricks to help Hereford breeders with registration, transfer and other Association-related services.

If you have questions or ideas for the column, e-mail Christy Bradshaw, American Hereford Association (AHA) education coordinator, at cbradshaw@hereford.org.

Tips for the month

Records department customer service: Please be prepared when calling the records department. To make the call more efficient, members are encouraged to have their member number ready. This will speed up the process of helping with the specific request.

MyHerd.org: *MyHerd.org* is the future of AHA online registration. Christy Bradshaw, AHA education coordinator, will be at the Fort Worth Stock Show and Rodeo Feb. 1-3, demonstrating how to use *MyHerd.org*.

The system has been created and tested by AHA members, and it offers features to which breeders have previously not had access. Members who have time in Fort Worth and

would like to learn more, to test drive or to sign-up for enrollment should stop by and talk to Christy.

Members who can't make the trip to Texas can e-mail questions to myherd@hereford.org. Christy will be attending other Hereford events during the coming year to demonstrate the new system.

Upcoming TPR surcharge deadline:

Don't forget to update and submit spring 2014 herd inventory before March 1. Inventories submitted after this date will incur an additional \$2 per head surcharge on each female maintained on the spring inventory.

FAQs

Q: How do I request a DNA kit?

A: Call AHA customer service at 816-842-3757 to request a DNA test kit or e-mail requests to records@hereford.org. Please note: When you e-mail a DNA request, please provide your member number, the animal's registration number and the reason for DNA testing (artificial insemination [AI] certification, walking herd sire, ET permit, etc.).

Q: Why does my calf have a question mark registration number? Example: ?175431

A: When you receive a "yellow sheet" in the mail regarding a failed calf recording, the question mark number is assigned to the calf because of a registration error. Once the error is corrected (AI certificate released, mating clash resolved, information completed, etc.), the calf will then receive an eight-digit registration number.

Q: My steer calf that I plan to exhibit at the Junior National Hereford Expo (JNHE) is by an AI sire. Do I need an AI certificate to register my steer?

A: Yes, if you want to register your steer to show at the JNHE, you will need an AI certificate to complete registration. All steers showing at the 2014 JNHE must have a registration certificate and be out of a registered sire and dam.

Q: I have two miniature Herefords that I want to register. How do I register them?

A: In order to be eligible for entry in the American Hereford Record, an animal must be the offspring

of registered Hereford parents. Miniature Herefords do not have a separate record nor are they treated differently. Miniature Herefords are expected to follow all AHA rules and regulations.

Assuming that your miniature Herefords are eligible for registration, go to *Hereford.org*, click on "Forms Library" to download the two part registration application or if you do not have Internet access you may call the Association and request a registration form to be mailed out.

Q: How long will it take to get my DNA results back?

A: The current DNA turnaround is from three to four weeks from the date the lab acknowledges the DNA sample — not from the date the sample arrives. The Association receives DNA results once a week from the lab, consequently results cannot be guaranteed in an exact time frame. Please allow yourself enough time for the lab to get results because the DNA tests cannot be rushed. **HW**