

"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](mailto:eNews@hereford.org) to subscribe. Archived issues are posted at [Hereford.org](http://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](http://Hereford.org).

**Reno photos, video available**

Western Nugget National Hereford Show photos, including candid and backdrop photos, are available to purchase at [HerefordPhotoShop.com](http://HerefordPhotoShop.com). You can also watch a highlight video of the event on the Hereford YouTube channel — [youtube.com/herefordvideos](http://youtube.com/herefordvideos).

**HerefordFeederCattle.com website launched**

The American Hereford Association (AHA) and Certified Hereford Beef (CHB) LLC recently launched [HerefordFeederCattle.com](http://HerefordFeederCattle.com) — an online marketing tool for producers marketing Hereford-influenced feeder cattle.

[HerefordFeederCattle.com](http://HerefordFeederCattle.com) is a free online tool for buyers or sellers to view, list or purchase Hereford-influenced cattle. Producers can list cattle for sale under three options — live auction, video/ internet auction and private treaty.

There are no fees, commissions or obligations imposed upon the buyer or the seller. The listing's purpose is to help promote Hereford-influenced feeder cattle selling throughout the country and to connect those producers with interested buyers.

The service is open to all Hereford and Hereford-influenced cattle producers. Producers and/ or their representatives can list cattle by completing a form online at [HerefordFeederCattle.com](http://HerefordFeederCattle.com).

Newly received listings should appear on the website within two business days. Feeder cattle information is distributed to select Certified Hereford Beef cattle feeders. If you would like more information about [HerefordFeederCattle.com](http://HerefordFeederCattle.com), please contact CHB LLC Supply Chain Manager Trey

Befort at 816-842-3757 or [tbefort@herefordbeef.org](mailto:tbefort@herefordbeef.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.

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:

**Beatrice 77 Livestock Hereford Influenced Sale**

Monday, Feb. 2  
Beatrice 77 Livestock, Beatrice, Neb.  
[Beatrice77.net](http://Beatrice77.net)

**Mitchell Livestock Hereford Influenced Feeder Cattle Sale**

Thursday, Feb. 19  
Mitchell Livestock, Mitchell, S.D.  
Contact: Preston Burma 605-680-0448, Phil Eggers 605-351-5438 [ESFherefords@aol.com](mailto:ESFherefords@aol.com), Tim Moody 605-770-6544

**Tennessee Hereford Marketing Program Feeder Calf Sale**

Thursday, April 16  
Tennessee Livestock Producers, Columbia, Tenn.  
Contact: John Woolfolk 731-225-2620 or [woolfolkfarms@yahoo.com](mailto:woolfolkfarms@yahoo.com), Darrell Ailshie 931-212-8512  
[Tennesseelivestockproducers.com](http://Tennesseelivestockproducers.com)

**Kentucky Certified Hereford Influenced Sale**

Thursday, May 14  
Bluegrass Stockyards South, Stanford, Ky.  
Contact: Lowell Atwood 606-669-1455, John Meents 419-306-7480  
[Bgstockyards.com](http://Bgstockyards.com)

**Hereford offers internships, ambassador program**

The 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, 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](mailto: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, résumé 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](mailto:cvaught@hereford.org).

The AHA communications department has been selected to 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](http://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](http://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](mailto: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

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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](http://JrHereford.org/jnheambassador) and are due March 15. **HW**



## AHA announces Spring 2015 Gold TPR breeders

One hundred and four dedicated Hereford breeders achieved Gold TPR™

(Total Performance Records)

status for spring 2015, according to the American Hereford Association (AHA).

Also, the AHA has released the updated EPDs for spring 2015. The EPDs and the updated Trends, Traits and Distributions report is available online at [Hereford.org](http://Hereford.org).

The Gold TPR Breeder recognition is presented to progressive Hereford breeders who have measured traits and collected and promptly submitted performance data at all levels of production.

"The reason the Gold TPR program was established was to recognize those breeders who go the extra mile to collect data at all levels of production and report that data in a timely manner," says AHA Chief Operating Officer and Director of Breed Improvement Jack Ward.

Since the program's inception in 2005, Hereford breeders have increased their data collection efforts.

Breeders must meet a specific set of requirements in order to be eligible for the program. They are:

- Herd inventory submitted prior to date inventory surcharge goes into effect.
- Complete reporting of calving ease and reproductive status for each dam on inventory.
- Complete reporting of birth weights for all live calves recorded in the calf crop.
- Complete reporting of weaning weights for all live calves recorded in the calf crop.
- Complete reporting of yearling weights for all live calves recorded in the calf crop.
- Complete reporting of scrotal measurements for each bull calf with a recorded yearling weight.
- Ultrasound data reported on 25% or more of the calf crop.

Note: For weaning and yearling weights, disposal codes are accepted if the animal has been removed from the herd.

The following Hereford breeders were recognized as spring 2015 Gold TPR Breeders, organized by state:

### Alabama

Drummond Mine Ranch, Hanceville

### Arkansas

David and Juanita Jennings, Rogers  
Triple S Ranch, De Queen

### California

Gino Pedretti, El Nido  
Sonoma Mountain Herefords, Santa Rosa

### Colorado

Coyote Ridge Ranch, Lasalle  
Leroux Herefords, Windsor

### Georgia

Gary Hedrick, Marietta

### Idaho

JBB/AL Herefords, Gooding  
Shaw Cattle Co. Inc., Caldwell

### Indiana

Elzemeyer Polled Herefords, Richmond  
Grieves Herefords, W. Lafayette  
S.E. Lawrence Polled Herefords, Avilla  
Charles Robison, Mulberry

### Iowa

K7 Herefords, Lockridge  
Sheriff Polled Herefords, Orient  
Simpson Polled Herefords, Redfield

### Kansas

Alexander Farms, Gypsum  
Brannan & Reinhardt, Otis  
CK Ranch, Brookville  
Douthit-Downey Land & Cattle, St. Francis  
Mike Flory, Lawrence  
Gustafson Herefords, Junction City  
Frank Hug & Sons, Scranton  
Kevin Jensen, Courtland  
Mill Creek Ranch, Alma  
Red Rock Cattle, Medicine Lodge  
Sandhill Farms/Kevin Schultz, Haviland  
Allan Shumaker, Wetmore  
Springhill Hereford Farms, Blue Rapids  
VJS Polled Herefords, Hays

### Maryland

Church View Farm Inc., Millersville

### Michigan

Grand Meadows Farm, Ada  
Ronald Macnaughton, Grand Ledge  
Veesers Triple E Hereford Farm, Powers

### Minnesota

Belfey Herefords, Bagley  
Krogstad Polled Herefords, Fertile  
Kruse Polled Herefords, Harris  
Lester Schafer, Buffalo Lake

### Missouri

Kenneth & Carleen Buchanan, Higginsville  
L III Farms, Rogersville  
Nickelson Farms, Belgrade  
Rolling Hills Acres, St. Elizabeth

### Montana

Churchill Cattle Co., Manhattan  
Mark Cooper, Willow Creek  
Holden Herefords, Valier  
Storey Hereford Ranch, Bozeman  
Richard & Shirley Thomas, Gold Creek  
Wichman Herefords, Moore

### Nebraska

Blueberry Hill Farms Inc., Norfolk  
Frenzen Polled Herefords, Fullerton  
JB Ranch, Wayne  
KEG Herefords, Valentine  
Linton Polled Herefords, Miller  
Monahan Cattle Co., Hyannis  
Alfred Schutte & Sons, Guide Rock  
Sellman Ranch, Crawford

### Nevada

Genoa Livestock LLC, Minden

### New York

John and Kathi Wagner, Catskill

### North Carolina

Harry W. Myers Jr., Statesville

### North Dakota

Carters Polled Herefords, Rocklake  
Friedt Herefords, Mott  
Stuber Ranch, Bowman

### Ohio

Douglas Banks, Hamilton  
Rex Bradford, St. Marys  
Brielmaier Farm, Cincinnati

### Oregon

Quentin and Gayle Cook, Vale  
Harrell Hereford Ranch, Baker City  
High Desert Cattle Co., Canyon City  
Greg Thomas, Bonanza

### Pennsylvania

Flat Stone Lick, Marianna  
Vogel Valley Farms, Evans City

### South Dakota

Baker Hereford Ranch, Rapid City  
Bar JZ Polled Herefords, Holabird  
Frederickson Ranch, Spearfish  
Hillsview Farms, Eureka  
Eldon Lee Olthoff, Emery  
Mike and Lori Peskey, Iroquois  
Rausch Herefords, Hoven  
Ravine Creek Ranch, Huron  
Thorstenson Hereford Ranch, Selby

### Tennessee

Hill Vue Farm, Cleveland  
Walker Polled Hereford Farm, Morrison

### Texas

Flying S Herefords, Dallas  
Indian Mound Ranch, Canadian  
JP Family Limited Partnership, San Angelo  
Ledbetter Cattle Co., Wheeler  
P&J Polled Herefords, La Vernia  
Spearhead Ranch, Copperas Cove  
Still River Ranch, Van Alstyne  
Texas Stardance Cattle LLC, Hamilton  
Willis Polled Herefords, Emory

### Virginia

Bay Brook Farm, Dabneys  
Deer Track Farm, Spotsylvania  
Knoll Crest Farm, Red House  
Meadow Ridge Farms Inc., Broadway  
Mountain Lion Meadow Farm, Concord  
J.B. Persinger Jr., Covington  
Virginia Polytechnic Institute & State University, Blacksburg

### Wisconsin

Huth Polled Herefords, Oakfield  
Owego Stock Farm, Argyle

### West Virginia

Five Star Polled Herefords, Smithville  
West Virginia University, Morgantown

### Wyoming

Ned and Jan Ward, Sheridan **HW**