

"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).

### 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 may also result in a premium for the seller. Contact these organizers for the specific requirements of each sale.

#### Kentucky Hereford-Influenced Feeder Calf Sale

Date: May 16

Location: Stanford, Ky.

Contact: John Meents 419-306-7480 or Lowell Atwood 606-669-1455

#### Scholarship applications due April 1

April 1 is the deadline to submit applications for scholarships and awards given during the Junior National Hereford Expo.

For more information, visit [JrHereford.org](http://JrHereford.org) or contact AHA Youth Activities Director Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org) or 816-842-3737.

#### Schafer a Gold TPR breeder

Lester Schafer, Buffalo Lake, Minn., was not listed as a Spring 2013 Gold Total Performance Records (TPR) breeder in the February issue. We apologize for the error. **HW**

## Marx hired as HPI Advertising Coordinator



Alison Marx

Alison Marx, Smithville, Mo., has been selected as the new Hereford Publications Inc. advertising coordinator.

Marx graduated in 2006 from Northwest Missouri State University with a bachelor's of science degree in ag business and animal science. She has been gaining valuable experience in customer service and account management since.

Most recently Alison has been working as a customer service representative for Cargill Inc. at Overland Park, Kan. There, she was responsible for handling producers' grain contracts.

Alison has a wealth of work experience within the ag industry and outside of it.

Hereford Publications Inc. Production Manager Caryn Vaught says, "We're very excited to have Alison come on board. She has ample industry experience and will add stability to the position. I believe our breeders will appreciate her customer service skills."

Alison and her husband, Jason, have one son, Jase. She started at the AHA headquarters in Kansas City, Mo., Jan. 28.

## Certified Hereford Beef Sires recognized

The Certified Hereford Beef Sire of Distinction (CHBS) program recognizes Hereford bulls that have excelled in carcass traits. The Board initiated this program in August 2007.

To qualify as a CHBS, a bull must

1. Be in the top 25% for the CHBS profit index.
2. Have a minimum accuracy level of 30% for both ribeye area (REA) and marbling (MARB) expected progeny difference (EPD).

"We use this distinction to recognize sires in the Hereford breed that excelled in improving carcass traits," says Jack Ward, AHA chief operating officer and director of breed improvement. Although all bulls have the opportunity, only a few bulls will be recognized. Ward advises producers to remember that using balanced-trait selection is very important. "Do not overemphasize carcass traits while sacrificing other important traits for your herd."

Bulls with the CHBS status are recognized on the AHA website with CHBS after the animal's name. For more information, contact Ward at [jward@hereford.org](mailto:jward@hereford.org) or 816-842-3757.

A total of 1,152 sires earned the CHBS recognition in 2013. To download a complete report, visit [Hereford.org/CHBsires](http://Hereford.org/CHBsires). **HW**