

"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.

Scholarship applications due April 1

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

For more information, visit JrHereford.org or contact AHA Youth Activities Director Amy Cowan at acowan@hereford.org or 816-842-3757.

Association updates

The American Hereford Association (AHA) Board of Directors has approved a rule change and an increase in fees.

Steers need registration papers:

Starting in 2014, all steers showing at the JNHE must be registered by the AHA and out of a registered sire and dam. No steer certificates will be accepted, only registration papers. The AHA will still offer traditional steer certificates for those state and regional shows not requiring a registration paper on steers at this time.

New registration and enrollment fees:

Starting Jan. 1, 2014, registration fees increased 50 cents per head and Total Performance Records (TPR) cow herd enrollment fees increased by 50 cents.

Hereford offers JNHE ambassador program

College students may apply for the JNHE Ambassador Program. The 2014 ambassadors will assist the National Junior Hereford Association (NJHA) board and AHA staff throughout the JNHE week — July 5-12 — in Harrisburg, Pa.

The five ambassador positions include:

1. **Contest coordinator** — help with the facilitation of the 22 contests including room setup, starting on time, judge gifts, etc.
2. **Event coordinator** — assist with organization of opening ceremonies, awards banquet and shows.
3. **Technology coordinator** — assist with show office, data entry, social media, etc.

4. **Operations assistant** — help coordinate people and cattle check-ins and assist with oversight of tie outs, showring and facility setup.

5. **Communications assistant** — assist with press releases, photos and daily newsletter as well as contribute to the September *Hereford World*.

Candidates must be a 2014 high school graduate or older and must have had national show experience. Ambassadors cannot be exhibitors or competitors at the 2014 JNHE.

Ambassador applications are available online at Hereford.org/jnheambassador and are due March 15.

Sullivan Supply/Stock Show University Scholarship applications due March 15

Hereford youth are encouraged to apply for Sullivan Supply/Stock Show University scholarships. Sullivans is offering 20 scholarships worth \$1,000 each to youth involved in the livestock industry. Application deadline is March 15, and applications can be found at sullivansupply.com. Winners will be announced on April 15.

Photos available

National Western Stock Show and Western Nugget National Hereford Show photos, including candid and backdrop photos, are available to purchase at HerefordPhotoShop.com.

Hereford prints for sale

Support Hereford youth and purchase Hereford prints. Unveiled during the Hereford Youth Foundation of America (HYFA) "Growing a Lasting Legacy" campaign fundraiser, the *Out at Tie Outs* art-mounted print is the perfect gift for any Hereford enthusiast.

The photo was taken by Heidi Anderson, Legacy Livestock, of the historic West Bottoms during the recent JNHE in Kansas City. Print No. 1 sold in Kansas City, while numbers 2-99 are

now available. You can order a 10"×20" for \$140 or a 12"×36" for \$225.

Also unveiled in Kansas City was *The Hereford Ox, 1840*. The original canvas painting is on display at the AHA. Ten limited-edition canvas prints were sold. Now HYFA is offering 11"×14" prints of *The Hereford Ox, 1840* as well as those of "Anxiety 4" and "Silver."

Prints of all three can be purchased individually for \$30 or a set of "Anxiety 4" and "Silver" for \$50. Visit HerefordYouthFoundation.org to order all four HYFA prints.

Hereford banner, flag available for purchase

Hereford breeders can order the Profitabull Hereford banner and the Hereford flag that were displayed in Denver. The 3'×8' banner costs \$125 and the 1'×4' flag is \$50.

To order, visit Hereford.org and under the "Marketplace" tab is the "Hereford banner, flag" link. To order, you will be directed to the Boelte-Hall website. On that site select "Boelte-Hall Greeting Cards," and then this link should take you to a page with Hereford cards. Scroll to the bottom of the page to find the banner and flag options. **HW**

Stelzer Named *Hereford World* Advertising Rep

The American Hereford Association (AHA) and *Hereford World* staff are excited to announce Juston Stelzer, Aledo, Texas, is serving as the advertising representative for Arkansas, Louisiana and Texas. Juston started in the position in January.

In this role, Juston will assist breeders with their *Hereford World* advertising and Creative Service marketing programs.

Juston grew up in Coats, Kan., on a large dryland wheat and commercial cow-calf operation and showed Shorthorns in his youth. He attended Hutchinson (Kansas) Community College, earning an associate's degree in agriculture; then he graduated from Oklahoma State University in 2002 with a degree in animal science, livestock production.

Juston interned with Certified Angus Beef® in 2001 and previously served as a western field representative for the American Shorthorn Association and as a livestock advertising representative for the Texas and Southwestern Cattle Raisers Association (TSCRA) and *The Cattleman* magazine. Since May 2007, he has owned SS Auction Services – a full-service auction business, specializing in ring service and marketing.

"We are extremely pleased to be able to hire an experienced and talented individual like Juston to join our fieldmen team," says Joe Rickabaugh, AHA director of field management and seedstock marketing. "Juston brings years of experience selling advertising and working sales. He will be an excellent addition to our field staff."

Juston says, "Working for the American Hereford Association will be a great fit for me. Working with many different breeds and with commercial producers through SS Auction Services will be beneficial for Hereford customer bull sales. And having worked with the TSCRA, I already have a relationship with commercial producers in my region. It will be a win-win relationship."

Juston, his wife, Leslie, and their daughter, Blayklee, live in Aledo. **HW**



Juston Stelzer