

"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).

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

Photos available

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

Check out the Hereford YouTube channel

Highlight videos of the NWSS, Reno and Annual Meeting are available on the Hereford YouTube channel — youtube.com/herefordvideos. Also posted are educational videos related to collecting DNA samples, how to register a calf and an explanation of expected progeny differences (EPDs).

HerefordFeederCattle.com website launched

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

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.

Newly received listings should appear on the website within two business days. Feeder cattle information is distributed to select CHB cattle feeders. If you would like more information about HerefordFeederCattle.com, please contact CHB LLC Supply Chain Manager Trey Befort at 816-842-3757 or 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:

Tennessee Hereford Marketing Program Feeder Calf Sale (Spring)

Thursday, April 16

Tennessee Livestock Producers, Columbia, Tenn.

Contact: John Woolfolk 731-225-2620 or woolfolkfarms@yahoo.com, Darrell Ailshie 931-212-8512

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

Hereford offers ambassador program

The American Hereford Association (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.

College students can apply for the JNHE ambassador program. The 2015 ambassadors will assist the National Junior Hereford Association (NJHA) board and the AHA staff 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.

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Ambassadors cannot be exhibitors or competitors at the 2015 JNHE.

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

AHA seeks Board nominations

The nominating committee is requesting volunteers who are willing to serve a four-year term on the board of directors of the AHA. They encourage interested members and state leaders

to contact them regarding prospective candidates within their state and region. This year's nominating committee includes:

Chairman Marty Lueck
Mountain Grove, Mo.
417-838-1482

Kevin Jensen
Courtland, Kan.
785-243-6397

Bill King
Stanley, N.M.
505-832-4330

Norris Fowler
Jonesville, S.C.
864-674-5147

Bob Morrison
Lexington, Ohio
419-362-4471 **HW**