

"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).

### Register by March 15 for 2016 World Hereford Conference

Hereford breeders who register by March 15 for the 2016 World Hereford Conference can save \$100. The 17th World Hereford Conference is scheduled for April 18-25, 2016, in Montevideo, Uruguay.

A meeting of the World Hereford Council, this eight-day event will include tours of Uruguay Hereford operations, farms, test stations and the city of Montevideo. Along with business meetings and informational sessions, the conference will also host a show and gala.

For a schedule or to register, visit the 2016 World Hereford Conference website — [www.hereforduruguay2016.org](http://www.hereforduruguay2016.org).

Susan Croll, Arrowhead Hills Travel, is available to help coordinate travel for American Hereford Association (AHA) members. She can be reached at 620-364-5871 or [susancroll@yahoo.com](mailto:susancroll@yahoo.com).

As you work with Susan, you will need the following information:

- Full name
- Billing address
- E-mail address
- Birthdate
- Cell phone number
- Passport number and expiration date
- Credit card information

### 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](http://JrHereford.org) or contact AHA Youth Activities Director Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org) or 816-842-3757.

### DNA test JNHE steers by April 1

Steer exhibitors at the 2016 Junior National Hereford Expo (JNHE) must submit DNA for their steers by April 1 before they can enter for the show (according to new AHA rule, all steers must have a basic DNA test on file at the Association). Once exhibitors have received the DNA results, they can then enter their steers for the JNHE.

To request a DNA test kit, call AHA customer service at 816-842-3757 or send an e-mail to [records@hereford.org](mailto:records@hereford.org). If you request a DNA test by e-mail, please provide your member number, the animal's registration number and the reason for DNA testing.

### 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. The committee encourages interested

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

#### Chairman Dale Venhuizen

Manhattan, Mont.  
406-580-6421  
[dale@churchillcattle.com](mailto:dale@churchillcattle.com)

#### Craig Beran

Clafin, Kan.  
620-786-9703  
[beranbrothers@hbcomm.net](mailto:beranbrothers@hbcomm.net)

#### Dennis Birdsall

Homer, N.Y.  
607-749-2751  
[heather\\_hicksb@hotmail.com](mailto:heather_hicksb@hotmail.com)

#### Scott Nolan

Gilmer, Texas  
903-738-5636  
[nolanherefords@aol.com](mailto:nolanherefords@aol.com)

#### Gary R. Hedrick

Marietta, Ga.  
678-858-0914  
[g.hedrick@whitehawkinc.com](mailto:g.hedrick@whitehawkinc.com)

### 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.

#### Fredonia Livestock Hereford-Influenced Sale

**Date:** Tuesday, March 29  
**Location:** Fredonia Livestock, Fredonia, Kan.  
**Contact:** Cody Mathes, 620-288-0034

#### Tennessee Hereford Marketing Program Feeder Calf Sale

**Date:** Thursday, April 21  
**Location:** Tennessee Livestock Producers, Columbia, Tenn.  
**Contact:** Darrell Ailshie, 931-212-8512

*continued on page 12...*

## Baker tops January 'Hereford Shots' contest

"Icicles" by Haley Baker, Economy, Ind., was voted the winner of the January "Hereford Shots Up Close" contest. The photo will compete against the other 2016 monthly winners in December for the 2016 photo of the year.

For more information about the 2016 "Hereford Shots" photo contest, see Page 64 of the December *Hereford World*, or go to [Hereford.org](http://Hereford.org). **HW**



**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](http://HerefordPhotoShop.com).

**Hereford offers 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.

College students can apply for the JNHE ambassador program. The 2016 ambassadors will assist the National Junior Hereford Association (NJHA) board and AHA staff throughout the JNHE week — July 9-16 — in Madison, Wis.

Candidates must be a 2016 high school graduate or older and must have had national show experience. Ambassadors cannot be exhibitors or competitors at the 2016 JNHE.

Ambassador applications are available online at [JrHereford.org/jnheambassador](http://JrHereford.org/jnheambassador) and are due March 15.

**Ad campaign resources online**

State associations and Hereford breeders can utilize “He Wants It All” ads in local and state publications or sale catalogs. To download AHA ads in three different sizes and color or black-and-white, visit [HerefordResource.com](http://HerefordResource.com). You can request a password by e-mailing [adenton@hereford.org](mailto:adenton@hereford.org).

Also available is a one-page fact sheet about Hereford EPDs. This page can be used in sale catalog or other promotional items. To download a high-resolution version visit the “Sale Catalog Inserts” link under the “Media Center” tab on [Hereford.org](http://Hereford.org). **HW**

**He wants it all.**

There's a reason a tried and true black baldie is the most favored cow in America's cow herd. She's accountable, predictable, profitable and sustainable. Her calf and her steer mates are in demand, regardless of end point. The stakes have never been higher to create value and efficiency throughout the production system. In the past decade, Hereford has documented dramatic improvements in calving ease, weaning and yearling performance and end product merit.\* Reduce your risk. Improve your opportunity for profitability.

You want it all in your beef operation? Then take it.

**HEREFORD**  
 American Hereford Association  
 P.O. Box 88070 • Kansas City, MO 64188  
 816.842.2727 • [Hereford.org](http://Hereford.org)  
 ©2015 American Hereford Association

**HEREFORDS. Accountable. Predictable. Profitable. Sustainable.**

\* In Spring 2015 Hereford was named the American Cattle Evaluation (ACE) Champion breed for overall improvement in all traits. Performance improvements from 2010 to 2014: 3.6% increase in birth weight, 1.6% reduction in birth weight, 24% improvement in weaning and yearling performance and a 40% improvement in end product merit. [Hereford.org/performance](http://Hereford.org/performance)