

Sign up for eNews



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Are you getting Hereford eNews? If not, it's time to sign up. The purpose of eNews is to distribute Hereford, beef and agriculture industry news in a timely manner. The electronic newsletter is sent every Thursday night to subscribers.

An important strategy in the 2005 Strategic Plan adopted by the American Hereford Association (AHA) Board of Directors, was to increase and enhance the Association's communication tools. In January the AHA communications team unveiled an updated eNews with a weekly schedule, more in-depth topics, a new look and advertising opportunities.

As a communication team, our goals are to compile news items related to research, production and marketing issues and to disseminate that information via eNews. We realize that the monthly *Hereford World* is not timely when it comes to some issues facing beef producers today. Our hope is that eNews will complement the monthly publication, and that seedstock and commercial producers will rely on the AHA as a source of information they can trust.

News sent to subscribers comes from material authored by AHA and Certified Hereford Beef LLC staff as well as state Extension specialists and other industry experts.

Get signed up

Interested individuals can sign up for Hereford eNews by sending their e-mail addresses to eNews@hereford.org. You have the right to unsubscribe from the list at any time. If you would like your name removed from the list, you can reply to an eNews distribution and type "REMOVE" in the subject line.

If you have questions about eNews or if you would like to share comments regarding its usefulness and content or recommendations for improvement send an e-mail to eNews@hereford.org. Note: Communication staff has the authority to determine if information submitted is factual and would be useful to distribute to subscribers.

If you have a spam blocker on your e-mail program that seems to be blocking eNews, you can add com_staff@hereford.org as an address from which you will accept e-mail.

Advertising opportunity

Along with news dissemination, eNews gives producers and other related industries the opportunity to advertise upcoming sales, private-treaty offerings, semen or other offerings. Just like direct mail, e-mail ads are one of the best ways to get right in the inboxes of potential customers. You don't have to wait for them to visit your Web site or your online sale book.

Each eNews has three spots for banner advertising. The top position is \$200 and the two bottom positions are \$100 each.

Banner ads are animated graphics that can include a logo, sale name, sale date, location and a tag line, such as "click here for more information." They link to a Web site or online sale book, where interested individuals can find out more about what is advertised on the banner ad. You do not need to worry about designing your ads. AHA can do this for you.

For more information or to reserve your ad contact Amy Cowan, AHA communication coordinator, at (816) 842-3757 or acowan@hereford.org. **HW**

Cattlemen gather in Denver

The city of Denver played host to two beef industry events in mid-January and early February. The National Western Stock Show celebrated its 100th year with Hereford activities in the Yards and on the Hill Jan. 12-14. It was an exciting event with Hereford enthusiasm at a 20-year high.

In this issue we've tried to capsule the excitement in our 26-page National Western section, starting on page 45.

Beef industry leaders traveled back to Denver for the Cattle Industry Convention and Trade Show, Feb. 1-4. The Convention marked the 10th anniversary of the National Cattlemen's Beef Association (NCBA), which was formed in 1996 through a merger of the National Cattlemen's Association and the National Live Stock and Meat Board. In addition to NCBA, the event is hosted by the Cattlemen's Beef Promotion and Research Board, American National CattleWomen Inc., the National Cattlemen's Foundation and Cattle-Fax.

"Cowboy Up!" was the theme of the Convention that included the Pfizer Animal Health sponsored Cattlemen's College®, which was a full day of hands-on instruction and demonstrations. Other highlights of the week included the introduction of the new Beef Industry Long-Range Plan and comments from U.S. Secretary of Agriculture Mike Johanns.

Look for highlights of the event in the April *Hereford World*. **HW**