

"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.

Hall of Fame, Merit nominations due May 1

Nominations for the Hereford Heritage Hall of Fame and Hereford Hall of Merit are due May 1.

The Hall of Fame honor recognizes Hereford breeders who've dynamically influenced the direction and advancement of the Hereford breed.

Hall of Merit recipients aren't necessarily Hereford breeders, but have in their own ways greatly influenced the Hereford breed and cattle industry.

For information on how to nominate deserving individuals for the 2007 induction see the March *Hereford World*, Page 88, or contact Mary Ellen Hummel at (816) 842-3757.

CHB ambassadors named

Anna Rhodus, Greenwood, Mo., and Mary Ann Berg, Dalton, Ohio, have been selected as the 2007 CHB ambassadors. Rhodus and Berg will assist Certified Hereford Beef (CHB) LLC staff at promotional events throughout the year. More information on these ladies and the newly launched ambassador program will be included in the May/June *Hereford World*.



Craig Huffhines (left), AHA executive vice president, visits with convention attendees outside of the AHA/CHB LLC booth at the Cattle Industry Annual Convention and Trade Show. The booth served as a place to generate interest in the Hereford breed and its programs. For convention highlights, see Page 36.

Plan to attend BIF meeting

The 2007 Beef Improvement Federation (BIF) Annual Meeting and Research Symposium is scheduled for June 6-9 in Ft. Collins, Colo. AHA staff encourages producers to attend this event to keep up-to-date on industry issues and research. Visit www.beefimprovement.org for more information.

Hereford Young Guns scheduled

Hereford Young Guns will be Aug. 22-24 in Kansas City, Mo. Look to the May/June *Hereford World* for event details.

The Whiteface available for download

The Whiteface is a newsletter produced by the AHA with a focus on the commercial cattle business and the role of Herefords in this sector. Archived issues are available for download at Hereford.org. These newsletters make for excellent reading materials at Hereford sales and events, especially the February 2007 issue, which is full of "Hereford Testimonials."

Hereford resources online

State Hereford associations and individual breeders can download the AHA's national ad and radio script at HerefordResource.com. The AHA communication team encourages members to use these materials to help present a uniform Hereford message to the industry.

Also at this site are instructions for ordering "The Power of Black. Only Better." posters. AHA staff is asking for breeders' help in distributing these posters to sale barns and other appropriate locations.

As new resources become available, they will be posted to this site and announced at Hereford.org and in *Hereford eNews*.

For more information, contact Teresa Oe at (701) 232-4353 or toe@hereford.org. **HW**

Watch for Delegate Nomination Postcards

The postcards will be mailed to all American Hereford Association (AHA) active members in late April. Replies must be postmarked by May 31, 2007.