

"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 have 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 the cattle industry.

For more information on how to nominate deserving individuals for the 2011 induction at the American Hereford Association (AHA) Annual Meeting in October, contact Mary Ellen Hummel at 816-842-3757.

Enter now for JNHE

The online entry process is ready for the VitaFerm Junior National Hereford Expo (JNHE) July 9-16 in Kansas City. Visit JrHereford.org to enter online or to download entry information.

Also, entry packets have been mailed to all active junior members. If you have any questions about the online entry process or anything relating to the JNHE, contact AHA Youth Activities Director Amy Cowan at 816-842-3757 or acowan@hereford.org.

JNHE participants must pay \$5 to participate in showmanship. All showmanship contestants must pre-enter by June 1 and pay the \$5 entry fee.

Entry deadlines:

Early bird (save \$20): May 2

Final ownership and entry deadline: June 1.*

* Paper entries will only be accepted until May 2. All entries after the early bird entry deadline must be done online.

JNHE sponsorship, trade show opportunities available

Final plans are coming together for the 2011 JNHE. See Page 24 or visit JrHereford.org for a schedule of events and other information.

Watch for Delegate Nomination Postcards

The postcards will be mailed to all American Hereford Association members in late April. Replies must be postmarked by May 31, 2011.

Kansas youth are still seeking sponsors for the event. Division and class sponsorships are available as well as show program ads and trade show booths.

This year JNHE attendees will be able to set up trade show booths in the stall area. This option is for individuals who have family members with animals and it is more convenient to set up their booth near their stalls. The booth cost will be \$200. Vendors selling jewelry or other items in the stall area must have paid for a booth space and will be given an office trade show participant banner to display. For more information about the trade show, contact Angie Denton at adenton@hereford.org.

Hosting the JNHE is a huge investment. For information on how you can support the largest Hereford event of the year, visit JrHereford.org and click on the "JNHE" tab.

HYFA to host golf tournament

The Hereford Youth Foundation of America (HYFA) will host its second annual golf tournament with all proceeds to benefit the foundation. Hosted in conjunction with the JNHE, the event will kickoff at 7:30 a.m. July 12 at the Paradise Point Golf Course, Smithville, Mo.

The tournament will be a four-man scramble with shotgun start. Participants will have the chance to win a brand new car. Randy Curnow Buick is sponsoring a car for a hole in one.

Player entry fees will be \$300 a team or \$85 for a single, who will be placed on a random team. Hole sponsorships are available for \$500 and include a team.

To register, visit JrHereford.org, or for more information or to sponsor

this event, contact Amy Cowan at acowan@hereford.org.

Scholarship applications due May 2

May 2 is the deadline to submit applications for scholarships and other awards given during the JNHE. Note this year only electronic applications will be accepted.

For more information, visit the National Junior Hereford Association Web site, JrHereford.org, or contact AHA Youth Activities Director Amy Cowan at acowan@hereford.org or 816-842-3757.

Don't miss the Hereford Register

The fifth edition of the *Hereford Register* will be published as a special section in the July 2011 *Hereford World*. These "yellow pages" of Hereford breeders throughout the U.S. and Canada will include basic listings of July 2011 advertisers with a quarter-page or larger ad and July 2011 seedstock advertisers.

Hereford Register listings include: name, address, telephone, e-mail and Web site. Listings can be purchased for \$50 if you are not a July advertiser meeting the aforementioned specs. Listings are organized by state, then alphabetically by ranch or farm name. Seedstock ads are added at the end of the section and are available for \$350 per inch per year.

The section will be printed on special paper and bound in the magazine. Reprints will be available upon request, and the information is also posted on HerefordMarketplace.com.

For more information, contact your field representative, Joe Rickabaugh, at jrick@hereford.org or Amy Myers at amyers@hereford.org. Rickabaugh and Myers can also be reached at 816-842-3757.

Herefords dominate Iowa Beef Expo

The Hereford sale Feb. 17 during the Iowa Beef Expo in Des Moines was one for the record books. The 56 lots of live animals averaged \$3,505 with 30 bulls posting a \$3,553 average and 26 females averaging \$3,450. Herefords had the high-selling average for overall live lot average, the high female average and the second-high bull average for this event. Herefords also had the high-selling individual bull at \$8,200 from Wiese & Sons, Manning, Iowa, and the high-selling female at \$9,100 from the Mike Sorenson Family, Greenfield, Iowa. Cattle sold to eight different states and featured cattle from 30 consignors representing Iowa, Missouri, Illinois and Wisconsin.



High-selling bull, WS Intense Duke 512 868 ET, an April 11, 2008, son of WS Intense Duke 512, consigned by Wiese & Sons, Manning, to SK Herefords, Medina, N.Y., for \$8,200.



High-selling female, MSF About 20X ET, a Jan. 17, 2010, daughter of CRR About Time 743, consigned by Mike Sorenson Family, Greenfield, to Stephanie and Logan Krause, Pine Island, Minn., for \$8,000.

EPD app available

Beef producers can utilize the latest cell phone technology with the "Beef Cattle EPD" application now available for Android or Apple operating system smartphones. The application, released in January, allows users instant access to EPD averages of all the major breeds of beef cattle. Check out the app's Facebook page for more information, or download it at any app store.

Harris reports available

Hereford breeders can order copies of the Harris Heterosis Research Project final report titled *Impacts of Crossbreeding on Profitability in Vertically Coordinated Beef Industry Marketing Systems*, which was included with the January *Hereford World* and is available online at Hereford.org/HarrisHeterosisProject.

Various package sizes are available, including 10, 25, 50 and 100 copies.

To place your order, contact Angie Denton at adenton@hereford.org or 785-363-7263.

Educational Forums DVD available

Hereford breeders can order a DVD of the Educational Forums presentations from the 2010 AHA Annual Meeting.

Each DVD costs \$25, which includes shipping and handling. To order online, visit HerefordPhotoshop.com.

National show photos available

Photos from the 2010-11 national Hereford shows are available for purchase at HerefordPhotoshop.com.



Plan to attend "The Harvest"

The Hereford Youth Foundation of America (HYFA) invites Hereford breeders, enthusiasts and supporters to save the date and make plans to attend "The Harvest" fund-raising event at Kunde Family Estate in Sonoma, Calif., Aug. 19-20, 2011. "The Harvest" is being hosted by the Jim and Marcia Mickelson family and will raise money for HYFA's \$5 million capital endowment campaign with all proceeds benefitting scholarship and education for Hereford youth across the nation.

This is sure to be an unforgettable wine country experience for all who

attend. The event will start in San Francisco, Calif., on Aug. 19 with tours and sightseeing in and around the Bay Area on Thursday evening and Friday. On Friday afternoon, the group will make their way to Kunde Family Estate for a casual barbeque and Hereford fellowship. Saturday will include a ranch tour of Sonoma Mountain Herefords and local winery tours and tastings.

The highlight of the wine country weekend will be Saturday evening's sale featuring some of the breed's most elite genetics. The sale is being managed by Eddie and Ruth Sims of National Cattle Services and will take place on Kunde's famous Boot Hill, perched high above Sonoma Valley on the steps of the Mayacamas Mountains. Boot Hill boasts 360-degree views of Kunde's 1,850-acre winegrowing estate and will be the perfect setting for the evening's meal and entertainment. The auction will not only feature embryos from the breed's most prominent donors, flushes and heifer calf pregnancies but will offer some one-of-a-kind silent and live auction items including vacation getaways, a 2012 National Finals Rodeo package, exquisite artwork and something special for everyone.

"The Harvest" event pricing and travel details will be available in April at Hereford.org.

Event hosts are currently seeking consignments to the sale. If you are interested in being part of this history making event in California's wine country, please contact Eddie or Ruth Sims at 580-492-4590, simsnscs@aol.com or Amy Cowan at acowan@hereford.org, 816-842-3757. **HW**