

"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 2012 induction at the American Hereford Association (AHA) Annual Meeting in November, 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 2-8 in Grand Island, Neb. 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 1

Final ownership and entry deadline: June 1.*

* Paper entries will only be accepted until May 1. All entries after the early bird entry deadline must be completed online.

Join the club

Hereford Youth Foundation of America (HYFA) supporters will have the best seats in the house at the 2012 JNHE in Grand Island, Neb.

Hereford enthusiasts can join the Hereford Foundation Club and have access to the "club" that overlooks the showing in Grand Island as well as earn other perks for their support of Hereford youth.

There are four levels of membership, but benefits include a special membership pin, access to the VIP parking area and admittance to the club area.

Visit HerefordYouthFoundation.org or contact Amy Cowan, HYFA director, at acowan@hereford.org or 816-842-3757 for more information or to become a member.

New JNHE Ambassador Program launched

The National Junior Hereford Association (NJHA) has created a new opportunity for cattle show enthusiasts – the JNHE Ambassador Program. The JNHE continues to grow each year and as the number of cattle and exhibitors increases, so does the contest participation.

The 2012 ambassadors will assist the NJHA board and AHA staff throughout the JNHE week.

There will be four JNHE Ambassador positions: contest coordinator, event coordinator, technology coordinator and operations assistant. Visit JrHereford.org for position descriptions and to download an application. Applications are due April 15.

JNHE sponsorship, trade show opportunities available

Final plans are coming together for the 2012 JNHE. See Page 12 or visit JrHereford.org for a schedule of events and other information.

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

For more information about the trade show, contact Jill Tucker at 308-530-5765. To purchase an ad in the show program, contact Shellie Collins at 580-305-7751 or Jim Williams at 308-222-0170, and to

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, 2012.

inquire about class or division sponsors call Linda McKay at 308-470-1180.

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

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 8:30 a.m. July 3 at the Indian Head Golf Course, Grand Island, Neb.

The tournament will be a four-man scramble with shotgun start. Player entry fees will be \$260 a team or \$60 for a single, who will be placed on a random team. Hole sponsorships are available for \$450 and include a team. Single hole sponsorships are \$300.

To register, visit JrHereford.org, or for more information or to sponsor this event, contact Amy Cowan at acowan@hereford.org or golf organizers, Jay Elfeldt 308-293-3049 or Grant McKay 308-470-1190.

Welcome new AHA staff

Dawn Jochim and Sydney Shephard have recently joined the AHA staff.

Jochim has been hired as a customer service representative for the records department. With five years of breed records experience, Jochim joins the Hereford team after working for the American Chianina (ACA) and American Maine Anjou (AMAA) Associations. She served as the director of accounting

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membership at ACA from 2007 to 2010 and then was the AMAA registrar.

Jochim and her husband, Jeff, have a 20-year-old daughter and live near Platte City.

Shepherd is the new technical data services representative. She will be responsible for developing training processes that will aid in the seamless exchange of information from Hereford breeders and AHA. She will work with software development companies and help improve the electronic data submission process.

Prior to joining AHA, Shepherd was a loan officer for Northeast Security Bank in Iowa. An agricultural economics graduate from Kansas State University, she grew up helping with her family's registered Red Angus herd near Geneseo, Kan.

Shepherd and her husband, Matt, live south of Pomona, Kan.

July Hereford World Deadlines are approaching

Don't miss your chance to be a part of the July *Hereford World*. To receive a 5% discount get your ad to the AHA office by the early bird deadline — April 11

Final deadline for all ad materials is May 16. Any ads received after May 20 will be assessed a 10% late fee. To reserve your ad space, contact your AHA field representative today.

Don't miss the Hereford Register

The sixth edition of the *Hereford Register* will be published as a special section in the July 2012 *Hereford World*. These "yellow pages" of Hereford breeders throughout the U.S. and Canada will include basic listings of July 2012 advertisers with a quarter-page or larger ad and July 2012 seedstock advertisers.

Hereford Register listings include: name, address, telephone, e-mail and website. 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*. Deadline for submissions is May 1.

Contact your field representative, Joe Rickabaugh at jrick@hereford.org or Caryn Vaught at cvaught@hereford.org for more information. Rickabaugh and Vaught can also be reached at 816-842-3757.

Breeder pages are back

Are you looking for an efficient and economical way to market your cattle? The July *Hereford World* will again include a section that features state inch ads available for \$150 per ad.

If you want to do a state ad and also want to be listed in the *Hereford Register*, the cost is \$200. For more information, contact Caryn Vaught at cvaught@hereford.org or 816-842-3757. **HW**