

"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 2013 induction at the American Hereford Association (AHA) Annual Meeting in November, contact Karla Richardson at 816-842-3757.

Enter now for JNHE

The online entry process is ready for the VitaFerm® Junior National Hereford Expo (JNHE) July 14-21 in Kansas City, Mo. 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 2013 JNHE in Kansas City.

Hereford enthusiasts can join the Hereford Foundation Club and have

access to the "club" that overlooks the showring in Kansas City 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.

JNHE sponsorship, trade show opportunities available

Final plans are coming together for the 2013 JNHE. See Page 20 or visit JrHereford.org for a schedule of events and other information.

National Junior Hereford Association board members will be busy the next few months reaching out to you for champion, division and contest sponsorships to help offset the cost of awards. Also helping on the JNHE fundraising team is Darla Aegerter from Seward, Neb., who is assisting with selling trade show booth space and advertising for the show program.

If you are interested in reserving booth space or placing an ad in the show program, please contact Darla at 402-643-8122 or daegerter@neb.rr.com.

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 fourth 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 17 at the Falcon Lakes Golf Club, Basehor, Kan.

The tournament will be a four-man scramble with shotgun start. See Page 62 for entry fees. Hole sponsorships are available for \$750 and include a team entry. Single hole sponsorships are \$500.

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, 2013.

To register, visit JrHereford.org, or for more information or to sponsor this event, contact Bailey Clanton at bclanton@hereford.org or Amy Cowan at acowan@hereford.org.

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 22.

Final deadline for all ad materials is May 15. 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 seventh edition of the *Hereford Register* will be published as a special section in the July 2013 *Hereford World*. These "yellow pages" of Hereford breeders throughout the U.S. and Canada will include basic listings of July 2013 advertisers with a quarter-page or larger ad and July 2013 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.

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Contact your field representative, Alison Marx at amarx@hereford.org, Joe Rickabaugh at jrick@hereford.org or Caryn Vaught at cvaught@hereford.org for more information. Marx, 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 Marx or Vaught 816-842-3757.

Upgrade allows for easier use

The Hereford pedigree and EPD search website was recently upgraded. The update was a database upgrade that will allow new features in the

future and did upgrade the search function to make it a bit more user friendly. Updates featured include:

Using the "Name" field when searching for an animal name now allows for wild cards to be used at the start of your search. For example, if you are looking for MSU TCF REVOLUTION 4R but all you can remember is that his name is "Revolution," then you can search using %REVOLUTION%, and it will find all animals with Revolution in their names. The list of animals returned will be somewhat lengthy so you may want to use other criteria in your list such as "sex" of the animal, birth year, etc.

From such a search, you will notice that 1,839 results are returned. The database upgrade has allowed the AHA to increase the number of results returned in a search. The limit used to be 600 but is now 2,000.

Additionally, you don't have to select

criteria to sort by when conducting a search that involves specific parameters for a specific trait(s). Even if you do select a specific sort order for the search results to be returned to you, you don't have to back up to the search form to change the item to sort by. You can simply click on a column heading for any column shown in the results, and results will be re-sorted by that item. Note the first time you click the column heading it will sort on the default order for that trait and an additional click on the column heading (same column) will reverse the sort order.

These new functions are available for authorized users or visitors to the site. Visit Hereford.org and click on "EPD Search." **HW**