

"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.

More Spring 2014 Gold TPR Breeders

Four Hereford breeders were left off the Spring 2014 Gold TPR (Total Performance Records) list. We apologize for the error and congratulate these breeders:

- **Alfred Schutte & Sons**, Guide Rock, Neb.
- **Hill Vue Farm**, Blairsville, Ga.
- **Rausch Herefords**, Hoven, S.D.
- **Shaw Cattle Co.**, Caldwell, Idaho

AHA seeks Board nominations

The nominating committee is requesting volunteers who are willing to serve a four-year term on the American Hereford Association (AHA) Board of Directors. Committee members encourage interested members and state leaders to contact them regarding prospective candidates within their state and region.

This year's nominating committee includes:

- **Jimmie Johnson**, Clinton, Okla., 580-331-8534, gptservice@sbcglobal.net
- **Bill Cox**, Pomeroy, Wash., 509-566-7050, cxranch@live.com
- **Steve Folkman**, Ixonia, Wis., 262-617-6346, cnlfarm@execpc.com
- **Vern Rausch**, Hoven, S.D., 605-948-2375, rauschherf@rauschherefords.com
- **David Parker**, Bradyville, Tenn., 615-765-5359, dplp@dtccom.net

Hall of Fame, Merit nominations due June 1

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

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, 2014.

For more information on how to nominate deserving individuals for the 2014 induction at the AHA Annual Meeting in November, contact Anne Stuart at astuart@hereford.org or 816-842-3757.

Enter now for JNHE

The online entry process is ready for the VitaFerm® Junior National Hereford Expo (JNHE) July 5-12 in Harrisburg, Pa. 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.

Starting in 2014, all steers showing at the JNHE must be registered by the AHA and must be out of a registered sire and dam. No steer certificates will be accepted, only registration papers. The AHA will still offer traditional steer certificates for those state and regional shows not requiring a registration paper on steers at this time.

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 2014 JNHE in Harrisburg.

Hereford enthusiasts can join the Hereford Foundation Club and have access to the "club lounge" and "club loft" in Harrisburg as well as earn other perks for their support of Hereford youth.

Club members and those interested in joining the club are invited to a welcome reception on Monday, July 7 from 6 to 8 p.m.

The "club lounge" located in the commonwealth room will be open Monday, July 7 through Friday, July 11 from noon to 6 p.m. The "club loft" overlooking the showing will be open while the shows are taking place Wednesday, July 9 through Saturday, July 12.

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 2014 JNHE. See Page 22 or visit JrHereford.org for a schedule of events and other information.

The JNHE fundraising team is currently soliciting trade show and show program advertisers. For trade show questions please contact Darla Aegerter at 402-643-8122 or daegerter@neb.rr.com or Charlie Williams at 540-460-6194 or herefordxing@gmail.com.

If you are interested in placing an ad in the show program, please contact Darla or Mike Taylor at 304-257-1040 or mwtaylor@frontiernet.net.

For information on how you can support the largest Hereford event of

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the year, visit JrHereford.org and click on the "JNHE" tab.

HYFA to host golf tournament

HYFA will host its fifth annual golf tournament with all proceeds to benefit the foundation. Hosted in conjunction with the JNHE, the event will kick off at 8:30 a.m. July 8 at the Hershey Country Club, Hershey, Pa.

The tournament will be a four-man scramble with shotgun start.

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 21.

Final deadline for all ad materials is May 16. Any ads received after May 19 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 eighth edition of the *Hereford Register* will be published as a special section in the July 2014 *Hereford World*. These "yellow pages" of Hereford breeders throughout the U.S. and Canada will include basic listings of July 2014 advertisers with a quarter-page or larger ad and July 2014 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

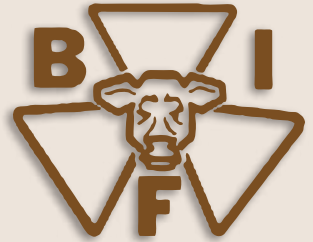
Plan to attend BIF Symposium and Convention

The 2014 Beef Improvement Federation (BIF) Research Symposium and Convention is set for June 18-21 in Lincoln, Neb.

For nearly 50 years, BIF has hosted its annual research symposium and convention. The convention serves to facilitate discussion and provide education on current issues facing the beef industry.

For the latest information about our 2014 BIF Symposium and Convention, go to the BIF website, Beefimprovement.org. For more information on registering, e-mail the University of Nebraska - Lincoln Event and Conference Planning Office at eventplanning@unl.edu. For questions on the conference, contact Matt Spangler at mbspangler2@unl.edu or 402-472-6489.

US-MARC (U.S. Meat Animal Research Center) will also host pre-conference tours on Tuesday (all day) and Wednesday morning. Tours can be arranged by contacting Janel Nierman at Janel.Nierman@ars.usda.gov or 402-762-4110. **HW**



upon request, and the information is also posted on HerefordMarketplace.com. Deadline for submissions is May 2.

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 at 816-842-3757.

Hereford prints for sale

Support Hereford youth and purchase Hereford prints. Unveiled during the Hereford Youth Foundation of America (HYFA) "Growing a Lasting Legacy" campaign fundraiser, the *Out at Tie Outs* art-mounted print is the perfect gift for any Hereford enthusiast.

The photo was taken by Heidi Anderson, Legacy Livestock, of the historic West Bottoms during the 2013

JNHE in Kansas City. Print No. 1 sold in Kansas City, while numbers 2-99 are now available. You can order a 10"×20" for \$140 or a 12"×36" for \$225.

Also unveiled in Kansas City was *The Hereford Ox, 1840*. The original canvas painting is on display at the AHA. Ten limited-edition canvas prints were sold. Now HYFA is offering 11"×14" prints of *The Hereford Ox, 1840* as well as those of "Anxiety 4" and "Silver."

Prints of all three can be purchased individually for \$30 or a set of "Anxiety 4" and "Silver" for \$50. Visit HerefordYouthFoundation.org to order all four HYFA prints.

Hereford banner, flag available for purchase

Hereford breeders can order the Profitabull Hereford banner and the Hereford flag that were displayed in Denver. The 3'×8' banner costs \$125 and the 1'×4' flag is \$50.

To order, visit Hereford.org and under the "Marketplace" tab is the "Hereford banner, flag" link. To order, you will be directed to the Boelte-Hall website. On that site select "Boelte-Hall Greeting Cards," and then this link should take you to a page with Hereford cards. Scroll to the bottom of the page to find the banner and flag options. **HW**