

"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](mailto:eNews@hereford.org) to subscribe. Archived issues are posted at [Hereford.org](http://Hereford.org).

## 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, 2016.

### AHA seeks Board nominations

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

This year's nominating committee:

**Chairman Dale Venhuizen**

Manhattan, Mont.

406-580-6421

[dale@churchillcattle.com](mailto:dale@churchillcattle.com)

**Craig Beran**

Clafin, Kan.

620-786-9703

[beranbrothers@hbcomm.net](mailto:beranbrothers@hbcomm.net)

**Dennis Birdsall**

Homer, N.Y.

607-749-5106

[heather\\_hicksb@hotmail.com](mailto:heather_hicksb@hotmail.com)

**Scott Nolan**

Gilmer, Texas

903-738-5636

[nolanherefords@aol.com](mailto:nolanherefords@aol.com)

**Gary R. Hedrick**

Marietta, Ga.

678-858-0914

[g.hedrick@whitehawkinc.com](mailto:g.hedrick@whitehawkinc.com)

induction at the AHA Annual Meeting in November, contact Anne Stuart at [astuart@hereford.org](mailto: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 9-15 in Madison, Wis. Visit [JrHereford.org](http://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](mailto:acowan@hereford.org) or AHA Shows Coordinator Bailey Clanton at [bclanton@hereford.org](mailto:bclanton@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 online entry deadline (save \$20): May 1
- Final ownership and entry deadline: June 1.
- Paper entries will only be accepted until May 1 and do not qualify for early bird rates. All entries after May 1 must be completed online.

### Join the club

Hereford Youth Foundation of America (HYFA) supporters will have the best seats in the house at the 2016 JNHE in Madison, Wis.

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

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### 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 greatly influenced the Hereford breed and the cattle industry.

For more information on nominating deserving individuals for the 2016

## Santoro named CHB Northeast Region Brand Manager

Ron Santoro, Collegeville, Pa., has been named the Certified Hereford Beef (CHB) LLC Regional Brand Manager for the Northeast Region. Santoro joins the CHB LLC team with more than 20 years in the restaurant and meat industry.

As Northeast Region Brand Manager, Santoro will maintain and grow existing retail and food service business as well as create consumer awareness of the brand in the Northeast region.

"We are excited with the skill set and experience that Ron brings to the CHB LLC team," says Amari Manning, CHB LLC chief operating officer and general manager. "He will be an asset as we continue to grow CHB business and create a demand for our brand in the Northeast."

Recently, Santoro served as Regional Inter Company Sales Manager for Buckhead Beef Northeast.

Santoro graduated from Penn State University with a degree in hospitality management. He started his restaurant career in 1992 and for the next 18 years he worked at various high volume establishments as a general manager.

In 2008, he started his career with Sysco Foods of Philadelphia as a marketing associate and from 2011 to 2015 he served as Center of the Plate Specialist for Sysco.

Celebrating its 20th year as a brand, the CHB program experienced a record year of growth during fiscal year 2015 with 51.2 million lb. of product sold. Since 2008, CHB LLC has increased beef sales by 46%.

Ron and his wife have a 10-year-old son. **HW**



**Ron Santoro**

The “club,” located in the Alliant Energy Center, overlooks the showring.

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

Visit [HerefordYouthFoundation.org](http://HerefordYouthFoundation.org) or contact Amy Cowan, HYFA director, at [acowan@hereford.org](mailto:acowan@hereford.org) or 816-842-3757 for more information or to become a member.

### JNHE sponsorship, show program ads available

Final plans are coming together for the 2016 JNHE. See Page 21 or visit [JrHereford.org](http://JrHereford.org) for a schedule of events.

The JNHE fundraising team is currently soliciting sponsorships and show program advertisers. Please contact Darla Aegerter at 402-643-8122 or [daegerter@neb.rr.com](mailto:daegerter@neb.rr.com) or BJ Jones at 608-482-2961 or [wildcatcattle@gmail.com](mailto:wildcatcattle@gmail.com) for sponsorship questions or to place an ad in the show program.

For information on how you can support the largest Hereford event of the year, visit [JrHereford.org](http://JrHereford.org) and click on the “JNHE” tab.

### HYFA to host golf tournament

HYFA will host its seventh annual golf tournament with all proceeds to benefit HYFA. Hosted in conjunction with the JNHE, the event will kick off at 8:30 a.m. July 11 at the Door Creek Golf Course in Cottage Grove, Wis.

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

To register, visit [JrHereford.org](http://JrHereford.org), or for more information or to sponsor this event, contact Bailey Clanton at [bclanton@hereford.org](mailto:bclanton@hereford.org) or Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org).

## Plan to attend BIF Symposium

The 2016 Beef Improvement Federation (BIF) Research Symposium and Convention is set for June 14-17, 2016, in Manhattan, Kan.

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

For the latest information about the 2015 BIF Symposium and Convention, go to the BIF website, [Beefimprovement.org](http://Beefimprovement.org). **HW**



### 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 25.

Final deadline for all ad materials is May 13. Any ads received after the final deadline 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 10th edition of the *Hereford Register* will be published as a special section in the July 2016 *Hereford World*. These “yellow pages” of Hereford breeders throughout the U.S. and Canada will include basic listings of July 2016 advertisers with a quarter-page or larger ad and July seedstock advertisers.

*Hereford Register* listings include name, address, telephone number, e-mail address and website. Listings can be purchased for \$50 if you are not a July advertiser. 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 and is also posted on [HerefordMarketplace.com](http://HerefordMarketplace.com). Reprints will be

available upon request. Deadline for submissions is May 16.

Contact your field representative, Alison Marx, [amarx@hereford.org](mailto:amarx@hereford.org); Joe Rickabaugh, [jrick@hereford.org](mailto:jrick@hereford.org); or Caryn Vaught, [cvaught@hereford.org](mailto:cvaught@hereford.org), for more information or call 816-842-3757.

### Consider breeder pages

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.

### Take advantage of Hereford-influenced feeder calf sales

Consigning Hereford and Hereford-influenced calves to a special Hereford sale not only provides a great outlet for buyers interested in Hereford genetics but also may result in a premium for the seller. Contact these organizers today for the specific requirements of each sale.

Many have a consignment deadline, and the earlier you commit your stock, the better advertisement your calves will get. Whether you have one head or 100, one of these sales may be the perfect marketing outlet for you:

#### Tennessee Hereford Marketing Program Feeder Calf Sale

**Date:** Thursday, April 21

**Location:** Tennessee Livestock Producers, Columbia, Tenn.

**Contact:** Darrell Ailshie, 931-212-8512

#### Kentucky Certified Hereford-influenced Sale

**Date:** Thursday, May 12

**Location:** Bluegrass Stockyards South, Stanford, Ky.

**Contact:** Lowell Atwood 606-669-1455, John Meents 419-306-7480  
[Bgstockyards.com](http://Bgstockyards.com) **HW**

## Decker tops February 'Hereford Shots' contest

“The Future Expert” by Kesley Decker, Pickerington, Ohio, was voted the winner of the February “Hereford People” contest. The photo will compete against the other 2016 monthly winners in December for the 2016 photo of the year.

For more information about the 2016 “Hereford Shots” photo contest, see Page 64 of the December *Hereford World*, or go to [Hereford.org](http://Hereford.org). **HW**

