

"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 Hereford educational videos

The American Hereford Association (AHA) continues to post educational videos to its YouTube channel. Recent additions include tips on collecting hair samples for DNA testing and a highlight video of the 2013 National Western Stock Show. To watch the videos, visit [Hereford.org/videos](http://Hereford.org/videos).

### Enter now for JNHE

The June 1 deadline is fast approaching for the VitaFerm® Junior National Hereford Expo (JNHE) July 14-21 in Kansas City, Mo. Visit [JrHereford.org](http://JrHereford.org) to enter online.

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).

For more about the JNHE, see Page 54.

### 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.

### 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

## Bolin hired as Hereford junior activities intern



**Luke Bolin**

Luke Bolin, Fayetteville, Ark., has been selected as the 2013 American Hereford Association (AHA) junior activities intern. Luke is a senior at the University of Arkansas majoring in agricultural communications.

Luke grew up showing Shorthorns and served on the junior board for the American Shorthorn Association. However, he was also the operations assistant ambassador at the 2012 Junior National Hereford Expo (JNHE), and enjoyed Hereford people so much he wanted to come back.

AHA Director of Junior Activities and Foundation Amy Cowan says, "I am excited to have Luke join our team again this summer as our junior activities intern. His real world experiences on the National Junior Shorthorn board as well as serving as a 2012 JNHE ambassador, will be a huge asset as we plan JNHE and PRIDE (Program for Reaching Individuals Determined to Excel) Convention this summer."

Luke's coursework in college has allowed him to develop technical skills in Web design and content management, social media, video development, photography, client relations, organizational and interpersonal communication, merchandising, graphic design, and journalism which he will put to use at the AHA.

Luke's duties will focus around the JNHE in Kansas City, Mo., as he will manage the JNHE ambassador team and help the National Junior Hereford Association (NJHA) board with the organization of the contests and events. He will also work closely with the entry process and assist with marketing, social media and communications to the exhibitors, state advisors and all JNHE attendees.

Prior to the junior national show, he will represent the AHA at a few state and regional junior events and will be instrumental in coordinating the PRIDE Convention in Brookings, S.D. **HW**

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.

### Seeking Board candidates

The AHA nominating committee's responsibility is to identify six candidates to run for the three Board positions that

are selected during the AHA Annual Membership Meeting.

See "AHA election process" sidebar for more information. To make a Director recommendation, contact one of the following committee members:

- Randy White, Albuquerque, N.M., 505-856-0056
- Jim Coley, Catalian Springs, Tenn., 615-451-2567
- Kyle Colyer, Bruneau, Idaho, 208-250-3924

- Bob Goble, Alto, Mich., 616-868-0319
- Ned Ward, Sheridan, Wyo., 307-672-3428

### JNHE sponsorship, trade show opportunities available

Final plans are coming together for the 2013 JNHE.

National Junior Hereford Association board members have been busy reaching out to Hereford breeders

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## AHA election process

Each year three American Hereford Association (AHA) Directors retire from the Board and three new Directors are elected to succeed them.

The election procedure is a multi-step process.

**1) Nomination of board candidates** – The AHA Board of Directors executive committee selects a five-member nominating committee at-large to nominate a slate of six Director candidates.

**2) Election of voting delegates** – Each state elects voting delegates to attend the AHA Annual Meeting in Kansas City to vote on the slate of nominees.

Each state is entitled to one delegate for every 750 Hereford registrations recorded from June 1-May 31. A state must have a minimum of 375 registrations to be entitled to one delegate. If the number of registrations exceeds 750 or any multiple thereof by 375 or more, the state will be entitled to an additional delegate or delegates.

**3) State election of voting delegates** – In late April, delegate nomination postcards are mailed to all AHA members. Replies must be postmarked by May 31.

Each active member is asked to nominate one state candidate to be elected to serve as a delegate to the AHA Annual Meeting. An active member is defined as a member

that registered at least one animal in the calendar year preceding the year of the election.

A state delegate ballot will be sent to each active member to vote from a list of state nominees. Each active member will vote for the entitled number of state delegates. Each state is entitled to a number of delegates based on registration count and membership count in the previous year's registration period. A minimum of 375 registrations is required for the first delegate and then for every 750 registrations thereafter an additional delegate is added. In addition, each state is allocated a delegate for the first 25 members and an additional delegate for every 100 members thereafter.

### Weighted votes

Each member delegate vote will be weighted based on the individual's registrations as follows:

Number of registrations	Weighted votes
1-20	1
51-100	15
101-200	30
More than 200	60

### Principal place of doing business

Each active member must vote in the state that is his or her principal place of doing Hereford business, i.e. ranch or farm address must be in the same state in which he or she is voting.

### Election schedule

- April AHA mails delegate nomination postcards
- May 31 Deadline for nominating delegates
- June Delegate ballot will be sent out to each active member. Each active member will be asked to vote for the corresponding number of delegate candidates allocated to each state.
- July 31 Deadline for returning ballots
- October 1 Announcement of elected state delegates.
- November Election of Directors by the delegates will take place at the assembly of state delegates during the AHA Annual Meeting in Kansas City. **HW**

### Voting quadrants for AHA Board of Directors



The U.S. is divided into four regions of representation, and each region will have at least one director.

## Hereford banner, flag available

Hereford breeders will soon be able to order the Profitabull Hereford banner and Hereford flag that were displayed in Denver. For pricing and order information, visit [Hereford.org/banner](http://Hereford.org/banner). **HW**



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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 advertisements 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](mailto:daegerter@neb.rr.com).

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

The tournament will be a four-man scramble with shotgun start. See Page 12 for entry fees. Hole sponsorships are available for \$750 and include a team entry. Single hole sponsorships are \$500.

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).

### **July Hereford World deadlines are approaching**

Don't miss your chance to be a part of the July *Hereford World*. 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.

### **Canyon Gem a Gold TPR breeder**

Tim Dolcini, Canyon Gem Livestock, Jerome, Idaho, was not listed as a Spring 2013 Gold Total Performance Records (TPR) Breeder in the February issue. We apologize for the error. **HW**

## **Hanson named Hereford marketing and communications intern**



**Jaime Hanson**

Jaime Hanson, Comfrey, Minn., has been selected as the 2013 American Hereford Association (AHA) marketing and communications intern. Jaime just wrapped up her junior year at the University of Nebraska-Lincoln, where she's majoring in animal science and minoring in ag leadership and communications.

Since joining the Hereford business in 2000, Jaime has been an active member of the National Junior Hereford Association (NJHA) and Minnesota Junior Hereford Breeders. She is currently a member of the NJHA board serving as communication chair.

She brings to the communication team, a wealth of prior experience having served as an intern for the National Cattlemen's Beef Association (NCBA) at the 2013 Cattle Industry Convention, as well as previous internship experience with the Nebraska Beef Council and the University of Nebraska-Lincoln Extension Service.

Angie Stump Denton, AHA director of communications, says, "We are so excited to have Jaime join our team this summer. Her Hereford knowledge and communication experience will be a real asset as we work on projects this summer."

Jaime will put her skills and Hereford knowledge to use this summer as she works on marketing and communications projects starting May 16. **HW**