

"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.

Watch for Delegate Nomination Postcards

The postcards were mailed to all American Hereford Association members in late April. Replies must be postmarked by May 31, 2015.

Enter now for JNHE

The June 1 deadline is fast approaching for the VitaFerm® Junior National Hereford Expo (JNHE) June 27 to July 3 in Grand Island, Neb. Visit JrHereford.org to enter online.

JNHE participants must pay \$5 to participate in showmanship. All showmanship contestants must pre-enter by June 1 and pay the \$5 entry fee.

If you have any questions about the online entry process or anything relating to the JNHE, contact American Hereford Association (AHA) Youth Activities Director Amy Cowan at 816-842-3757 or acowan@hereford.org or AHA Shows Coordinator Bailey Clanton at bclanton@hereford.org.

For more information about the JNHE including contest updates, see Page 57.

Join the club

Hereford Youth Foundation of America (HYFA) supporters will have the best seats in the house at the 2015 JNHE in Grand Island, Neb.

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

The "club," located in the 5 Points Bank Arena, overlooks the showing.

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

Plan to attend BIF Symposium



The 2015 Beef Improvement Federation (BIF) Research Symposium and Convention is set for June 9-12 in Biloxi, Miss.

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 the 2015 BIF Symposium and Convention, go to the BIF website, Beefimprovement.org. **HW**

JNHE sponsorship, trade show opportunities available

Final plans are coming together for the 2015 JNHE. See Page 57 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 or to place an ad in the show program, please contact Darla Aegerter 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 sixth 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. June 29 at the Indian Head Golf Course, Grand Island, Neb.

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.

Beran named HPI intern



Bridget Beran

Bridget Beran, Claflin, Kan., has been selected as the 2015 Hereford Publications Inc. (HPI) intern. Bridget just wrapped up her junior year at Kansas State University (K-State), where she's majoring in journalism and mass communications with a minor in political science.

Bridget has a long history with the Hereford breed, having been raised on her family's Hereford (B&D Herefords) and Angus (Beran Bros. Angus) operation. Last summer she served as the American Hereford Association (AHA) communication intern, assisting with AHA communication and marketing projects and writing for the *Hereford World*.

She has been involved in the Kansas Junior Hereford Association (KJHA) for 11 years and is currently serving as KJHA vice president. She also served as the Kansas Hereford Queen from 2010 to 2012.

At K-State, Bridget has been honing her writing skills while working for the campus newspaper, *The Collegian*, and currently serves as the campus news desk editor. She also stays busy with Collegiate Cattlewomen and Alpha Chi Omega sorority.

"We are excited to have Bridget return to team Hereford this summer," says Caryn Vaught, HPI production manager. "Bridget's Hereford knowledge and her talent as a writer will be a huge asset to the *Hereford World* and HPI staff."

Bridget will put her skills to use assisting with *Hereford World* editorial and HPI creative service projects. **HW**

AHA seeks Board nominations

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

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

Chairman Marty Lueck

Mountain Grove, Mo., 417-838-1482
mvlueck@centurytel.net

Kevin Jensen

Courtland, Kan., 785-243-6397
jensenks@courtland.net

Bill King

Stanley, N.M., 505-220-9909
bill@billkingranch.com

Norris Fowler

Jonesville, S.C., 864-219-0182
nrfowler@brecwb.com

Bob Morrison

Lexington, Ohio, 419-362-4471
morrisonbk@embarqmail.com

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 16. Any ads received after May 22 will be assessed a 10% late fee. To reserve your ad space, contact your AHA field representative today.

The ninth edition of the *Hereford Register* will be published as a special section in the July 2015 *Hereford World*. These "yellow pages" of Hereford breeders throughout the U.S. and Canada will include basic listings of July 2015 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.

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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 Jan. 1-Dec. 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 June 1.

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
21-50	6
51-100	15
101-200	30
More than 200	60

Principle place of doing business

Each active member must vote in the state that is his or her principle 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
Oct. 1	Announcement of elected state delegates.
Oct. 31	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.

The section will be printed on special paper and bound in the magazine and is also posted on HerefordMarketplace.com. Reprints will be available upon request. Deadline for submissions is May 2.

Contact your field representative; Alison Marx, amarx@hereford.org; Joe Rickabaugh, jrick@hereford.org; or Caryn Vaught, cvaught@hereford.org, for more information or call 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:

Kentucky Certified Hereford-influenced Sale

Thursday, May 14
Bluegrass Stockyards South, Stanford, Ky.
Contact: Lowell Atwood 606-669-1455,
John Meents 419-306-7480
Bgstockyards.com

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.

For more information on how to nominate deserving individuals for the 2015 induction at the AHA Annual Meeting in November, contact Anne Stuart at astuart@hereford.org or 816-842-3757.

Check out, promote HerefordFeederCattle.com

This spring AHA and Certified Hereford Beef (CHB) LLC launched HerefordFeederCattle.com — an online marketing tool for producers marketing Hereford-influenced feeder cattle.

HerefordFeederCattle.com is a free online tool that buyers or sellers can use to view, list or purchase Hereford-influenced cattle. Producers can list cattle for sale under three options — live auction, video/internet auction and private treaty.

There are no fees, commissions or obligations imposed upon the buyer or the seller. The listing's purpose is to help promote Hereford-influenced feeder cattle selling throughout the country and to connect producers of those cattle with interested buyers.

The service is open to all Hereford and Hereford-influenced cattle producers. Producers and/or their representatives can list cattle by completing a form online at HerefordFeederCattle.com.

Newly received listings should appear on the website within two business days. Feeder cattle information is distributed to select CHB cattle feeders. If you would like more information about HerefordFeederCattle.com, please contact CHB LLC Supply Chain Manager Trey Befort at 816-842-3757 or tbefort@herefordbeef.org. **HW**

Bayer hired as AHA junior activities intern

Calli Bayer will serve as the American Hereford Association (AHA) junior activities intern this summer. Calli grew up on an Angus/Red Angus cow-calf operation in central Wisconsin, and she is currently a senior at Iowa State University.



Calli Bayer

Calli is involved in the Wisconsin Junior Angus Association and the National Junior Angus Association. At Iowa State, she is a member of Block & Bridle and is studying agricultural communications. She plans to graduate in December 2015.

Her main duties this summer will focus on helping organize the Junior National Hereford Expo (JNHE) in Grand Island, Neb., and the Faces of Leadership Convention in Estes Park, Colo. She will also help manage the JNHE ambassador team and the National Junior Hereford Association (NJHA) board of directors.

"The junior department is super excited to welcome Calli and is confident that with her background in the industry she will be an excellent fit as we execute the Junior National Hereford Expo and Faces of Leadership Conference," says Amy Cowan, AHA director of youth activities. "Her experiences in various junior programs and breed associations will be a huge asset as she works with the AHA staff, NJHA board and JNHE ambassador team throughout the summer." **HW**

Fortner selected as AHA communications and marketing intern

Allison Fortner has been selected as the 2015 American Hereford Association (AHA) communications and marketing intern. Allison grew up in Cleveland, Ga., and is a junior at the University of Georgia at Athens (UGA).



Allison Fortner

Allison was active in the National FFA Organization in high school and at UGA is a member of Sigma Alpha, a professional agricultural sorority. She is also an active member and leader in the Agricultural Communicators of Tomorrow organization. She has worked as the assistant to the executive director at the Georgia Milk Producers Inc., for the past year. Fortner is pursuing a degree in agricultural communications with plans to graduate in May 2016.

"We are excited to have Allison join our communications team this summer," says Angie Stump Denton, AHA director of communications and public relations. "She will bring new ideas to our team as we continue to strengthen our marketing and promotion strategy."

Allison will put her skills to use working on marketing and communication projects including the Hereford website, social media, educational videos and the Hereford app.

AHA was selected to host Allison by the American Agricultural Editors Association (AAEA). Each year AAEA selects a company to host its marketing and communication intern. AHA thanks the AAEA Professional Improvement Foundation along with BCS Communications and Gardner and Gardner Communications for the opportunity to host this year's intern. **HW**

Calling Hereford Photographers

AHA announces a monthly "Hereford Shots" photo contest.



If you enjoy taking photos of Hereford cattle this contest is for you. Each month the American Hereford Association (AHA) will announce a theme for photo submissions. Entries will be judged by a panel of industry experts. The panel will select the top five submissions that will then vie for a "People's Choice Award" on the BuyHereford Facebook Page.

The photos submitted could be used in Hereford marketing and promotion projects including ad campaigns, newsletters and the AHA website plus in the *Hereford World*.

Monthly themes

May — All About the Bull

The Hereford bull must be dominant in the photo. Suggested poses include $\frac{3}{4}$ front or rear-view, a group of bulls, or a bull with cows and/or calves.

June — The Momma

Photo must feature the Hereford cow. Calves or bulls may be in the photo but the focus must be on the cow.

July — Unbeatable Baldie

Photo must feature baldies — females or calves. Can also include a Hereford bull in the photo but that's not required.

August — Hereford Juniors in Action

Hereford youth must be the focus with a Hereford also in the photo. Examples could include working cattle, feeding, showing, fitting, etc.

September — Out to Pasture

Scenic cow herd shots. This can include only Hereford cattle or can be a commercial herd with a Hereford bull and baldie calves.

October — Working Cattle

Images of working cattle from giving shots to branding to sorting cattle.

November — The Sale Ring

Images of Hereford or Hereford-influenced cattle in a sale ring. Can be from a production sale or a sale barn. Can include any image related to sale day.

December — Calving and Calves

Images of new babies to pre-weaning. Can include the cow.

Monthly "People's Choice" winners will be recognized online and in the magazine. In late December, the eight monthly winners will vie for the title of 2015 photo of the year. The winner will receive a \$100 *ShopHereford.com* gift card.

Entry deadlines are the 1st of each month. For example, the "All About the

Bull" photos are due May 1. The top five entries will be posted to Facebook by the 5th of each month. And Facebook voting will be open till the 10th.

For more information about the contest, email Angie Denton at adenton@hereford.org.

Photo submission requirements

- We will only accept high-quality, high-resolution, color photos submitted electronically. Digital submissions must be 300 dpi, minimum 8"×10" or 8"×12", and in JPG format.
- No artwork, paintings, Polaroids or enhanced images will be accepted.
- To submit: email or dropbox images to adenton@hereford.org.
- All photos become the property of the AHA. We reserve the right to use any images submitted in the *Hereford World* or for any AHA or Certified Hereford Beef marketing purpose.
- Please include the following information with each photo entered:
 - ◆ Title of photo
 - ◆ Photographer's name and address
 - ◆ Email address
 - ◆ Phone number **HW**