

"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 active American Hereford Association members in late April. Replies must be postmarked by May 31, 2016.

"American Rancher" episode features Herefords

The American Hereford Association (AHA), Certified Hereford Beef (CHB®) and Hereford cattle were featured on RFD-TV's "American Rancher."

The episode aired at 8 p.m. central time Monday, April 25, and at 12 a.m. Tuesday, April 26 on RFD-TV. In addition, the episode will be played at 11 a.m. Sunday, May 1.

Enter now for JNHE

The June 1 deadline is fast approaching for the VitaFerm® Junior National Hereford Expo (JNHE) July 9-15 in Madison, Wis. 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 must pay the \$5 entry fee.

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 or AHA Shows Coordinator Bailey Clanton at bclanton@hereford.org.

For more information about the JNHE including contest updates, see Page 36.

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.

The "club," located in the Alliant Energy Center, overlooks the showing.

There are four levels of membership, and benefits include a 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.

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

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 AHA. Committee members encourage interested members and state leaders to contact them regarding prospective candidates within their state and region.

Members of this year's nominating committee are:

Dale Venhuizen, Chairman

Manhattan, Mont.
406-580-6421
dale@churchillcattle.com

Craig Beran

Claffin, Kan.
620-786-9703
beranbrothers@hbcomm.net

Dennis Birdsall

Homer, N.Y.
607-749-5106
heather_hicksb@hotmail.com

Scott Nolan

Gilmer, Texas
903-738-5636
nolanherefords@aol.com

Gary R. Hedrick

Marietta, Ga.
678-858-0914
g.hedrick@whitehawkin.com

Wolff hired as AHA junior activities intern



Amy Wolff

Amy Wolff will serve as the American Hereford Association (AHA) junior activities intern this summer. Wolff grew up showing livestock in South Dakota and is currently a junior at Oklahoma State University (OSU).

She is a member of the OSU Livestock Judging Team, Block & Bridle and swine club. She is studying animal science and agricultural education and plans to graduate in December 2017.

Her main duties this summer will focus on helping organize the Junior National Hereford Expo (JNHE) in Madison, Wis., and the Faces of Leadership Convention in Amarillo, Texas.

She will also help manage the JNHE ambassador team and the National Junior Hereford Association (NJHA) board of directors.

"The junior activities department is excited to welcome Amy to the team this summer," says Amy Cowan, AHA director of youth activities. "Her experiences coupled with strong communication and leadership skills will be an asset to the AHA staff, NJHA board and the JNHE ambassador program as we put on the JNHE and Faces of Leadership Convention." **HW**

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 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.

The ninth 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*. Reprints will be

continued on page 14...

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. According to Section 3(a) of Article VI of the AHA Bylaws that were amended Oct. 29, 2015, the nominating committee shall nominate no less than three nor more than six candidates for election as Directors of the Association, each of whom shall be an active member or a representative of an active member at the time of nomination, and shall submit the names of those candidates to delegates at the meeting of delegates. In addition, any delegate present in person may nominate any active member (including himself or herself) or any representative of an active member as a candidate for Director at the meeting of delegates.

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, 2015. 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

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.

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. 29	Election of Directors by the delegates will take place at the assembly of state delegates during the AHA Annual Meeting in Kansas City. HW

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available upon request. Deadline for submissions is May 16.

For more information contact your field representative; Alison Marx, amarx@hereford.org; Joe Rickabaugh, jrick@hereford.org; or Caryn Vaught, cvaught@hereford.org, 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

Date: Thursday, May 12

Location: Bluegrass Stockyards South, Stanford, Ky.

Contact: Lowell Atwood 606-669-1455, John Meents 419-306-7480

Bgstockyards.com

Cox tops March 'Hereford Shots' contest

"Spring Fever" by Michelle Cox, Meeker, Colo., won the March "Snow Scenes" photo 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. **HW**



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 2016 induction at the AHA Annual Meeting in November, contact Anne Stuart at astuart@hereford.org or 816-842-3757. **HW**

Wilkins named HPI intern

Kayla Wilkins has been selected as the 2016 Hereford Publications Inc. (HPI) intern. Wilkins grew up in rural south Texas, where she showed livestock. She is a junior at Texas Tech University and is majoring in agricultural communications.

She joins the HPI team with a wealth of communications experience in social media, writing, design, photography and videography. Her work has been published in the *Florida Cattleman*, *High Plains Journal* and *Sorghum Grower Magazine*.

At Texas Tech, Wilkins is a member of Collegiate FFA, Agri-Techsan and Agricultural Communicators of Tomorrow as well as the National Association of Farm Broadcasters.

"We are excited to have Kayla join the HPI staff this summer," says Caryn Vaught, HPI production manager. "She is a hard working individual with passion for the industry. Her social media, writing, photography and layout skills will be expanded and utilized this summer."

Wilkins will put her skills to use assisting with the *Hereford World* editorial and HPI creative services projects.

HPI was selected to host the Livestock Publications Council (LPC) internship program and thanks LPC for the opportunity. **HW**



Kayla Wilkins

Plan to attend BIF Symposium



The 2016 Beef Improvement Federation (BIF) Research Symposium and Convention is set for June 14-17, 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 2016 BIF Symposium and Convention, go to the BIF website, Beefimprovement.org. **HW**

BIF Research Symposium and Convention

Calling Hereford Photographers

AHA announces the 2016 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

January — Hereford Close Ups

The focus of this image will be a single Hereford. Examples could include head or eye shots, calf nursing, etc. This is your chance to ignore the background and fill the frame with your favorite Hereford.

February — Hereford People

Photo must include Hereford breeders or enthusiasts.

March — Snow Scenes

Capture your herd in a winter wonderland.

April — Bull Power

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.

May — Hereford Babies

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

June — Perfect Pairs

Photo must feature the Hereford cow with calves. The calves may be from new babies to pre-weaning in age.

July — On Grass

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

August — Unbeatable Baldies

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

September — Hereford Youth

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

October — Hauling Herefords

Moving or transporting Herefords must be the focus of these images.

November — Weaning Time

Images of weaning calves or shots of calves who are of weaning age.

Monthly "People's Choice" winners will be recognized online and in the magazine. In December, the 11 monthly winners will vie for the title of 2016 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 "Hereford Close Ups" photos are due Jan 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**