

"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.

Register for Hereford Young Guns

Hereford producers ages 22-45: mark your calendars for the third Hereford Young Guns Conference, Aug. 22-24. The event will be at Harrah's North Kansas City Hotel and Casino. Online registration is available at HerefordYoungGuns.com.

The program will feature dynamic speakers who are beef industry leaders. Topics will range from Hereford efficiency to the effect of ethanol on the beef industry, and speakers will explain how the Hereford breed is measuring up in research projects across the nation. Conference attendees will gain valuable marketing ideas and learn from industry friends about tools and programs available to seedstock and commercial Hereford producers.

Registration and hotel reservation deadline is Aug. 1. For more information, see Page 158 or visit HerefordYoungGuns.com.

Calling for golden, century breeders

In 2004 the American Hereford Association (AHA) recognized golden and century Hereford breeders — those breeders who have been committed to producing Hereford genetics for more than 50 or 100 years. If your farm or ranch has celebrated its 50th or 100th year in the Hereford business since 2004, we'd like to recognize your achievement. Contact Jack Ward at jward@hereford.org or (816) 842-3757 to report your anniversary date. A list of those recognized in 2004 can be found on Page 22 of the December 2004 *Hereford World*.

JNHE starts July 7

National Junior Hereford Association (NJHA) members and other Hereford enthusiasts will gather in Denver July 7-14 for the 2007 Junior National Hereford Expo (JNHE).

Vita Ferm[®], a product line of BioZyme[®] Inc., is the \$35,000 title sponsor of the event. For a schedule see Page 37 of the May/June *Hereford World* or visit JrHereford.org.

Juniors to congregate in Mississippi

"Home-Cooked Hereford Pride" is the theme for this summer's Program for Reaching Individuals Determined to Excel (PRIDE) Convention Aug. 2-5 at Mississippi State University (MSU), Starkville.

NJHA directors and MSU department of animal sciences staff are planning an exciting and educational program. Activities will include visits to Grandview Plantation, Como, Miss.; CMR Herefords, Senatobia, Miss.; and the MSU Purebred Beef Center; plus a judging contest, tour, steak dinner and dance at EE Hereford Ranch, Winona, Miss.

For more information about PRIDE visit JrHereford.org.

Report magazine delays

Starting with the July 2007 *Hereford World*, Hereford Publication Inc. staff will be sending notice via *Hereford eNews* when the *Hereford World* is mailed. In an effort to decrease the delivery time, Arlene Sanchez, U.S. Postal Service (USPS) manager of consumer affairs and claims for the Fort Worth district, has graciously agreed to field calls from magazine subscribers who do not receive their magazine within 10 days of the mailing date.

If you do not receive your magazine within 10 days of notice, please call Sanchez at (817) 317-3623. HPI staff thanks Sanchez for taking a proactive approach to this on-going problem and encourages subscribers who experience late delivery to report the delay.

Fall 2007 data online

The fall 2007 Hereford expected progeny differences (EPDs) are scheduled to be released on July 22. When this happens, an announcement will be made on Hereford.org and in *Hereford eNews*.

Online 101s to start in September

Look for the online Hereford 101s to start again on Sept. 27. Watch for more information in the August *Hereford World* or on Hereford.org and in *Hereford eNews*. **HW**