

Looking for Women to Serve

by Deb Carlson, AHW president-elect

The American Hereford Women (AHW) organization is seeking three enthusiastic women who are interested in serving as board members. If you want (or know of someone who wants) to get involved with the Hereford industry and Hereford youth in a new dimension, this is your opportunity.

AHW board members serve a four-year term. Cheryl Evans, Winona, Miss.; Debby Mrnak, Bowman, N.D.; and Barb Wilkinson, Highlands Ranch, Colo., will retire in October during the American Hereford

Association Annual Meeting after giving four years of service to the AHW board.

We appreciate the dedication these women have contributed to the Hereford industry and youth. If you or someone you know is interested in running for the board, please contact Deb Carlson at (574) 722-4059 with your nominations. The 2009 annual AHW meeting will be at 9 a.m. Oct. 31 in Kansas City. Look for more details in upcoming *Hereford World* issues and online at ahw.hereford.org. **HW**

American Hereford Women

President

Cheryl Evans, *Winona, Miss.*

President-elect

Deb Carlson, *Royal Center, Ind.*

Vice president

Debby Mrnak, *Bowman, N.D.*

Secretary

Donna Fulton, *Lexington, N.C.*

Treasurer

Della Ehlke, *Townsend, Mont.*

Historian

Donna Curry, *McAlester, Okla.*

Parliamentarian

Janelle Bischoff, *Huron, S.D.*

Membership — \$10 annually

Jessye Goertz

79483 Hwy. 2, *Berwyn, NE 68814*

Directors

Gail Blagg, *Grass Valley, Calif.*

Barbara Ernst, *Windsor, Colo.*

Ann Guess, *Jayton, Texas*

Barb Wilkinson, *Highlands Ranch, Colo.*

Web site: ahw.hereford.org

Appreciating Cows

by Katie Peebles, NOP secretary

All of us appreciate the jobs our cows are doing for us during the summer months. They are in the pastures mothering their babies, working every day to raise a big, healthy calf. The cow is the heart of our herds and these Hereford mamas are the heart and soul of our breed.

Cow appreciation can also come from unexpected sources. I had to chuckle the other night when I was online and found July 10 listed as “Cow Appreciation Day.”

Seems that Chick-fil-A®, the nation’s second-largest chicken

chain, is promoting this “Unofficial yet nationally recognized holiday.” Obviously this company is using the promotion to build business, but we can always hope that the opening line of “Cow Appreciation Day” will stick in the minds of consumers and establish a positive image for the cow and beef.

The National Cattlemen’s Beef Association (NCBA) Web site lists state beef organizations and their celebration of Beef Month. We can all appreciate the promotion by NCBA and our state livestock and cattlemen’s organizations. All of us need to join in supporting

our state beef organizations in promoting “Cow Appreciation.”

In the Hereford breed, the National Organization of Poll-ettes is proud to co-sponsor Mary Ann Berg and Anna Rhodus as Certified Hereford Beef Ambassadors. They work with CHB LLC staff promoting CHB® products at the grassroots level with local retailers and consumers. As Poll-ettes we salute the American Hereford Association and CHB LLC for the growth and success of the CHB program. This is a great team effort from the producer to the retailer.

As you read this *Hereford World* issue, recognize, appreciate and honor the power of the Hereford cow. Hopefully this summer you will have the opportunity for some “vacation time” to visit neighbors, customers and fellow producers, taking your “Cow Appreciation” on a road trip. **HW**

National Organization of Poll-ettes

Chairman

Paula Tracy, *Rupert, Idaho*

Vice chairman

Cindy Lambert, *Oroville, Calif.*

Secretary

Katie Peebles

498 Hwy. 133, Hotchkiss, CO 81419

(970) 260-9121

Treasurer

Susan Gebhart, *Claremore, Okla.*

Directors

Jeanine Radel, *Spring Green, Wis.*

Susan Rader, *Mt. Vernon, Texas*

Courtney Wirtjes, *Durand, Ill.*

Mary Ann Berg, *Dalton, Ohio*

Brook Herring-Gandy, *Beaumont, Miss.*

Diann Strickland, *Mershon, Ga.*

Margeaux Firestine, *Womelsdorf, Pa.*

Betsy Beck, *Bainbridge, Ind.*