

## WHAT'S NEW?

by Angie Stump Denton, editor

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"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).

### Seeking Board candidates

The American Hereford Association (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.

To recommend a Director, 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

### Plan to attend Annual Meeting

Mark your calendar for the 2013 AHA Annual Meeting. Plan to join us in Kansas City, Mo., Nov. 1-3 at the Argosy Casino Hotel and Spa. To make reservations, call 1-800-270-7711.

The room rate is \$99, and the cutoff for reservations is Oct. 9. Watch for more Annual Meeting information in future *Hereford World* issues and in *Hereford eNews*.

### HRF auction scheduled for July 25

A variety of unique items and opportunities will be up for bid July 25 on [BuyHereford.com](http://BuyHereford.com) with all proceeds benefiting the Hereford Research Foundation (HRF).

For the last three years, [BuyHereford.com](http://BuyHereford.com) has been hosting annual auctions filled with unique lots to benefit the foundation, and each auction has garnered more than \$20,000 to help fund research. Look for more information on Pages 16-17 and in future issues of *eNews*.

### Watch Hereford educational videos

AHA staff continue to post educational videos to the AHA YouTube channel. To watch the videos, visit [Hereford.org/videos](http://Hereford.org/videos).

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### Best wishes Beverly

Longtime American Hereford Association (AHA) employee Beverly Kincaid retired in early June after 48 years of service to the AHA.

Beverly was hired by the former American Polled Hereford Association (APHA) after graduating from high school in 1964. Beverly worked as a keypunch operator from 1964 until she became a customer service representative in the mid-1980s.

Growing up on a farm in Napoleon, Mo., a small town northeast of Kansas City, Beverly got her first experience with Hereford cattle by showing a polled Hereford steer in 4-H.

During retirement, Beverly is looking forward to spending more time with her husband of 45 years, Arvel, and their two children and four grandchildren, who all live nearby in Pleasant Hill, Mo. If you'd like to thank Bev for her service or congratulate her on retirement, her address is 16901 S. Graham Rd., Pleasant Hill, MO 64080. **HW**



**Beverly Kincaid**



### JNHE starts July 14

Hereford enthusiasts will be in Kansas City, Mo., July 14-21 for the VitaFerm® Junior National Hereford Expo (JNHE). For a complete schedule, visit [JrHereford.org](http://JrHereford.org) or see Page 54 of the May/June *Hereford World*.

Hereford enthusiasts are invited to visit the AHA headquarters Tuesday-Friday from 10-11 a.m. for tours of the office.

Hereford Youth Foundation of America (HYFA) supporters will have the best seats in the house during the JNHE. Hereford enthusiasts can join the Hereford Foundation Club and have access to the "club" that overlooks the showing 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 membership pin, access to the VIP parking area and admittance to the club area.

During the JNHE, HYFA will be hosting its fourth annual golf tournament with all proceeds to benefit the foundation. 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. Hole sponsorships are available for \$750 and include a team entry. Single hole sponsorships are \$500.

Visit [HerefordYouthFoundation.org](http://HerefordYouthFoundation.org) to become a member of the HYFA Club or to register for the golf tournament. Or for more information or to sponsor this event, contact Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org).



## Brooks hired as CHB LLC vice president of marketing

Andrew Brooks has been named Certified Hereford Beef (CHB) LLC vice president of marketing.

A native of Elmendorf, Texas, Andrew is a graduate of Texas A&M University with a degree in agricultural economics. He also earned a master's degree in business administration from Texas A&M University-San Antonio in 2011.

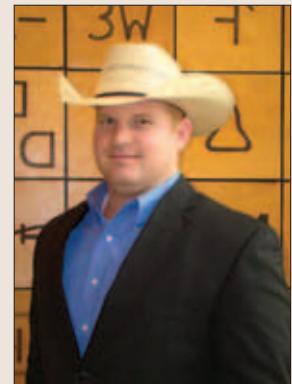
Before joining the CHB LLC team, Andrew gained valuable industry experience while working for Cargill Animal Nutrition in Sioux City, Iowa. For the past five years, he has honed his craft as a promotion and education coordinator for the Texas Beef Council.

In that position, he developed industry partnerships with manufacturers, processors, purveyors, retail chains, restaurants and producers including some of the leading retail supermarkets and food service distributors in the region. Through retail and foodservice promotions and educational seminars, Andrew worked to promote beef and to educate merchandisers, buyers and consumers regarding the preparation and positioning of beef as well as its, palatability qualities and nutritional value.

Andrew's primary function will be the development of consumer marketing and co-branding efforts with CHB LLC end users to achieve the company objectives of sales, growth, profits, visibility and positioning in both domestic and international markets.

"We're excited to have Andrew join the CHB LLC team," says Craig Huffines, American Hereford Association executive vice president. "His five years of beef promotion and education experience with the Texas Beef Council, the largest state beef council organization, has prepared Andrew to be a leader in branded beef marketing. He has a wealth of meat industry knowledge and marketing expertise that will help position our program to provide services that will help attract and support CHB customers."

Andrew and his wife, Leanne, live on a ranch near Elmendorf, Texas. **HW**



Andrew Brooks

Again this year Hereford youth will be participating in a service project during the JNHE. Hereford enthusiasts are encouraged to gather hotel toiletries during their summer travels. Each state will compete for the top three prizes based on the number of items gathered. All items must be turned in on location by Friday, July 19. For more information, contact Amanda Bacon at 479-957-1039.

### Hereford event app available

Hereford enthusiasts with smartphones can now download a Hereford Events app to keep up-to-date with Hereford events, including the upcoming JNHE and AHA Annual Meeting.

Download the Hereford Event app to:

- Receive exclusive alerts during the event
- Download resources including show programs, bios, FAQs
- Access maps and directions to show facilities, hotel headquarters and more
- Submit event photos

The app is available on Google Play and Apple stores. Watch for more information in *Hereford eNews* and on Facebook. **HW**