

"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.

## 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.

To make a recommendation, contact one of the 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

## Plan to attend Annual Meeting

Mark your calendar for the 2015 AHA Annual Meeting. Plan to join us in Kansas City, Mo., Oct. 30 to Nov. 1 at the Kansas City Marriott Downtown, 200 W. 12th St. To make reservations, call 1-877-303-0104 or go to [Hereford.org/AnnualMeeting](http://Hereford.org/AnnualMeeting) for a link to the reservation site.

The room rate is \$114 and the cutoff for reservations is Oct. 6.

Plan to join the AHA and Certified Hereford Beef (CHB®) LLC staff as we

Celebrate the Brand at 1501 Wyandotte St., Friday night at 6 p.m. We will celebrate 20 years of CHB as well as honor our Hereford Hall of Fame and Merit recipients and our youth scholarship winners.

Watch for more information about the event and the Annual Meeting in future *Hereford World* issues and in *Hereford eNews*.

## Check out ShopHereford.com

*ShopHereford.com* was created to be Hereford enthusiasts' one-stop shop for everything they love about Herefords. Visitors to the site can find everything they need to promote the Hereford breed and support the AHA, National Junior Hereford Association (NJHA), Hereford Youth Foundation of America (HYFA) and the CHB brand.

A special feature of the site is the "Butcher Shop." Here, visitors can order great tasting, flavorful and nutritious CHB products. Throughout the year options will vary including ribeyes, T-bones, strips and tenderloin steaks.

The "Home Décor" section features items to style your home or office. Current offerings include vintage Hereford signs, photo frames, pillows and a branded cutting board.

Individuals looking for the latest Hereford gear can visit the "Apparel" section. Clothing for men, women and youth is available including coats, jackets, pullovers, vests and T-shirts. New items will be added regularly.

Another feature of the site is the "Ranch Kit." In this section visitors will find AHA and CHB branded products to utilize at sales, trade shows or community events.

Visitors to the site can also purchase electronic "gift cards" to send as birthday, holiday or "just because" gifts for customers, family or friends. Gift cards are available for \$10, \$25, \$50 or \$100.

See Page 160 for information about the new site, or visit [ShopHereford.com](http://ShopHereford.com) to place your order today. **HW**

## Beanblossom tops "All About the Bull" photo contest

Congratulations to Sara Beanblossom, Bradford, Ohio, with "Dawn of a New Generation," the May winner of the "Hereford Shots" photo contest. This photo will compete for the overall award in December with the other monthly winners.

For more information about the "Hereford Shots" photo contest, see Page 15 of the May/June *Hereford World*, or go to [Hereford.org](http://Hereford.org).

Here's a list of upcoming themes and deadlines:

- **July 1 — Unbeatable Baldie**

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

- **Aug. 1 — 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.

- **Sept. 1 — 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.

- **Oct. 1 — Working Cattle**

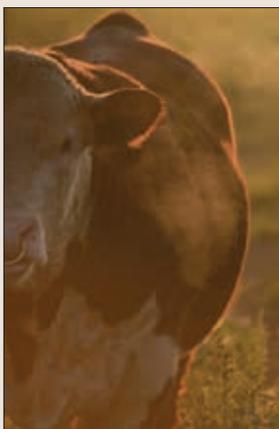
Images of working cattle from giving shots to branding to sorting cattle.

- **Nov. 1 — 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.

- **Dec. 1 — Calving and Calves**

Images of new babies to preweaning. Can include the cow.



Note: all photos submitted become the property of the AHA. AHA staff reserves the right to use any images submitted in the *Hereford World* or for any AHA or Certified Hereford Beef marketing purpose. To submit an entry, email or Dropbox images to adenton@hereford.org. **HW**