

"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 Board of Directors of the AHA. Committee members encourage interested members and state leaders to contact members of the committee regarding prospective candidates within their state and region.

Members of this year's nominating committee are:

Dale Venhuizen, Chairman

Manhattan, Mont.
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Craig Beran

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Gary R. Hedrick

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Plan to attend Annual Meeting

Mark your calendar for the 2016 AHA Annual Meeting. Plan to join us in Kansas City, Mo., Oct. 28-30 at the The Westin Kansas City at Crown Center, 1 E Pershing Rd., Kansas City, MO 64108.

To make reservations, contact the hotel at 888-627-8538 or go to Hereford.org/AnnualMeeting for a link to the reservation site.

The room rate is \$139, and the cutoff for reservations is Sept. 26.

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

AHA offers blood cards for members to submit DNA testing samples

The AHA has announced that Hereford breeders may now submit DNA samples using a blood card for DNA testing.

AHA Director of Breed Improvement Shane Bedwell says the blood card offers advantages. "Breeders will find utilizing blood cards will be more convenient since there is no age restriction on taking a sample," he says. "They can get a DNA test on a calf at a much younger age."

Previously, the preferred method for DNA testing was submitting an animal's hair sample. To collect a good hair sample, Bedwell says the calves should be at least three to four months of age. "Now, breeders can take a blood sample when it's most fitting for them whether that be when they tag, brand, vaccinate, etc."

Bedwell also touts that this method will allow calves to be registered more accurately. Producers may use DNA testing to parentage verify an animal before registering it when the sire of the animal is in question or to test for genetic abnormalities.

Animals do not have to be registered prior to a DNA test, but they must at least be recorded at AHA as an unregistered animal. This process gives them a unique registration number that is used to create a barcode for each kit. The decision to register the animal can be made once the DNA results are available to the breeder.

Hereford breeders are still required to first request a DNA submission form, also referred to as a DNA kit, by contacting the AHA customer service team. To obtain a DNA

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Johansen and Decker win April and May 'Hereford Shots' contests

"On Desert Pasture" by Jonathan Johansen, Castle Dale, Utah, was voted the winner of the April "Bull Power" contest.

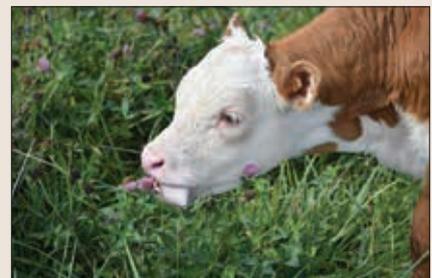
Voted the winner for the May "Hereford Babies" contest was Kelsey Decker, Pickerington, Ohio, with her photo "Pure Joy."

These photos will compete with other monthly winners in December for the 2016 photo of the year.

For more information about the "Hereford Shots" photo contest, see Page 156 or visit Hereford.org. **HW**



"On Desert Pasture" by Jonathan Johansen



"Pure Joy" by Kelsey Decker

blood card, members may order cards from AHA customer service for 50 cents each and a minimum order of 10 cards. GeneSeek Inc., located in Lincoln, Neb., continues to be the AHA's official DNA testing lab.

Submitting a blood card DNA sample — To submit a blood card DNA sample, record the animal's name and ID on the DNA blood card. Next, the sample can be

created. Blood can be drawn for the animal using any method deemed desirable. The AHA customer service team will answer any questions on this process. The card has a blotting paper section containing a circle. Saturate the circle with just enough blood to fill the circle without making the card soggy.

Insert the blood card lid into the top slit closest to the blotting paper

and leave the card to dry at room temperature for approximately 12 hours. When the card is dry, open the lid and insert the card into the bottom slit for storage or shipping.

Tape the dried blood card to the DNA submission form. DNA blood cards sent to GeneSeek without a DNA submission form will not be accepted for testing. The DNA sample is then ready to be mailed in an envelope to GeneSeek.

Results of the DNA tests are made available within three to four weeks from the time the lab receives and acknowledges the DNA sample.

For more information, view the "Blood Card DNA Sample" fact sheet in the Education Center section at Hereford.org.

Follow Hereford on social media

Social media is the fastest way to receive and share information.

Stay up-to-date and interact with the AHA, National Junior Hereford Association (NJHA) and Certified Hereford Beef (CHB) through the following social media outlets:

AHA:

Facebook –

American Hereford Association and Buy Hereford

Twitter –

@herefordassoc

Instagram –

@americanherefordassociation

NJHA:

Facebook –

National Junior Hereford Association

Twitter –

@jrhereford

Instagram –

@jrhereford

CHB:

Facebook –

Certified Hereford Beef

Twitter –

@crtherefordbeef

Instagram –

@certifiedherefordbeef

Pinterest –

Certified Hereford Beef **HW**

AHA hires Baker and Holdener as new marketing and communications coordinators

The AHA recently welcomed new hires Kaylen Baker and Katy Holdener as marketing and communications coordinators. Both graduated from Oklahoma State University (OSU) in May with bachelor's degrees in agricultural communications and assumed their roles at AHA headquarters on May 19.

Baker is originally from Yukon, Okla., and comes to AHA with a wealth of communications experience. She has worked as an intern for the Oklahoma Department of Agriculture, Food and Forestry; the National Pork Board; the American Farm Bureau Federation and the Oklahoma FFA Association. She was also an Oklahoma state FFA officer and an OSU Agricultural Communicators of Tomorrow president. Baker explains she is looking forward to her new position working with Hereford producers.

"I'm very excited to join the American Hereford Association and Certified Hereford Beef in the communications department," Baker says. "There are so many wonderful people within the Hereford breed, and I am looking forward to serving them in this position."



Kaylen Baker

Holdener grew up in Hughson, Calif., and also brings an abundance of communications skill with her. She comes from a livestock background and judged livestock at Redlands Community College in El Reno, Okla., before transferring to OSU. While at Redlands, she was a member of the 2014 National Champion Livestock Judging Team. Since being at OSU, she has interned with Crook County Fairgrounds in Oregon, the Oklahoma Youth Expo and OSU's College of Human Sciences. Holdener was also active in the Agricultural Communicators of Tomorrow at OSU. She notes her enthusiasm for her new role.



Katy Holdener

"I am extremely excited to join the AHA and Certified Hereford Beef team," Holdener says. "The Hereford breed has such a rich history in the cattle industry, and the AHA has done a tremendous job of improving genetic standards and representing Hereford producers across the country. I am excited to have the opportunity to promote the work of both organizations and be able to visit with the cattlemen and women who make the breed what it is today."

As marketing and communication coordinators, Baker and Holdener will coordinate marketing and promotion for both the AHA and Certified Hereford Beef (CHB®).

We are very excited to welcome Kaylen and Katy as marketing and communications coordinators," says Jack Ward, AHA executive vice president. "Their skills, knowledge and energy will help us share with the industry all that AHA and CHB has to offer cattlemen and consumers. **HW**