

"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.

Still Time to Register for Hereford Young Guns

Hereford producers ages 22-45 can still register 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.

For more information, visit HerefordYoungGuns.com.

Plan to Attend High Plains Hereford Tour

The American Hereford Association (AHA) and Certified Hereford Beef (CHB) LLC staff have planned the High Plains Hereford Tour, Sept 10-13. The tour is scheduled to start in Rapid City, S.D. If there is enough interest, a bus may also start from Ogallala, Neb.

Reservation deadline is Aug. 17. For a reservation form and more information about the tour, see Page 46.

Online 101s to start in September

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

Annual Meeting approaches

The 2007 AHA Annual Meeting will be Monday, Oct. 23, at the Hilton President Kansas City. Note the hotel change. For more information, see Page 64 and watch for more in the September and October *Hereford World*.

Calling for golden, century breeders

In 2004 the 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*. **HW**