

"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).

**Plan to attend Annual Meeting**

Mark your calendar for the 2015 American Hereford Association (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" 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*.

**Fall 2015 data online**

The fall 2015 Hereford expected progeny differences (EPDs) were released in July.



**Order JNHE pictures online**

To view and purchase Junior National Hereford Expo (JNHE) photos taken by AHA and Hereford Publications Inc. staff, visit the Hereford Photo Shop website, [HerefordPhotoShop.com](http://HerefordPhotoShop.com).

On the site you'll find pictures of show and award winners taken at JNHE events throughout the week as well as candid photos. Order your memories today.

**HYFA scholarship applications due Sept. 15**

Applications for Hereford Youth Foundation of America (HYFA) scholarships are due Sept. 15. More than \$30,000 in scholarships will be awarded to members of the National Junior Hereford Association (NJHA) to assist in financing their college educations.

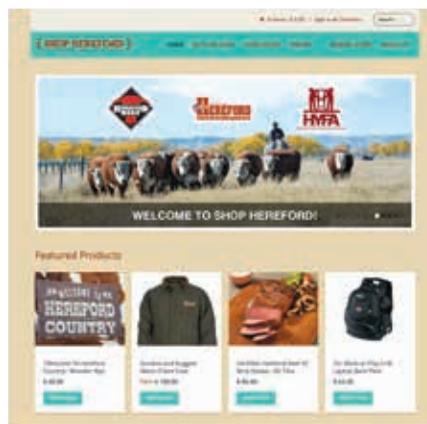
These scholarships are made possible by the late Bill and Jo Ellard, EE Ranches Inc.; the late Bob and Dolores Call, CBY Polled Herefords; Lloyd Whitehead, Whitehead Ranches; Bob Kube, Fauquier Farms; the Vanier family, CK Ranch; the Blin family; Randy and Kelly Owen; Nancy and Tim Keilty, Edmond F. and Virginia B. Ball Foundation/Cottonwood Springs; Larson Polled



Herefords; and Bar One Ranch, whose scholarship is given in memory of Ken Tracy.

Gary Bishop Memorial Scholarship applications are also due Sept. 15. This scholarship awards a \$1,250 scholarship for its recipient.

Scholarship applications must be filled out online. Youth can access the applications by visiting [JrHereford.org](http://JrHereford.org). For more information, contact Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org).



**Check out ShopHereford.com**

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

**Holden tops 'Hereford Momma' photo contest**

Congratulations to Tresha Holden, Valier, Mont., with "Give Me Some Lovin'," winner of the June "Hereford Momma" 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:

- **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](mailto:adenton@hereford.org). **HW**