

"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.

Annual Meeting approaches

The 2007 AHA Annual Meeting will be Monday, Oct. 22, at the Hilton President Kansas City. Note the hotel change. For more information, see Page 86 and watch for more in the October *Hereford World*.

Order JNHE photos online

To view and purchase Junior National Hereford Expo (JNHE) photos taken by AHA and HPI staff, visit the Hereford Photo Shop Web site, HerefordPhotoshop.com. There you'll find pictures of show and award winners and candids taken throughout the week.

Hereford 101: Enhancing herd health

The next Online Hereford 101 is scheduled for Sept. 27 at 7 p.m. A Vita Ferm® representative will join Jack Ward, AHA chief operating officer and director of breed improvement,

to discuss nutrition and strategies to enhance herd health.

Participants will be encouraged to submit questions either by calling in or using the online "chat."

In order to view the video, you must have a broadband connection to the Internet. Dial-up Internet will allow you to participate but will only facilitate the audio portion of the Webinar.

If you go to LiveAuctions.tv, you will see an item in the calendar (list of auctions) for Hereford 101. Click on it and you will be prompted to enter a user name and password. If you haven't previously set up an account you can do so via the Web site. It only takes a minute or two; just click on the "Hereford 101" item and then on "Create a New User." It is strongly suggested that you set up an account before the night of the Webinar.

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Mehlhaff named AHA director of communications



David Mehlhaff

The American Hereford Association (AHA) is proud to announce David Mehlhaff has been named director of communications.

In this position, Mehlhaff will manage and direct the organization's strategic positioning of the Hereford brand and the attributes that convey value advantages of the breed and the organization. He will also create communication strategies that put an innovative and positive face on the Hereford breed within the seedstock, commercial cow-calf, feeding and food sectors of the beef industry.

Mehlhaff will work with both the AHA and Certified Hereford Beef (CHB) LLC communication efforts and will serve as the communication link between the AHA, CHB LLC and the news media.

"We are extremely pleased to be able to hire an individual of David's experience who is known throughout agriculture and the meat industry as one of the top industry communications specialists. Mehlhaff's extensive marketing communications and issues-management experience will help our organization in our efforts to be the preferred beef breed for producers and consumers. David is known as an expert at helping companies and associations build relationships with journalists, opinion leaders and even critics," says Craig Huffhines, AHA executive vice president.

Prior to joining the Hereford team, Mehlhaff worked in a variety of public relations positions with advertising and public relations agencies focusing on the agriculture and food industries. A native of Scotland, S.D., David served as spokesperson for both the National Cattlemen's Association and National Pork Producers Council. He was also a farm broadcaster in Minnesota and South Dakota. **HW**

For more information, contact Ward at (816) 842-3757 or jward@hereford.org.

Rockrose Grill & Bar serves CHB®

The newest restaurant to carry Certified Hereford Beef® (CHB) opened its doors July 5 in Shawnee, Kan. Rockrose Grill & Bar is family owned by five brothers with a long history in the restaurant business. Ryan Toubia, general manager, and Nathan Toubia, chef, wanted a unique product with great flavor at a reasonable price. After trying several other branded products, they knew immediately that CHB was what they wanted for their restaurant.

"We wanted something that we didn't have to charge \$35 a plate for," Ryan says. Rockrose carries the KC strip, filet, ground chuck, and a few other cuts for some of its signature dishes.

Download the August "CHB Newsletter" at www.herefordbeef.net for more CHB LLC information and a feature on Rockrose Grill & Bar.

Fall 2007 Gold TPR Breeders announced

Established in 2005, the Gold TPR™ (Total Performance Records) Breeder recognition is presented to progressive Hereford breeders who have measured traits and collected and promptly submitted performance data at all levels of production

including calving, weaning weight, yearling weight, scrotal circumference and carcass. The following Hereford breeders have been named Fall 2007 Gold TPR Breeders:

Debter Hereford Farm, Horton, Ala.
David or Juanita Jennings, Rogers, Ark.

Jackie or Christie Davis, Lincoln, Calif.

Gino Pedretti, El Nido, Calif.

Rollingwood Ranch, Potter Valley, Calif.

Sonoma Mountain Herefords, Santa Rosa, Calif.

Frank Hug & Sons, Scranton, Kan.

Mill Creek Ranch, Alma, Kan.

Oleen Brothers, Dwight, Kan.

Hill Country Farm, Licking, Mo.

Dan Sharp, Paris, Mo.

JB Ranch, Wayne, Neb.

Monahan Cattle Co., Hyannis, Neb.

Rex Bradford, St. Marys, Ohio

George Mangham, Forgan, Okla.

Hidden Oaks Ranch, Hamilton, Texas

Bay Brook Farm, Dabneys, Va.

Deer Track Farm, Spotsylvania, Va.

Knoll Crest Farm, Red House, Va.

Terry Boggess, Lewisburg, W. Va.

HPI wins awards

Hereford Publications Inc. (HPI) and *Hereford World* staff were recognized during the 32nd annual Livestock Publications Council (LPC) Critique Contest. Winners were announced during the Ag

Media Summit in Louisville, Ky., July 28-Aug. 1. Livestock publications entered 536 entries in the critique. Congratulations to HPI staff on the following awards:

- 1st-place newspaper — *Hereford World* tabloid
- 1st-place sale book — "An Affair to Remember II," Whaley Polled Herefords 2006 sale book
- 2nd-place annual report — "2006 American Hereford Association Annual Report: 125 Years Devoted"
- Honorable mention four-color, full-page ad for a livestock supplier, service or association — "Make a Difference" Hereford Youth Foundation of America ad

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**