

"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.

## Tabloid wins top honor

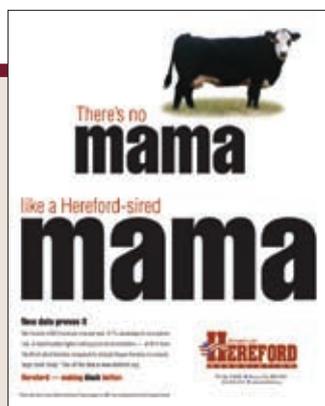
The *Hereford World* tabloid won first-place newspaper honors for the third straight year in the Livestock Publication Council Critique Contest. The award was presented during the Ag Media Summit in Ft. Worth, Texas, Aug. 3.

Other honors won by Hereford Publication Inc. (HPI) staff include:

- Second-place color catalog — Triple L Tradition of Excellence XV Sale by Sean Jersett
- Second-place black-and-white catalog — Sandhills Farms First Annual Bull Sale by Sean Jersett
- Honorable mention instructional story — "Worth 1,000 Words" by Angie Stump Denton

## Calling for century, golden breeders

In recent years the American Hereford Association (AHA) has recognized golden and century Hereford breeders. These are breeders who have been committed to producing Hereford seedstock for more than 50 or 100 years.



## New ad campaign released

This month the American Hereford Association (AHA) released its new national ad campaign developed to complement and expand the success of the "The Power of Black. Only Better." campaign. With the continuing goal of touting Hereford efficiency, the theme "There's no mama like a Hereford-sired mama" was developed.

Utilizing data from the Circle A Ranch Heterosis Project, the new ad touts the value of Hereford-

sired females. Efficiency means power and profit in today's cost-ridden industry. And so, the AHA continues to promote Hereford (and Hereford-cross) efficiencies wherever and whenever possible.

AHA staff with McCormick Co. have developed a focused media plan. The national ad has been placed in more than a dozen publications selected for their effectiveness in reaching target populations of commercial cattlemen. AHA staff welcomes state associations and breeders to utilize the campaign in local publications. For more information, contact Angie Stump Denton, AHA director of communications, at (785) 363-7263 or adenton@hereford.org. **HW**

If your farm or ranch is celebrating its 50th or 100th year in the Hereford business, we would like to recognize your achievement.

To report your anniversary date contact Jack Ward at (816) 842-3757 or jward@hereford.org.

## Annual Meeting approaches

The 2009 AHA Annual Membership Meeting will be Monday, Nov. 2, at the Hilton President Kansas City. For more information, see Page 48 and watch for more in the October *Hereford World*.

## Order JNHE pictures, video online

To view and purchase Junior National Hereford Expo (JNHE) photos taken by AHA and HPI staff, visit the Hereford Photo Shop Web site, [www.herefordphotoshop.com](http://www.herefordphotoshop.com). Here you'll find pictures of show and award winners taken at JNHE events throughout the week. Also available this year is a four-disk DVD set of the event. Order your copy online at [www.herefordphotoshop.com](http://www.herefordphotoshop.com).

## Fall 2009 data online

The fall 2009 Hereford expected progeny differences (EPDs) were released in late July. The new run includes the U.S. and Canadian data as well as data from Uruguay and Argentina. This Pan-American Cattle Evaluation is the first combined genetic evaluation between continents.

## 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 2009 Gold TPR Breeders:

- **Bay Brook Farm**, Dabneys, Va.
- **Deer Track Farm**, Spotsylvania, Va.
- **Hidden Oaks Ranch**, Hamilton, Texas
- **Frank Hug & Sons**, Scranton, Kan.
- **David or Juanita Jennings**, Rogers, Ark.
- **Kinnear Polled Herefords**, Joshua, Texas
- **Knoll Crest Farm**, Red House, Va.
- **George Mangham**, Forgan, Okla.
- **Mill Creek Ranch**, Alma, Kan.
- **EL Mobley**, Fairdealing, Mo.
- **Monahan Cattle Co.**, Hyannis, Neb.
- **NS Polled Herefords**, Shaker Heights, Ohio
- **Oleen Bros.**, Dwight, Kan.
- **Gino Pedretti**, El Nido, Calif.
- **Rolling Hills Acres**, St. Elizabeth, Mo.
- **Carl Schohr**, Gridley, Calif. **HW**

