

"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.

HPI staff wins LPC honors

Hereford Publications Inc. (HPI) staff brought home three firsts, two seconds and two honorable mentions in the Livestock Publications Council Contest. The awards were presented during the Ag Media Summit in New Orleans July 26.

- First-place in-depth reporting multiple articles — 2010 July issue technology articles
- First-place color catalog — Atkins/Delaney Genetic Opportunity Sale
- First-place miscellaneous design — American Hereford Association (AHA) membership kit
- Second-place annual report
- Second-place newspaper
- Honorable mention marketing article — "All Calves Are Not Created Equal" by Sara Gugelmeyer
- Honorable mention full page ad for Livestock Supplier, Service, Association — "Rock Solid, Field Ready," July 2010 issue, Page 163.

NRSP open house planned

Hereford breeders are invited to an open house at the Olsen Ranch on Wednesday, Sept. 21. Located near Harrisburg, Neb., the Olsens have been a test herd for the National Reference Sire Program (NRSP) for more than 10 years.

This past year the Olsens added a GrowSafe system to their facility to collect residual feed intake data.

Beginning at 10 a.m. attendees will have a chance to tour the facility and view cattle as well as hear updates from American Hereford Association staff and advisors regarding Hereford genomic and research efforts.

Olsens are located three hours from Denver, one hour from Cheyenne, Wyo., and 45 minutes from Scottsbluff, Neb. Guests flying into Denver are encouraged to contact Douglas Olsen at 308-641-1273 to coordinate travel arrangements.

For more information, contact Olsen or Jack Ward at 816-842-3757 or jward@hereford.org. Watch for more information in *Hereford eNews*. **HW**

Annual Meeting approaches

The 2011 AHA Annual Membership Meeting will be Saturday, Oct. 29, at the Hyatt Regency Crown Center in Kansas City, Mo. For more information including the new schedule, see Page 10 and the October *Hereford World*.

Gold TPR Breeders announced

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. The fall 2011 Gold TPR Breeders are:

- **B Bar Six Polled Herefords**, Potter Valley, Calif.
- **Bay Brook Farm**, Dabneys, Va.
- **Beckleys Herefords**, Ravenna, Ky.
- **Rex Bradford**, St. Marys, Ohio
- **Deer Track Farm**, Spotsylvania, Va.
- **Honey Ridge Plantation**, Guyton, Ga.
- **David and Juanita Jennings**, Rogers, Ark.
- **Kaczmareks 4K Herefords**, Salem, Mo.
- **Kinnear Polled Herefords**, Joshua, Texas
- **Knoll Crest Farm**, Red House, Va.
- **Mill Creek Ranch**, Alma, Kan.
- **Monahan Cattle Co.**, Hyannis, Neb.
- **Oleen Bros.**, Dwight, Kan.
- **P&J Polled Herefords**, LaVernia, Texas
- **Gino Pedretti**, El Nido, Calif.
- **Ruckus Hill Farms-Smith**, Statesville, N.C.
- **Texas 2T Farm**, Nacogdoches, Texas
- **Triple S Ranch**, DeQueen, Ark.

Order JNHE pictures

To view and purchase Junior National Hereford Expo (JNHE) photos, visit HerefordPhotoShop.com. **HW**