

"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.

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 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 Annual Meeting in *eNews* and the October *Hereford World*.

Board candidates announced

The AHA nominating committee has selected six candidates to vie for three positions on the AHA Board. Candidates include:

Northwest Region

Pete Atkins, Tea, S.D.

605-351-9847

atkins15@sio.midco.net

Southeast Region

Craig Bacon, Siloam Springs, Ark.

479-601-4317

craig.bacon@tyson.com

Northeast Region

Jim Bellis, Aurora, Mo.

417-466-8679

jimbellis@missouristate.edu

Glen Klippenstein, Maysville, Mo.

816-449-2556

lindaklip2@aol.com

Southwest Region

Gary Buchholz, Waxahachie, Texas

214-537-1306

gary@gkbcattle.com

Kyle Perez

Nara Visa, N.M.

575-633-2038

kyleperez82@yahoo.com

Candidate bios will be printed in the October *Hereford World*.

Editor's note: In the August *Hereford World*, it was incorrectly printed that four directors will be selected. Three directors will be selected at the AHA Annual Meeting on Oct. 31.

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

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Gold TPR Breeders announced

Thirty-two dedicated Hereford breeders achieved Gold TPR[™] (Total Performance Records) status for fall 2015.

The Gold TPR Breeder recognition is presented to progressive Hereford breeders who have measured traits and collected and promptly submitted performance data at all levels of production.

Since the program's inception in 2005, Hereford breeders have increased their data collection efforts.

Breeders must meet a specific set of requirements in order to be eligible for the program. They are:

- Herd inventory submitted prior to date inventory surcharge goes into effect.
- Complete reporting of calving ease and reproductive status for each dam on inventory.
- Complete reporting of birth weights for all live calves recorded in the calf crop.
- Complete reporting of weaning weights for all live calves recorded in the calf crop.
- Complete reporting of yearling weights for all live calves recorded in the calf crop.
- Complete reporting of scrotal measurements for each bull calf with a recorded yearling weight.
- Ultrasound data reported on 25% or more of the calf crop.
- Note: For weaning and yearling weights, disposal codes are accepted if the animal has been removed from the herd.

The following Hereford breeders were recognized as fall 2015 Gold TPR Breeders:

Douglas Banks, Hamilton, Ohio

Bay Brook Farm, Dabneys, Va.

Bayou Pierre Farm, Wesson, Miss.

Rex Bradford, Saint Marys, Ohio

Brannan & Reinhardt, Otis, Kan.

Brielmaier Farm, Cincinnati, Ohio

Eric Daniels, Dalhart, Texas

Drummond Mine Ranch LLC, Hanceville, Ala.

Five Star Polled Herefords, Smithville, W.Va.

Four L Hereford Farm, Atwood, Tenn.

Gary Hedrick, Marietta, Ga.

David or Juanita Jennings, Rogers, Ark.

K7 Herefords, Lockridge, Iowa

Kaczmareks 4K Herefords, Salem, Mo.

Kinnear Polled Herefords, Joshua, Texas

Knoll Crest Farm, Red House, Va.

Meadow Ridge Farms Inc., Broadway, Va.

E.L. Mobley, Fairdealing, Mo.

Monahan Cattle Co., Hyannis, Neb.

Muellers Polled Herefords, Perryville, Mo.

Nickelson Farms, Belgrade, Mo.

W. C. Norris Jr., Burkesville, Ky.

NS Polled Herefords, Shaker Heights, Ohio

P&J Polled Herefords, La Vernia, Texas

Gino Pedretti, El Nido, Calif.

Rollingwood Ranch, Potter Valley, Calif.

Ruckus Hill Farms – Smith, Statesville, N.C.

Shaw Cattle Co. Inc., Caldwell, Idaho

Snedden Herefords, Maricopa, Calif.

Sonoma Mountain Herefords, Santa Rosa, Calif.

Tennessee River Music Inc., Fort Payne, Ala.

Triple S Ranch, De Queen, Ark. **HW**

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; Bar One Ranch scholarship, given in memory of Ken Tracy; and Larson Polled Herefords.

Gary Bishop Memorial Scholarship applications are also due Sept. 15. This scholarship is a \$1,000 scholarship for NJHA members.

Scholarship applications must be filled out online. Youth can access the applications by visiting JrHereford.org. For more information, contact Amy Cowan at acowan@hereford.org.

HPI staff wins LPC honors

Hereford Publications Inc. (HPI) staff brought home two firsts, one second and three honorable mentions in

the Livestock Publications Council (LPC) Contest. More than 450 entries competed for top honors.

The awards were presented July 28 during the Ag Media Summit in Scottsdale, Ariz.

- **First-place feature/human interest:** "Killer Storm" by Sara Gugelmeyer, printed in July 2014 *Hereford World*
- **First-place full-page, four-color ad for ranch:** Sonoma Mountain Herefords ad, printed in July 2014 *Hereford World*
- **Second-place special issue more than 100 pages:** "Mother Nature's Challenges" printed in July 2014 *Hereford World*
- **Honorable mention in-depth reporting, multiple article:** Hereford Genetic Summit coverage, printed in October 2014 *Hereford World*
- **Honorable mention annual report:** AHA Annual Report printed in November 2014
- **Honorable mention brochure:** "Hereford Advantage" brochure

Hereford offers internship

The Hereford Publications, Inc. (HPI) department has been selected to host the 2016 LPC student intern. The internship will provide experience in editorial planning and story development along with being involved in the publication of three *Hereford World* issues by writing feature stories and proofing and editing editorial content. Opportunities to learn editorial design will also be available.

The intern will attend the Junior National Hereford Expo (JNHE) as part of the communications team and will assist in reporting on the week's events and results, taking photos and writing articles for the publication.

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AHA fieldman Ben Brillhart resigns



Ben Brillhart

After 12 years as the American Hereford Association's (AHA) Mountain Region #2 Field Representative, Ben Brillhart, Musselshell, Mont., is leaving to take on new

challenges. Brillhart served Hereford breeders in Colorado, Wyoming, Montana and the western Canadian provinces. He says his favorite part of working for AHA was being able to see cattle in many different parts of the U.S. and Canada and meeting breeders.

"I got to meet a lot of people and see a lot of cattle that I never would have been able to otherwise," Brillhart says.

He was born and raised as a Hereford cattle rancher. His family has been raising Hereford cattle for almost 60 years in Montana. He says he will now spend his time returning to raising Hereford cattle and traveling.

"Ben had his own style as a field representative and it worked well in his territory," says Joe Rickabaugh, AHA director of field management and seedstock marketing.

"I say this as an upmost compliment, and he will be missed on the AHA fieldman team. The commercial cattle industry is important to him and this was top-of-mind when he was working with breeders across his territory. We wish him nothing but the best for his future." **HW**

Decker tops 'Unbeatable Baldie' photo contest

Congratulations to Kelsey Decker, Pickerington, Ohio, with "True Beauty," winner of the July "Unbeatable Baldie" 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.



Here's a list of upcoming themes and deadlines:

- **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 American Hereford Association or Certified Hereford Beef marketing purpose. To submit an entry, e-mail or Dropbox images to adenton@hereford.org. **HW**

AHA staff member elected LPC president



Angie Denton

During the Ag Media Summit July 28 in Scottsdale, Ariz., Angie Stump Denton, American Hereford Association (AHA) director of communications and public relations, was elected the 2015-16 Livestock Publications Council (LPC) president.

Angie joined the Hereford team in 2004 as *Hereford World* editor and in 2008 she also assumed the responsibilities as AHA director of communications. Last fall, she transitioned to her current role leading AHA's advertising campaign, media relations, *Hereford.org*, social media efforts and other communication projects as director of communications and public relations.

She has served on the LPC board since 2005 and prior to that was chairman of the LPC student award committee for five years. Angie is a past recipient of the LPC Forrest Bassford Award and the Ed Bible Distinguished Service Award. She has also received the National Cattlemen's Beef Association (NCBA) Excellence in Communications and Public Relations award in 2012.

LPC is an international organization serving the dynamic livestock communications industry. Founded in 1974, this non-profit organization was designed to serve the livestock publishing industry. Its goal is to provide a forum through which members can obtain information on how to improve their overall effectiveness and value to both readers and advertisers. Today LPC has more than 210 publication and service members and co-hosts the annual Ag Media Summit each summer with the American Agricultural Editors Association (AAEA).

Angie and her husband, John, and their two sons, Wesley and Dustin, live in Blue Rapids, Kan. Both boys are active members of the National Junior Hereford Association. **HW**

The intern will also assist in the Creative Services department, communicating with clients, organizing projects, editing and proofing, and working with various HPI staff.

The summer 2016 paid internship will last 10 weeks, spanning from mid-May to mid-August.

Applicable college juniors or seniors who are members of Agricultural Communicators of Tomorrow will have until Dec. 1 to send their résumés, work examples, three letters of recommendation and a statement of interest in agricultural communications to Crystal Albers, program coordinator, at calbers@angus.org.

Order JNHE pictures online

To view and purchase JNHE photos taken by AHA and HPI staff, visit the Hereford Photo Shop website, 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. **HW**

Hereford Breeders and Friends,

I have decided to pursue other options in my life at this time so I will be leaving my position as your American Hereford Association Mountain Region Manager. It has been a great pleasure and exciting time the past 12 years to hold this position. Meeting breeders and seeing your herds and how you manage them has been a great experience. Seeing the great pride in which you, the breeders, take in the cattle you are raising is very encouraging for the future of the Hereford breed. God willing the breed keeps growing stronger, as we have the last few years, and becomes an even stronger force in the industry. I would like to thank all of you for the support and hospitality that was afforded to me these past years and I hope to see many of you on down the trail.

Sincerely,
Ben Brillhart

