

"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).

**Annual Meeting approaches**

The 2009 American Hereford Association (AHA) Annual Membership Meeting will be Monday, Nov. 2, at the Hilton President Kansas City. A weekend packed full of events is planned for Hereford enthusiasts. For more information, see Page 54.

**Submit data by Nov. 1 for spring analysis**

All data need to be submitted prior to Nov. 1 in order to be included in the next genetic evaluation. The AHA performance department requests all breeders submit cow weights and body condition scores when sending weaning weights. These weights and scores are imperative to the development of longevity and fertility genetic selection traits.

**Order JNHE pictures, video online**

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

**Take advantage of feeder calf sales in your area**

Consigning Hereford and Hereford-influenced calves to a special Hereford sale not only provides a great outlet for buyers interested in Hereford genetics but may also result in a premium for the seller. Contact these organizers today for the specific requirements of each sale. Many have a consignment deadline, and the earlier you commit your stock, the better advertisement

your calves will get. Whether you have one head or 100, one of these sales may be the perfect marketing outlet for you:

**Tennessee Hereford Marketing Program Feeder Calf Sale**

Date: Oct. 26

Location: Tennessee Livestock Producers, Columbia, Tenn.

Contact: John Woolfolk (731) 225-2620 or Darrell Ailshie (931) 212-8512

**Kentucky Certified Hereford Influenced Sale**

Date: Oct. 27

Location: Bluegrass Stockyards South, Stanford, Ky.

Contact: Lowell Atwood (606) 669-1455 or John Meents (419) 306-7480

**Montana Hereford Association Hereford Influenced Feeder Calf Sale**

Date: Nov. 16

Location: Headwaters Livestock Auction, Three Forks, Mont.

Contact: Jerry Geregthy (406) 662-3375 or [jgeregthy@transdynamics.com](mailto:jgeregthy@transdynamics.com)

**Greater Midwest Certified Hereford Feeder Calf Sale**

Date: Dec. 3

Location: Carthage Livestock Auction, Carthage, Ill.

Contact: Jerry Huth (920) 583-3223 or [huth@wildblue.net](mailto:huth@wildblue.net)

**Missouri Hereford Association Hereford Influenced Feeder Calf Sale**

Date: Dec. 3

Location: Joplin Regional Stockyards, Carthage, Mo.

Contact: Matt Reynolds (660) 676-3788 or Marty Lueck (417) 948-2669 or [mvlueck@centurytel.net](mailto:mvlueck@centurytel.net) **HW**