

"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.

"Like" CHB and Buy Hereford on Facebook

Certified Hereford Beef (CHB) and Buy Hereford are new pages on Facebook promoting Hereford beef and Hereford genetics.

Like the CHB page — *Facebook.com/CertifiedHerefordBeef* — to keep up-to-date on happenings with the CHB program. The Buy Hereford page — *Facebook.com/BuyHereford* — will highlight upcoming *BuyHereford.com* sales, as well as Hereford production sales, Hereford events and other Hereford deadlines and announcements.

Annual Meeting approaches

The 2011 American Hereford Association (AHA) Annual Membership Meeting will be Saturday, Oct. 29, at the Hyatt Regency Crown Center. A weekend packed full of events is planned for Hereford enthusiasts. For more information, see Page 24.

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.

Hereford Christmas cards available

If you're planning to send Christmas greetings this year, consider Hereford-themed Christmas cards available through online ordering. Information about the cards will be available in mid-October at *Hereford.org/ChristmasCards*. Christmas card orders will be accepted and shipped through Boelte-Hall through mid-December, subject to availability. A portion of the card sales will benefit the Hereford Youth Foundation of America.

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:

Kansas Hereford Feeder Calf Sale

Date: Oct. 21
Location: Manhattan Commission Co., Manhattan, Kan.
Contact: Gus Gustafson 785-238-7306, Tom Granzow 785-466-2247 or John Cline 785-776-4815

Tennessee Hereford Marketing Program Feeder Calf Sale

Date: Oct. 24
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. 25
Location: Bluegrass Stockyards South, Stanford, Ky.
Contact: Lowell Atwood 606-669-1455 or John Meents 419-306-7480

Missouri Hereford Association Hereford-Influenced Feeder Calf Sales

Dates: Nov. 7, 2011; Jan. 9, 2012; April 9, 2012; and July 9, 2012
Location: Miller Co. Regional Stockyards, Eldon, Mo.
Contact: Matt Reynolds 660-676-3788 or Marty Lueck 417-948-2669 or mvlueck@centurytel.net

Montana Hereford Association Hereford-Influenced Feeder Calf Sale

Date: Nov. 16
Location: Headwaters Livestock Auction, Three Forks, Mont.
Contact: Jerry Gereghty 406-662-3375 or jgeregthy@transdynamics.com

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 3, 2012
Location: Carthage Livestock Auction, Carthage, Ill.
Contact: Jerry Huth 920-583-3223 or huth@wildblue.net

Watch JNHE videos online, order pictures

Watch highlight videos from the 2011 VitaFerm Junior National Hereford Expo (JNHE) by going to the Hereford YouTube channel, *http://www.youtube.com/user/herefordvideos*. To view and purchase JNHE photos, visit *HerefordPhotoshop.com*.

Research foundation fundraiser set for Nov. 8

A *BuyHereford.com* online auction fundraiser is scheduled for Nov. 8. All proceeds will benefit the Hereford Research Foundation (HRF). Donated items include equipment, embryos, semen, flushes, hunting trips and other items that will help fund special breed improvement research projects. For more information, contact Jack Ward at *jward@hereford.org* or 816-842-3757

Lee joins communication team

Christy Couch Lee has joined the AHA communication team as a communication specialist for both AHA and CHB LLC. She grew up on a purebred cow-calf operation in southern Indiana. After graduating from Oklahoma State University, Christy was a field editor for the *American Quarter Horse Journal*. She then served as a regional editor for John Deere's *The Furrow* magazine and was quickly promoted to managing editor of John Deere's *Homestead* magazine. Christy served as the National Swine Registry director of communications from 2003-10. As AHA/CHB LLC communication specialist, Christy will manage the Association's social media and assist with other communication and marketing projects. She and her husband, Craig, have two sons, Waylon, 6, and Nolan, 3, and live near Wellington, Ill. **HW**

Schock hired as BuyHereford.com manager

The American Hereford Association (AHA) has chosen a longtime Hereford advocate and former employee to fill the new position of *BuyHereford.com* manager.

Dennis Schock has a long history of dedicated service to the Hereford breed. He was raised on his family's polled Hereford operation in Montana. Then after graduating from Montana State University in 1978 and spending a couple of years as a banker, he began working for the American Polled Hereford Association (APHA) as an area coordinator.

After two years spent working for a seedstock business, he served as the executive secretary of the Texas Polled Hereford Association for six years before returning to the APHA as vice president of member and state relations. During the merger and restructuring in 1995, Dennis was appointed the director of youth activities.

But in 1997 he left the Association to manage Shafer Ranch and then the past two years his own ranch in Sherman, Texas. Now, he is ready to return and is excited about this new role.

AHA Executive Vice President Craig Huffhines says, "Dennis has been a lifetime promoter of the Hereford breed. His background as a Hereford breeder along with his knowledge of the Hereford breed and longtime relationships with great people and programs that drive the Hereford business make him a tremendous candidate for growing this new technology that will very inexpensively expose sale offerings to nearly every Hereford breeder in America."

As *BuyHereford.com* Manager, Dennis will be responsible for developing a business plan and continuing to build *BuyHereford.com* business.

Dennis and his wife, Mary, live in Ft. Worth. Individuals interested in *BuyHereford.com* sales can contact Dennis at *dschock@hereford.org*. **HW**



Dennis Schock