

"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 2012 American Hereford Association (AHA) Annual Membership Meeting will be Saturday, Nov. 3 at the Argosy Casino Hotel and Spa, located in Riverside, Mo. A weekend packed full of events is planned for Hereford enthusiasts. For a complete schedule, see Page 24.

### Submit spring analysis data by Nov. 1

All data needs to be submitted prior to Nov. 1 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.

### Take advantage of Hereford-influenced feeder calf sales

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. 18  
**Location:** Tennessee Livestock Producers, Columbia, Tenn.  
**Contact:** John Woolfolk 731-225-2620 or Darrell Ailshie 931-212-8512

#### Kansas Hereford Feeder Calf Sale

**Date:** Oct. 19  
**Location:** Manhattan Commission Co., Manhattan, Kan.  
**Contact:** Gus Gustafson 785-238-7306, Tom Granzow 785-466-2247 or John Cline 785-776-4815

#### Kentucky Certified Hereford-Influenced Sale

**Date:** Oct. 23  
**Location:** Bluegrass Stockyards South, Stanford, Ky.  
**Contact:** John Meents 419-306-7480

#### Missouri Hereford Association Hereford-Influenced Feeder Calf Sales

**Dates:** Nov. 5, 2012, and Jan. 7, 2013  
**Location:** Miller Co. Regional Stockyards, Eldon, Mo.  
**Contact:** Matt Reynolds 660-676-3788 or Marty Lueck 417-948-2669

#### Montana Hereford Association Hereford-Influenced Feeder Calf Sale

**Date:** Nov. 14  
**Location:** Headwaters Livestock Auction, Three Forks, Mont.  
**Contact:** Montana Hereford Association board of directors

#### Greater Midwest Certified Hereford Feeder Calf Sale

**Date:** Jan. 3, 2013  
**Location:** Carthage Livestock Auction, Carthage, Ill.  
**Contact:** John Meents 419-306-7480 or Brent Lowderman 309-221-9621 **HW**

## Auction Raises \$25,108 for Hereford Research

More than \$25,000 was raised for Hereford research Aug. 21 during the *BuyHereford.com* auction. The 26 donated lots generated lots of excitement from charitable bidders for the benefit of the Hereford Research Foundation, which is a division of the Hereford Youth Foundation of America.

The top seller was Lot 5, a pick of the herd from Olsen Ranches, Harrisburg, Neb., purchased by Kevin Schultz of Sandhill Farms, Haviland, Kan., for \$4,500. That price earned him the right to select a bred heifer from the 2011 natural-born calf crop from Olsen's.

At \$3,700, Lot 17 was the second high-selling lot. Dan and Nancy Bowling, Blackwell, Okla., bought four embryos from a top donor cow at Cooper Hereford Ranch, Willow Creek, Mont.

Close behind was a unique opportunity to go fly-fishing at the Bar Z Riverside Ranch in Montana. Dave Hanson of the Bar Z Riverside Ranch donated this world-class two-day fishing trip for two people and Robert Rogers of Hidden Oaks Ranch, Hamilton, Texas, paid \$3,600 for the lot.

There were 26 lots total averaging \$965, including a variety of hunting and fishing packages, semen and embryos, mineral and fencing equipment. **HW**