

"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.

Association updates

The American Hereford Association (AHA) Board of Directors has approved two rule changes and an increase in fees that will go into effect in 2014.

Rule 17A: New embryo transfer policy – for embryo transfer (ET) calves born after Jan. 1, 2014, there will no longer be an ET certificate required for registration. The new requirement for registering an ET calf will be the reporting of the recovery date of the embryo at the time of registry. As previously, ET calves are charged an additional \$15 per head over and above the normal registry rate (same cost as an ET certificate).

Steers need registration papers: Starting in 2014 all steers showing at the Junior National Hereford Expo (JNHE) must be registered by the AHA and out of a registered sire and dam. No steer certificates will be accepted, only registration papers. The AHA will still offer traditional steer certificates for those state and regional shows not requiring a registration paper on steers at this time.

New registration and enrollment fees: Starting Jan. 1, 2014, registration fees will increase 50 cents per head and Total Performance Records (TPR) cow herd enrollment fees will increase by 50 cents.

Annual Meeting approaches

The 2013 AHA Annual Membership Meeting will be Saturday, Nov. 2, in Kansas City, Mo.

The weekend schedule will include an educational forum on Friday followed by a reception honoring the Hereford Hall of Fame and Hall of Merit winners along with Hereford Youth Foundation of America (HYFA) scholarship recipients.

Saturday will be the Annual Meeting, Ladies of the Royal Sale and the junior show. The weekend will end with the American Royal National Hereford Show on Sunday.

The AHA headquarters hotel will be the Argosy Casino Hotel and Spa. To make reservations, call 1-800-270-7711. Ask for the AHA \$99 rate. Cutoff for reservations is Oct. 9.

Continuous bus service will be available Saturday from the Argosy to the American Royal complex starting at 1 p.m. Buses will leave every 30 minutes with the final bus leaving the American Royal at 8 p.m.

The AHA nominating committee has announced four Hereford breeders vying for positions on the Board. Candidates include: Terri Barber, Austin, Texas; Dave Bielema, Ada, Mich.; Mike Taylor, Petersburg, W.Va., and Joe Van Newkirk, Oshkosh, Neb. See Page 25 for candidate bios.

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 need 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.

Grandview CMR donates Lot X to benefit Hereford youth

William and Jackie Adair along with Walt and Jil McKellar of Grandview CMR, Como, Miss., have made a gracious donation of a lot in their

sale with all proceeds to benefit the Hereford Youth Foundation of America (HYFA)

During Grandview CMR's "The Big One" Dispersal Sale on Friday Nov. 8, Lot X, a heifer pregnancy sired by RST Time's A Wastin' 0124 and out of DJB 46B Beth 1L, will sell to benefit the HYFA.

The recipient cow is due to calve Feb. 25, 2014, and this will surely be an amazing heifer calf sired by the 2013 Denver Supreme Champion Hereford and out of a full sister to PW Victor Boomer P606.

All proceeds from the sale will go to the Hereford Youth Foundation of America (HYFA) providing education, scholarship and leadership opportunities for the next generation of Hereford youth. Read more about Lot X on Page 67 of the Grandview CMR sale catalog, which can be viewed at GrandviewCMR.com.

Order your JNHE photos, collages at HerefordPhotoShop.com

Have you checked out HerefordPhotoShop.com? You can view backdrop, contest and candid photos from the showring and barns. This year we are offering custom-made collages that can include text, such as a quote, and photos taken by AHA staff or Heidi Anderson of Legacy Livestock.

Two collage sizes are available including 11x14 with five to seven photos and 16x20 with up to 10 photos. Collages can be ordered as a print, a digital file or both. AHA staff is working with Legacy Livestock to produce the collages.

Download the collage order form from the website and fax your order to 785-363-7203, or call 785-562-6197 to place your order today.

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Take "Notice": 2014 Lot 1 foundation female

Gary and Kathy Buchholz of GKB Cattle, Waxahachie, Texas, have generously donated GKB 8144 Notice Me Too B19 ET to sell as Lot 1, the foundation female, Jan. 17 during the Mile High Night Sale during the National Western Stock Show in Denver. All proceeds will benefit the Hereford Youth Foundation of America (HYFA) and the "Growing a Lasting Legacy" campaign supporting leadership and education for the next generation of Hereford youth.



GKB 8144 Notice Me Too B19 ET

"On behalf of HYFA, I'd like to thank Gary and Kathy Buchholz for donating the best from the heart of their program," says Ray Ramsey, HYFA president. "If Gary and Kathy did not feel so strongly about the junior Hereford program, I'm sure none of us would have had a chance to own one of this caliber."

GKB Notice Me Too's pedigree is stacked three generations with national champions from top to bottom. The exceptional January 2011 daughter of BR Currency 8144 ET is bred to NJW 985 R117 Ribeye 88X ET, sire of the world-record-selling bull C Miles McKee.

"When I saw GKB Notice Me Too, my first thought was, 'I don't know anyone who wouldn't want to own this one,'" Ramsey adds. "She is flawless in her design, a perfect picture of what a great young cow should look like. She represents some of the freshest, most-sought-after genetics in the industry today. If you're looking for a donor to anchor your program, don't squander the opportunity to own one that would never have left GKB if she was not the Lot 1 HYFA foundation female."

For more information on the lot, visit Herefordyouthfoundation.org/foundation-female/notice/, or contact Amy Cowan at acowan@hereford.org or 816-842-3757. **HW**

Hereford banner, flag available for purchase

Hereford breeders can order the Profitabull Hereford banner and the Hereford flag that were displayed in Denver. The 3' by 8' banner costs \$125 and the 1' by 4' flag is \$50.

To order visit Hereford.org and under the "Marketplace" tab is the "Hereford banner, flag" link. To order you will be directed to the Boelte-Hall website. On that site select "Boelte-Hall Greeting Cards" and then it should take you to a page with Hereford cards. Scroll to the bottom of the page to find the banner and flag options.

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. 17

Location: Tennessee Livestock Producers, Columbia, Tenn.

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

Montana Hereford Association Hereford-Influenced Feeder Calf Sale

Date: Nov. 13

Location: Headwaters Livestock Auction, Three Forks, Mont.

Contact: Montana Hereford Association board of directors or visit mhafeedercafsale.com

Kentucky Certified Hereford-Influenced Sale

Date: Dec. 4

Location: Bluegrass Stockyards South, Stanford, Ky.

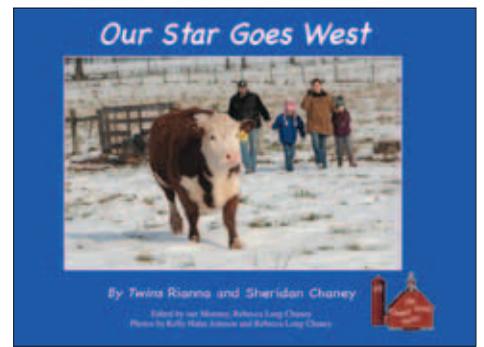
Contact: John Meents 419-306-7480

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 2, 2014

Location: Carthage Livestock Auction, Carthage, Ill.

Contact: John Meents 419-306-7480 or Brent Lowderman 309-221-9621 **HW**



Fifth "Chaney Twins" book to be released in November

The fifth book in the "The Chaney Twins' Ag Series" is now available for pre-order.

Authors of the series — Rianna and Sheridan Chaney — are National Junior Hereford Association members who have attended the last two Junior National Hereford Expos.

The newest book in their series, "Our Star Goes West," features the girls' beloved Star and her move from Maryland to America's heartland. It also includes lots of new experiences for Rianna and Sheridan like roping, branding, watering cattle on cornstalks, swimming in the huge cattle watering tanks, showing, livestock judging, enjoying a new foal and gathering cattle.

The book will be released November 2013. The cost per book is \$12. To pre-order, contact Rebecca Chaney at chaneywalkabout@aol.com or 240-446-4557. **HW**



NJHA members take top honors at Bonanza

Six National Junior Hereford Association (NJHA) members attended the Canadian Bonanza July 31 to Aug. 3 in Brandon, Manitoba. The Bonanza is Canada's national junior show with events similar to the Junior National Hereford Expo.

The team consisting of Brady and Cody Jensen, Courtland, Kan.; Keysto Stotz, Skiatook, Okla.; and Jason May, Randolph, Minn., placed first in team show basics and team marketing, and second in team judging. In individual judging senior division Brady placed second and Jason was third. Jason also won senior showmanship and champion over all showman. Crystal Willson-Barber placed first in the intermediate division of the Hereford cattle plus one or more people division of the photography contest. **HW**

Left: NJHA members participating in Canada's Bonanza (pictured front row, l to r) are: Crystal Wilson-Barber and Abigail Barber from Keizer, Ore. Back row (l to r) are: Cody Jensen, Courtland, Kan.; Jason May, Randolph, Minn.; Brady Jensen, Courtland, Kan.; and Keysto Stotz, Skiatook, Okla.