

"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.

**Annual Meeting approaches**

The 2014 American Hereford Association (AHA) Annual Membership Meeting will be Saturday, Nov. 1, at the Kansas City Marriott Downtown 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.

Bus service will be available Saturday from the Marriott to the American Royal complex for the sale and junior show.

The AHA nominating committee has announced four Hereford breeders vying for positions on the Board. Candidates include: Pete Atkins, Tea, S.D.; Jim Mickelson, Santa Rosa, Calif.; Kevin Schultz, Haviland, Kan.; and Bob Thompson, Rolla, Mo. See Page 53 for candidate bios.

A weekend packed full of events is planned for Hereford enthusiasts. For a complete schedule, see Page 52.

**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.

**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 also may 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 Fall Feeder Calf Sale**

**Date:** Thursday, Oct. 16, 2014  
**Location:** Tennessee Livestock Producers, Columbia, Tenn.  
**Contact:** John Woolfolk 731-225-2620; Darrell Ailshie 931-212-8512

**F&T Livestock Market Hereford-Influenced Section**

**Date:** Monday, Nov. 17, 2014  
**Location:** F&T Livestock Market, Palmyra, Mo.  
**Contact:** John Browning cell 573-248-4004 or office 573-769-2237

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

[www.mhafeederalfsale.com](http://www.mhafeederalfsale.com)  
**Date:** Wednesday, Nov. 19, 2014  
**Location:** Headwaters Livestock Auction, Three Forks, Mont.  
**Contact:** Jerry Geregthy 406-662-3375

**Central Livestock Association Hereford-Influenced Feeder Calf Sale**

**Date:** Thursday, Nov. 20, 2014  
**Location:** Central Livestock Association, Zumbrota, Mont.  
**Contact:** Jeff Reed 651-451-1844

**Kentucky Certified Hereford-Influenced Sale**

**Date:** Thursday, Dec. 4, 2014  
**Location:** Bluegrass Stockyards South, Stanford, Ky.  
**Contact:** Lowell Atwood 606-669-1455 or John Meents 419-306-7480

**Greater Midwest Certified Hereford Feeder Calf Sale**

**Date:** Saturday, Jan. 3, 2015  
**Location:** Carthage Livestock Auction, Carthage, Ill.  
**Contact:** Brent Lowderman 309-221-9621

**Anita Livestock Auction Hereford-Influenced Feeder Cattle Sale**

**Date:** Saturday, Jan. 24, 2015  
**Location:** Anita Livestock, Anita, Iowa  
**Contact:** Bernard Vais 712-762-3330

**Tennessee Hereford Marketing Program Spring Feeder Calf Sale**

**Date:** Thursday, April 16, 2015  
**Location:** Tennessee Livestock Producers, Columbia, Tenn.  
**Contact:** John Woolfolk 731-225-2620 or Darrell Ailshie 931-212-8512

**Order JNHE photos at HerefordPhotoShop.com**

Have you checked out [HerefordPhotoShop.com](http://HerefordPhotoShop.com)? You can view backdrop, contest and candid photos from the showring and barns. Order your Junior National Hereford Expo (JNHE) memories today.

**Hereford banner, flag available for purchase**

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

To order, visit [Hereford.org](http://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. **HW**

**Churchill, Stuber, Iron Lake Donate Heifer to Benefit Hereford Youth**



CCC SR ILR Foundation Lady 437B ET

Churchill Cattle Co., Stuber Ranch and Iron Lake Ranch have joined together to graciously donate CCC SR ILR Foundation Lady 437B ET to sell as Lot 1, the foundation female, Jan. 16, 2015, during the Mile High Night Sale at 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.

"Foundation Lady embodies everything the Hereford breed is about. She is ultra-maternal, great-structured and has a hard-to-find combination of an elite balanced look and power. She is sired by the very popular 88X bull. This female has the pedigree and phenotype that can make a major impact," says Brady Jensen, National Junior Hereford Association chairman.

She (registration no. 43493646) is a Jan. 2014 daughter of NJW 985 R117 Ribeye 88X ET and out of the phenomenal dam Churchill Lady 1162Y ET by Golden Oak Outcross 18U.

Thank you to Churchill Cattle Co., Manhattan, Mont.; Stuber Ranch, Bowman, N.D.; and Iron Lake Ranch, Athens, Texas, for donating this phenomenal heifer calf to highlight the Mile High Night Sale.

Visit [Hereforyouthfoundation.org/foundation-female/foundationlady](http://Hereforyouthfoundation.org/foundation-female/foundationlady) for more information on the lot, or contact Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org) or 816-842-3757.

**HW**



# ANNUAL PRODUCTION SALE

MONDAY, OCT. 13, 2014  
AT THE RANCH



He Sells!  
IMR 167Y Conviction 3132A  
P43382947

**Selling:**

41 Coming  
2-Year-Old Hereford  
Bulls

14 Coming  
2-Year-Old Angus Bulls

8 Fall Calving  
Hereford Cows

10 Spring Calving  
Bred Hereford Heifers



Lee and Jacqui Haygood  
923 Hillside Ave.  
Canadian, TX 79014  
806-323-8232  
Cell 806-323-2906  
lee@indianmoundranch.com  
www.indianmoundranch.com

# LEFORCE HEREFORDS

SINCE 1893

**2014 Production Sale**  
**Friday, November 21 - 1:00 PM**  
**At The Ranch**

**Selling:**  
**35 Coming Two-Year-Old Bulls - 8 Select Heifers**

*Including sons and daughters of:*  
HH Advance 0002X • CI 1 Domino 105Y  
Churchill Slugger 800U • Churchill Babe Ruth 714T  
CI 1 Domino 789T • CI 1 Domino 996W

*LeForce Herefords is a family owned & operated ranch located in Northwest Oklahoma. For five generations our family has focused on raising high quality registered Herefords for both the purebred Hereford breeder and the commercial cattleman.*



CI 1 Domino 996W son - He Sells!



CI 1 Domino 789T 1ET son - He Sells!



CI 1 Domino 996W son - He Sells!



Daughter of  
Churchill  
Babe Ruth 714T.  
She Sells!



Daughter of CI 1  
Domino 105Y.  
She Sells!

**DVAuction**  
*Broadcasting Real Time Auctions*

## LEFORCE HEREFORDS

SINCE 1893

*We welcome you to stop by and visit us at the ranch.*  
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Randy LeForce • (580) 532-6100  
Paul Koffskey, Ranch Manager • (580) 984-0015  
info@leforce.com • www.leforce.com



Churchill Slugger 800U son - He Sells!