

"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).

### Order JNHE video highlights

Just in time for Christmas, Hereford enthusiasts can now order a DVD of 2010 VitaFerm Junior National Hereford Expo (JNHE) highlights.

Included are clips from the championship drives of the owned horned and polled females, bred-and-owned females and bulls, cow-calf pairs and steers. Also included are highlights of the four showmanship championships, the fitting contest and opening ceremonies.

You can order your copy at [HerefordPhotoshop.com](http://HerefordPhotoshop.com) for \$25 plus \$5 shipping.

You can also watch highlight videos from the 2010 VitaFerm JNHE on [Hereford.org](http://Hereford.org) by clicking on "Videos" under the "Media Center" tab. They are also posted on the Hereford YouTube channel, <http://www.youtube.com/user/herefordvideos>.

To view and purchase JNHE photos, visit [HerefordPhotoshop.com](http://HerefordPhotoshop.com).

### Herefords headin' to Denver

Plan now to attend the Hereford activities scheduled during the 2011 National Western Stock Show in Denver, Jan. 13-15. For a complete schedule, see the December *Hereford World*.

The Hereford Youth Foundation of America is excited to announce the 2011 Foundation Female offering selling as Lot 1 in the 2011 National Western Mile High Night Sale Friday, Jan. 14. Lot 1 will be 40 Grade 1 Embryos from the heart of Hoffman Ranch LLC and Hoffman/W4 LLC's elite donor program. Visit [Hereford.org](http://Hereford.org) for information including terms and conditions.

Hereford breeders can make reservations now at the American Hereford Association (AHA) headquarters hotel:

#### Renaissance Denver Hotel

3801 Quebec St.  
Denver, CO 80207  
888-238-6762 or 303-399-7500  
Rate: \$109

Cutoff date: Dec. 9  
Ask for "American Hereford Association" block. The hotel offers a free shuttle to and from the Denver International Airport and the National Western Stock Show.

### 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:

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

Dates: Nov. 8, 2010; Jan. 10, 2011; April 11, 2011; and July 11, 2011  
Location: Miller Co. Regional Stockyards, Eldon, Mo.  
Contact: Matt Reynolds 660-676-3788 or Marty Lueck 417-948-2669 or [mvlueck@centurytel.net](mailto:mvlueck@centurytel.net)

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

Date: Nov. 17  
Location: Headwaters Livestock Auction, Three Forks, Mont.  
Contact: Jerry Gereghty 406-662-3375 or [jgereghty@transdynamics.com](mailto:jgereghty@transdynamics.com)

#### Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 4, 2011  
Location: Carthage Livestock Auction, Carthage, Ill.  
Contact: Jerry Huth 920-583-3223 or [huth@wildblue.net](mailto:huth@wildblue.net)

#### Ernst named NWSS livestock manager

Hereford breeder Marshall Ernst, Windsor, Colo., has been named the NWSS livestock manager.

Ernst, owner of Ernst Herefords, has a long history with National Western. He's shown both in the Yards and on the Hill and serves on the NWSS livestock Yards committee. Marshall is currently Certified Hereford Beef LLC chairman and is serving on the AHA Board of Directors.

#### Collect feed efficiency data at Olsens'

Art and Douglas Olsen are looking for cattle to test for feed efficiency at their new state-of-the-art facility with GrowSafe system at Harrisburg, Neb. Bulls, steers or replacement heifers can be tested. Olsens' can also collect ultrasound data and even artificially inseminate your heifers for you.

Stop by the ranch or give Art or Douglas a call to discuss the options for your cattle. Office -308-673-5597; Douglas' cell - 308-641-1273 or [artolsen@daltontel.net](mailto:artolsen@daltontel.net). **HW**