

"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).

### 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 is available at [Hereford.org/ChristmasCards](http://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.

### Research foundation fundraiser set for Nov. 8

A [BuyHereford.com](http://BuyHereford.com) online auction fundraiser is scheduled for Nov. 8. All proceeds will benefit the Hereford Research Foundation. 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](mailto:jward@hereford.org) or 816-842-3757

### "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](http://Facebook.com/CertifiedHerefordBeef) — to keep up-to-date on happenings with the CHB program. The Buy Hereford page — [Facebook.com/BuyHereford](http://Facebook.com/BuyHereford) — will highlight upcoming [BuyHereford.com](http://BuyHereford.com) sales, as well as Hereford production sales, Hereford events and other Hereford deadlines and announcements.

### Herefords headin' to Denver

Plan now to attend the Hereford activities scheduled during the 2012 National Western Stock Show in Denver, Jan. 11-14. For a complete schedule, see the December *Hereford World*.

Hereford breeders can make reservations now at the

### Blinson named 2012 beef ambassador

Former National Junior Hereford Association (NJHA) Chairman Rossie Blinson, Buies Creek, N.C., was chosen as one of five members of the 2012 National Beef Ambassador Team at the annual competition. The competition, funded in part by the Beef Checkoff, was Sept. 30-Oct. 2 in Wooster, Ohio.

Eighteen senior contestants, ages 17-20, were judged in the areas of consumer promotion, classroom presentation, media interview technique and issues response. **HW**



Rossie Blinson

American Hereford Association headquarters hotel:

#### Renaissance Denver Hotel

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

Cutoff date: Dec. 8

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.

*Note: This year there will be a \$5/night fee for parking.*

### Take advantage of 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:

#### 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](mailto: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 [jgereghty@transdynamics.com](mailto:jgereghty@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](mailto:huth@wildblue.net)

### Watch JNHE videos online

Watch highlight videos from the 2011 VitaFerm Junior National Hereford Expo (JNHE) by going to the Hereford YouTube channel, [youtube.com/user/herefordvideos](http://youtube.com/user/herefordvideos).

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

### OXO World Traveler Scholarship deadline is Dec. 1

Hereford youth interested in attending the World Hereford Conference should apply for the OXO World Traveler Scholarship. Due Dec. 1, this scholarship enables a Hereford youth to attend the 2012 World Hereford Conference in Alberta, Canada. Special activities and competitions for the youth are being planned July 14-18 in conjunction with Canada's Junior Bonanza Show in Olds, Alberta.

The scholarship winner will receive \$4,500 cash to use toward the air, hotel and land package. Visit the Scholarship page at [JrHereford.org](http://JrHereford.org) to download an application. **HW**