

"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.

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.

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 (HYFA).

Herefords headin' to Denver

Plan now to attend the Hereford activities scheduled during the 2013 National Western Stock Show (NWSS) in Denver Jan. 16-19. For a complete schedule, see the December *Hereford World*.

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

Renaissance Denver Hotel

3801 Quebec St.
Denver, CO 80207
800-468-3571
Rate: \$109
Cutoff date: Dec. 12

Ask for "American Hereford Association" block. The hotel offers a free shuttle to and from the Denver International Airport and the NWSS.

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

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:

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

Historic Hereford prints for sale

Show your support of Hereford youth and get a piece of history when you purchase a set of beautiful prints being offered by HYFA. The original Anxiety 4 and Silver oil-on-canvas paintings currently grace the walls of the AHA and, in an effort to preserve the authentic artwork, limited-edition canvas prints were made and sold at "The Harvest" event.

The Giclee prints generated close to \$25,000, and now HYFA is offering 11x14 prints of the historic bull and female. The prints can be purchased as a set or individually today at HerefordYouthFoundation.org. The set is \$50, or each individual print is \$30. **HW**