

"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.

Rule 17A: New embryo transfer policy — for embryo transfer (ET) calves 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 flush. As previously, ET calves are charged an additional \$10 per head over and above the normal registry rate (same cost as an ET certificate). This change is effective Nov. 1, 2013.

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.

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 2014 National Western Stock Show (NWSS) in Denver Jan. 15-18. For a complete schedule, see the December *Hereford World*.

continued on page 10...



Stephen Scott

Scott named new CHA executive

The Canadian Hereford Association (CHA) is pleased to announce the hiring of Stephen Scott as its new executive director/general manager.

Scott was raised on a traditional dairy, beef, cash crop farm in southwestern Ontario. He received a bachelor's degree in animal biology and a master's degree in dairy health management, both from the University of Guelph.

His experience gained from working for Alta Genetics, where he assisted in the design and implementation of a new genomically enhanced young sire test program for Canada, will be a great asset for the CHA.

For the last few years, he has been the market analyst for the Alberta Livestock and Meat Agency (ALMA), where he provided insight into global meat trade. While there, he also led projects on Canadian consumer meat preferences, the benefits of traceability, assessing regulatory burden and the sustainability of the Canadian beef industry.

As CHA executive, Scott says he is excited to have the opportunity to support an industry that is undergoing the transformation to the genomic era — a tool that will prove invaluable to the future of the beef industry. He says he is looking forward to being back working with grassroots producers.

Scott will start at CHA on Dec. 1. **HW**

Hereford breeders can make reservations now at the AHA headquarters hotel:

Renaissance Denver Hotel

3801 Quebec St., Denver, CO 80207

800-468-3571

Rate: \$112

Cutoff date: Dec. 21

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

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'x8' banner costs \$125 and the 1'x4' 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 this link 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.

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 *mhafeederalfsale.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

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**