

"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.

Plan now for 2016 NWSS

It's not too early to start planning for the Hereford activities at the 2016 National Western Stock Show (NWSS) in Denver. The event will be Jan. 14-16. A complete schedule will be printed in the December *Hereford World*.

Hereford breeders can make reservations at the Renaissance Denver Hotel or Drury Inn & Suites Denver Stapleton. Both have American Hereford Association (AHA) rates for the NWSS:

Renaissance Denver Hotel

3801 Quebec St.
Denver, CO 80207
800-468-3571

Rate: \$112

The Renaissance offers a free shuttle to the NWSS and to and from the airport.

Drury Inn & Suites Denver Stapleton

4550 N. Central Park Blvd.
Stapleton, CO 80238
303-373-1983

Rate: \$104.99

When making a reservation, mention group number 2236607. Please note: The Drury does not offer a shuttle to the stock show.

Jensens, Evans donate Lot 1

The Jensen Family of Courtland, Kan., and Dylan Evans, Lebo, Kan., have graciously donated KJ BJ DWE 686Z Salsa 364C ET to sell as Lot 1, the foundation female, Jan. 15, 2016, during the Mile High Night Sale at the NWSS 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.

Salsa (registration no. 43585785) is a March 29, 2015, daughter of CRR 719 Catapult 109 and is out of KJ 968R Zsa Zsa 686Z ET by MSU TCF Revolution 4R.

Visit HerefordYouthFoundation.org/foundation-female/salsa for information on the lot, or contact Amy Cowan at acowan@hereford.org or 816-842-3757.

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.

Missouri Hereford Association Hereford-Influenced Feeder Calf Sale

Date: Wednesday, Nov. 11

Location: South Central Regional Stockyards, Vienna, Mo.

Contact: Joe Kaczmarek 417-894-1505, Matt Reynolds 660-676-3788, Dave Patton 573-308-6655

Fredonia Livestock Hereford-Influenced Sale

Date: Tuesday, Nov. 17

Location: Fredonia Livestock, Fredonia, Kan.

Contact: Cody Mathes 620-288-0034

Montana Hereford Association Hereford-Influenced Feeder Calf Sale

mhafeedercafesale.com

Date: Wednesday, Nov. 18

Location: Headwaters Livestock Auction, Three Forks, Mont.

Contact: Denise Loyning 406-425-2252

Kentucky Certified Hereford-Influenced Winter Sale

www.bgstockyards.com

Date: Thursday, Dec. 3

Location: Bluegrass Stockyards South, Stanford, Ky.

Contact: Lowell Atwood, 606-669-1455, John Meents, 419-306-7480

Greater Midwest Certified Hereford Feeder Calf Sale

www.carthagelivestock.com

Date: Monday, Jan. 4, 2016

Location: Carthage Livestock Auction, Carthage, Ill.

Contact: Brent Lowderman 309-221-9621

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Start your Christmas shopping now; visit ShopHereford.com

ShopHereford.com was created to be Hereford enthusiasts' one-stop shop for everything they love about Herefords. Visitors to the site can find everything they need to promote the Hereford breed and to support the AHA, National Junior Hereford Association (NJHA), HYFA and the Certified Hereford Beef (CHB) brand.

A special feature of the site is the "Butcher Shop." Here, visitors can order great tasting, flavorful and nutritious CHB products. Throughout the year options will vary including ribeyes, T-bones, strips and tenderloin steaks.

The "Home Décor" section features items to style your home or office. Current offerings include vintage Hereford signs, photo frames, pillows and a branded cutting board.

Individuals looking for the latest Hereford gear can visit the "Apparel" section. Clothing for men, women and youth is available including coats, jackets, pullovers, vests and T-shirts. New items will be added regularly.

Another feature of the site is the "Ranch Kit." In this section, visitors will find AHA and CHB branded products to utilize at sales, trade shows or community events.

Visitors to the site can also purchase electronic "gift cards" to send as birthday, holiday or "just because" gifts for customers, family or friends. Gift cards are available for \$10, \$25, \$50 or \$100.

See the July *Hereford World* Page 160 for information about the new site, or visit ShopHereford.com to place your order today.

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 HYFA.

Order Hereford photos at HerefordPhotoShop.com

Have you checked out HerefordPhotoShop.com? You can view backdrop, contest and candid photos from Hereford events throughout the year, including the Junior National Hereford Expo (JNHE), NWSS, Annual Meeting and Reno. Order your memories today! **HW**

EARN & LEARN



Student Internship Program

Looking for experience and a paycheck next summer?

Hereford Publications Inc. will offer a selected student communicator \$4,500 in the LPC-funded program that pairs one top agriculture organization with one top student.

Gain experience in:

- Editorial planning
- Story development
- Feature writing
- Photography
- Design
- Editing
- Client communications
- Project organization

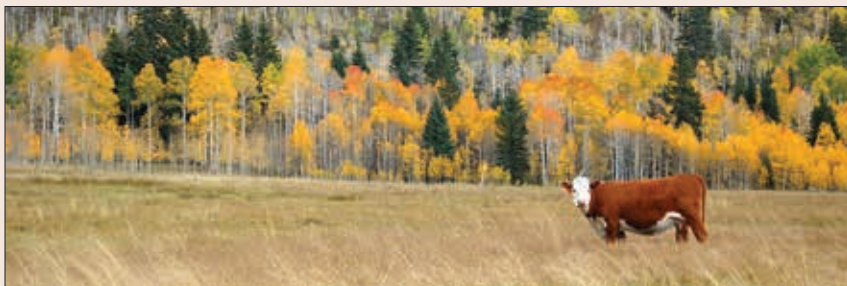
Requirements:

Must be a college junior or senior, and membership in Agricultural Communicators of Tomorrow (ACT) is preferred. To apply, submit the following materials to Caryn Vaught, Hereford Publications Inc., at cvaught@hereford.org.

- Résumé
- Three work examples
- Three recommendation letters
- Statement of interest in agricultural communications

Deadline: Dec. 1, 2015

Johansen tops 'Out to Pasture' photo contest



Congratulations to Jonathan Johansen, Castle Dale, Utah, with "Beautiful," winner of the September "Out to Pasture" photo contest. This photo will compete for the overall award in December with the other monthly winners.

For more information about the "Hereford Shots" photo contest, see Page 15 of the May/June *Hereford World*, or go to Hereford.org.

The final contest for the year is "Calving and Calves." Entries are due Dec. 1. Images can include new Hereford babies to preweaning. Note: All photos submitted become the property of the American Hereford Association (AHA). AHA staff reserves the right to use any images submitted in the *Hereford World* or for any AHA or Certified Hereford Beef marketing purpose. To submit an entry, e-mail or Dropbox images to adenton@hereford.org. **HW**