

"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 2017 NWSS

It's not too early to start planning for the Hereford activities at the 2017 National Western Stock Show (NWSS) in Denver. The event will be Jan. 12-14. 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: \$117

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: \$109

When making a reservation, mention group number 2270266. Please note: The Drury does not offer a shuttle to the stock show.

Barber Ranch donates Lot 1

Barber Ranch, Channing, Texas, has graciously donated BR Kate Rielle 5532 ET to sell as Lot 1, the foundation female, Jan. 13, 2017, 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.

Kate Rielle (registration no. 43675990) is an Aug. 5, 2015, daughter of NJW 73S W18 Hometown 10Y ET and out of BR Gabrielle 5082 by BR Lansing 3060.

Kate Rielle's dam is a two-time NWSS champion female plus supreme champion Hereford and dam of NWSS champion Currency; she is also the grandam of the famed Denver champion Anastasia and her full brother Aventus, who was selected 2016 NWSS supreme champion Hereford. The sire of Kate Rielle, Hometown 10Y, was a NWSS grand champion.



BR Kate Rielle 5532 ET

The Lot 1 female will be selling for half interest and no possession, and Barber Ranch will also pay show expenses.

Visit HerefordYouthFoundation.org 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.

Fredonia Livestock Hereford-Influenced Sale

Date: Tuesday, Nov. 15

Location: Fredonia Livestock, Fredonia, Kan.

Contact: Cody Mathes, 620-288-0034

Montana Hereford Association Hereford-Influenced Feeder Calf Sale

www.mhafeederalfale.com

Date: Saturday, Nov. 16

Location: Headwaters Livestock Auction, Three Forks, Mont.

Contact: Denise Loyning, 406-425-2252

Foster hired as education and information services coordinator

SyAnn Foster joined the American Hereford Association (AHA) team Sept. 15 as the new education and information services coordinator.

Foster will develop educational programs and assist Hereford breeders in understanding online data submission and best practices for Whole Herd Total Performance Records (TPR™) participation.

Raised on her family's seedstock operation in Lockney, Texas, Foster is a 2016 graduate of Texas Tech University with a bachelor's degree in animal science and a minor in agribusiness management.

Foster previously served as the president of the American Junior Chianina Association and was an ambassador for the 2015 Junior National Hereford Expo. Additionally, she has interned with the Houston Livestock Show and Rodeo and Rodeo Austin. Foster was also a member of the Texas Tech livestock judging team.

"We are excited for SyAnn to join Team Hereford," says Stacy Sanders, AHA director of records. "She is a go-getter and an achiever. We are ready for her to bring her talents and experiences and put them to work to help our members in their endeavors." **HW**



SyAnn Foster

Kentucky Certified Hereford-Influenced Winter Sale

www.bgstockyards.com

Date: Thursday, Dec. 1

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: Tuesday, Jan. 3, 2017

Location: Carthage Livestock Auction, Carthage, Ill.

Contact: Brent Lowderman, 309-221-9621

BQA free certification period announced

The countdown has begun once again for beef and dairy producers to become Beef Quality Assurance (BQA) certified for free online through Nov. 13. As an added bonus, anyone who becomes certified during this period is eligible to win a prize package courtesy of Boehringer Ingelheim Vetmedica Inc. (BIVI) and the BQA program, funded in part by the beef checkoff.

BIVI will pick up the \$25-\$50 online training fee for every person completing BQA training through Nov. 13. Visit bqa.org to take advantage of the open-certification period.

The BQA program is important to the cattle industry because it is a

producer's consumer-friendly story to tell, helping a producer talk about using BQA Protocols for producing a safe and high-quality beef product. The BQA training modules are customized to fit the specific needs of each segment of the cattle industry — cow-calf, stocker, feedyard and dairy operations. The program covers production practices such as proper handling and administration of animal health products, reducing injection site blemishes, and low stress cattle handling principles.

To become BQA certified or to learn more about the program visit bqa.org. To learn more about your beef checkoff investment, visit MyBeefCheckoff.com.

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, the National Junior Hereford Association, the 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.

Wright tops 'Hereford Youth' photo contest

Congratulations to Randy Wright, Blue Ridge, Texas, winner of the September "Hereford Youth" photo contest. This photo will compete for the overall award in December with the other monthly winners. **HW**



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.

Visit ShopHereford.com to place your order today. **HW**

ShIPLEY joins Creative Services team

Abigail Shipley joined the American Hereford Association (AHA) and its subsidiary entity, Hereford Publications Inc. (HPI), as the new creative services coordinator Sept. 19.

Shipley will assist with and manage HPI projects and will be responsible for coordinating projects to meet print deadlines.

Shipley is a 2016 graduate of Missouri State University, where she obtained her bachelor's degree in agricultural communications. Prior to joining AHA and HPI, she served as a freelance writer for the Carbon Media Group and the office manager for Show Me Agri-Comm. Shipley was also active in the Missouri State University Cattlemen's Association and Collegiate Farm Bureau.

"We are excited to welcome Abigail to the Hereford team," says Caryn Vaught, HPI production manager. "Her cattle background and production experience will be a tremendous asset to our breeders." **HW**



Abigail Shipley