

"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.

Order JNHE video highlights

Just in time for Christmas, Hereford enthusiasts can now order a DVD of the 2010 VitaFerm Junior National Hereford Expo (JNHE) highlights.

Included are clips from the championship drives of the owned horned and polled females, bred-and-owned females and bulls, cow-calf pairs, and steers. Also included are highlights of the four showmanship championships, the fitting contest and opening ceremonies.

You can order your copy at HerefordPhotoshop.com for \$25 plus \$5 shipping.

You can also watch highlight videos from the 2010 VitaFerm JNHE on Hereford.org by clicking on "Videos" under the "Media Center" tab. They are also posted on the Hereford YouTube channel, <http://www.youtube.com/user/herefordvideos>.

To view and purchase JNHE photos, visit HerefordPhotoshop.com.

Herefords headin' to Denver

Plan now to attend the Hereford activities scheduled during the 2011 National Western Stock Show in Denver (NWSS), Jan. 13-15. For a complete schedule, see Page 1 of the Denver section printed in this issue.

The Hereford Youth Foundation of America is excited to announce the Foundation Female offering selling as

Lot 1 in the 2011 National Western Mile High Night Sale, Friday, Jan. 14. Lot 1 will be 40 Grade 1 embryos from the heart of Hoffman Ranch LLC and Hoffman/W4 LLC's elite donor program. See the Mile High Night catalog printed in this issue for Lot 1 terms and conditions.

Hereford breeders can make reservations now at the 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. 9

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

Annual Meeting photos available

Photos from the American Royal and Annual Membership Meeting are now available at HerefordPhotoShop.com. Also available are photos from Keystone and other national Hereford shows.

Take advantage of feeder calf sales in your area

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:

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 4, 2011

Location: Carthage Livestock Auction, Carthage, Ill.

Contact: Jerry Huth 920-583-3223 or huth@wildblue.net

Missouri Hereford Association Hereford-Influenced Feeder Calf Sales

Dates: Jan. 10, 2011; April 11, 2011; and July 11, 2011

Location: Miller Co. Regional Stockyards, Eldon, Mo.

Contact: Matt Reynolds 660-676-3788 or Marty Lueck 417-948-2669 or mvlueck@centurytel.net

Special Hereford-Influenced Feeder Cattle Sale

Date: Jan. 17, 2011

Location: Beatrice 77 Livestock Sales, Beatrice, Neb.

Contact: Dennis Henrichs 402-239-8741 or Russ Tegtmeier 402-865-5805 **HW**