

"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 until mid-December, subject to availability. A portion of the card sales will benefit the Hereford Youth Foundation of America.

"Like" CHB and Buy Hereford on Facebook

Certified Hereford Beef (CHB) and Buy Hereford are new pages on Facebook promoting Hereford beef and Hereford genetics.

Like the CHB page — Facebook.com/CertifiedHerefordBeef — to keep up-to-date on happenings with the CHB program. The Buy Hereford page — Facebook.com/BuyHereford — will highlight upcoming BuyHereford.com sales, as well as Hereford production sales, Hereford events and other Hereford deadlines and announcements.

Take advantage of 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:

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 3, 2012

Location: Carthage Livestock Auction, Carthage, Ill.

Contact: Brent and Kris Lowderman 309-221-9621 or ksl@macomb.com; or John Meents 419-306-7480

Missouri Hereford Association Hereford-Influenced Feeder Calf Sales

Dates: Jan. 9, 2012; April 9, 2012; and July 9, 2012

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

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

Watch, order Educational Forum videos

Watch highlight videos from the 2011 Annual Meeting Educational Forum by going to the Hereford YouTube channel, youtube.com/user/herefordvideos.

You can also order a copy of the Educational Forum on DVD for \$10 plus \$5 shipping. Place your order online at HerefordPhotoshop.com or by calling Angie Stump Denton at 785-363-7263. **HW**

Denver Hereford activities planned

Plan now to attend the Hereford activities scheduled during the 2012 National Western Stock Show (NWSS) in Denver, Jan. 11-14.

Schedule of events

Wednesday, Jan. 11

9 a.m. Hereford Hospitality Suite opens

6 p.m. Hereford Hospitality Suite closes

Thursday, Jan. 12

8 a.m. Junior Hereford Show, *Stadium Arena on the Hill*

9 a.m. Hereford Hospitality Suite opens

noon National Hereford Bull Show, *Stadium Arena on the Hill*

6 p.m. Hereford Hospitality Suite closes

Friday, Jan. 13

9 a.m. Hereford Pen of Three Female Show, *Livestock Center Arena in the Yards*

9 a.m. Hereford Hospitality Suite opens

10 a.m. Hereford Pen and Carload Bull Show, *Livestock Center Arena in the Yards*

6 p.m. Mile High Night National Hereford Sale, *Beef Palace Auction Arena on the Hill*

6 p.m. Hereford Hospitality Suite closes

Saturday, Jan. 14

8 a.m. National Hereford Female Show, *Stadium Arena on the Hill*

Hotel information

Renaissance Denver Hotel

3801 Quebec St.

Denver, CO 80207

888-238-6762 or 303-399-7500

Rate: \$109

Cutoff date: Monday, Dec. 8

Ask for "American Hereford Association" block. A one-night, non-refundable deposit is required at reservation time. The hotel offers a free shuttle to and from the Denver International Airport.

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

Stock show shuttles

Shuttles will run to and from the Renaissance Denver Hotel to the National Western Complex on a regular basis between 6 a.m. and 11 p.m. daily. The shuttles will pick up in front of the hotel and drop off at the NWSS grounds by the horse complex on the Hill. Check the hotel lobby for a complete schedule.

Join Hereford enthusiasts in the suite

NWSS attendees will again have a chance to meet with other Hereford producers in the Hereford hospitality suite in the Yards. Sponsored by Hereford breeders, the suite will again be on the first floor of the Exchange Building. It will be a great place for breeders to discuss business transactions or just visit with old friends.

The suite will be open Wednesday, Jan. 11, through Friday, Jan. 13, from 9 a.m. to 6 p.m.

A big thank you goes to the breeders who help sponsor this gathering place.

For information about the suite or to inquire about sponsoring, contact Amy Cowan at 816-842-3757 or acowan@hereford.org. A list of the sponsors will be printed in the January and March *Hereford World*.

Enjoy CHB® in the Mile High City

While you're in Denver for the National Western Stock Show, Jan. 12-14, check out these great restaurants serving Certified Hereford Beef (CHB®).



Mickey's Top Sirloin

6950 N. Broadway
Denver, CO 80221
303-426-5881

Black Hat

26295 Hill Top Dr.
Kittredge, CO 80456
303-670-0941

Hideaway Steakhouse

2345 W. 112th Ave.
Westminster, CO 80234
303-404-9939

Strings Restaurant

1700 Humboldt St.
Denver, CO 80218
305-831-7310