



Keep Up-to-Date with the Hereford Events App

by *Jaime Hanson*



A strategic communication plan is important for any successful business. With today's "mobile" society, new and exciting tools are being developed that provide communication options.

This summer the American Hereford Association (AHA) developed and released the Hereford Events app to complement the AHA website and the Buy Hereford and National Junior Hereford Association (NJHA) Facebook pages.

The app was designed to keep Hereford enthusiasts up-to-date about Hereford events such as the AHA Annual Meeting and the Junior National Hereford Expo (JNHE).

"With our new app, Hereford breeders and other enthusiasts will have access at their fingertips to the latest Hereford event information," says Angie Stump Denton, AHA director of communications. "We're excited about the opportunities this tool provides our communication team to share the Hereford message with members and others interested in Hereford events and activities."

The app can be downloaded via Google Play or Apple stores, making it compatible with iPhone and Android phones. Downloading the app is a simple process. Simply

enter the applications store and search "Hereford Events" then click "Install."

Kristin Bielema, NJHA communications chair, says, "The Hereford app could simply be noted as handy. Right at your fingertips, you can see upcoming events and schedules. It is easily accessible and simple to use. The Hereford app is wonderfully helpful for everyone."

By downloading the app, users can:

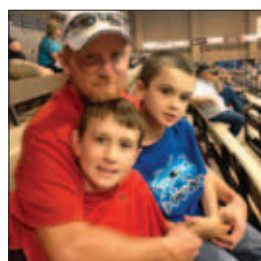
- Receive exclusive alerts and notifications.
- View and download resources including national show programs and sale catalogs, board biographies, contest schedules, and so much more.
- Access maps and directions to show facilities, hotels and other attractions.
- Submit event photos.

Photos submitted by users

Here are five photos that were submitted through the "Submit Photos" feature on the app. Watch for alerts for specific photo requests, or if you have a great photo you'd like to share with the AHA staff, you can submit one at any time.



Katie Ernst, Colorado



Angie Nally, Indiana



Beth Blinson, North Carolina



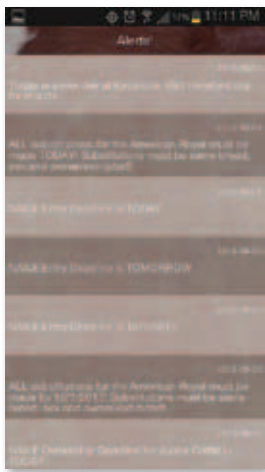
Emilee Kottkamp, Indiana



Troyer Family, Oklahoma

Understanding its features

Using an app can sound intimidating and be somewhat confusing to figure out.



The idea behind this app's creation was to keep Hereford enthusiasts "in the know." The "Alerts" tab is where staff posts important information and reminders regarding events and deadlines.

For the app's debut during the 2013 JNHE in Kansas City, the "Alerts" tab was utilized to inform attendees about important notices before and after they arrived in Kansas City, including where they could enter the American Royal complex with trucks and trailers, when specific contests

were starting and reminders about the status of the show throughout the day.

Since the JNHE, the alerts function has been used as a reminder of national show entry deadlines, show days, how users can view results online and other event information.

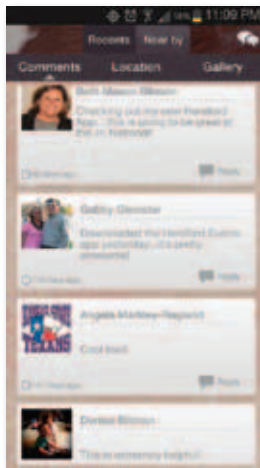
If you have attended a JNHE, an AHA Annual Meeting, a National Western Stock Show (NWSS) or any other event that AHA and NJHA take part in, you would agree that things can be hectic. The app includes a "Resources" tab where documents are available to help answer the questions event attendees may have. That tab can be found on the home page. Available resources include board biographies, contest schedules with times and locations, show programs, newsletters, sponsorships and anything else that can make your experience at these events more enjoyable.



The "YouTube" channel link under the "More" tab links the user to the herefordvideos channel. If a Hereford breeder is out in the pasture and is unable to recall how to pull hair samples for DNA testing, he can access AHA's educational videos via the app. Or if a breeder is talking to a fellow cattleman and wants to share the benefits of being involved in the Hereford industry, he can pull up the 2013 NWSS National Hereford Show

Highlights or "Hereford: It All Adds Up" video to emphasize the increasing demand for Hereford genetics.

The communication team updates the app weekly; therefore, it is important to refresh the application to ensure the latest news is displayed. The simplest way to refresh is to completely back out of the application to the phone's home page and then to re-enter the application.



AHA staff want to hear from app users. Under the "More" tab on the home page is the "Comment Wall." Here users can tell staff what they think of the app or post suggestions for how to improve the app.

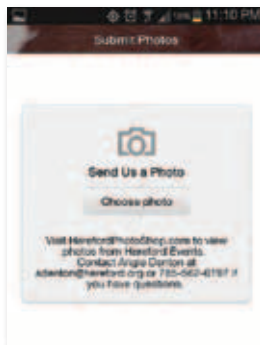
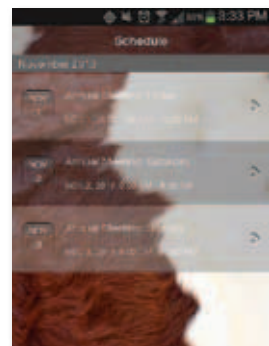
Crystal Blin, Sure Champ product manager, says, "The Hereford App was an awesome addition to the Junior National Hereford Expo. It was an easy way to find out schedules and contest

information. Now that the JNHE is over, I still enjoy the alerts and updates as it is a great way to feel connected to the Association."

The "Comment Wall" isn't the only area for commenting. The "Schedule" tab on the home page changes focus for each upcoming event. Within the tab is a link for each day of the event. Above the daily happenings there is a tab menu including "Info," "Comments," "Attend" and "Gallery."

Here users can post what they thought of the day's activities. They can also post if they are going to attend an event by first logging in to a social account by clicking the "Callouts" icon in the bottom right and then clicking "I'm Going!"

There are two ways to share photos of the events users participate in. First, under the "Schedule" tab, within the gallery, a user can take a photo while at that day's event and upload it to that day's gallery.



Second, under the "More" tab, there is a link titled "Submit Photos." From there a user can submit a photo that could potentially be used in a Hereford publication. **HW**