

"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.

Herefords headin' to Denver

Plan now to attend the Hereford activities scheduled during the 2017 National Western Stock Show (NWSS) in Denver Jan. 12-14. For a complete schedule, see Page 65.

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. 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 number 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 a supreme champion Hereford and the 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 an NWSS grand champion.

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.

NWSS rules

At the 2017 NWSS, exhibitors with females in the spring and junior yearling divisions must be confirmed pregnant within 45 days of show by a licensed veterinarian or by blood test or show with a calf at side.

Exhibitors with bulls born before Dec. 1, 2015, are required to provide a licensed veterinarian's statement indicating the bull has been semen checked and evaluated as fertile. Semen evaluation is to occur within 90 days of the show. These statements must be provided to the AHA staff at check-in. These rules are for cattle showing at the NWSS only.

Start your Christmas shopping now; visit ShopHereford.com

ShopHereford.com is all Hereford enthusiasts' one-stop shop for everything Hereford. 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.

The "Home Decor" 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.

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.

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

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Harrell tops 'Hauling Herefords' photo contest

Congratulations to Becky Harrell, Baker City, Ore., winner of the October "Hauling Herefords" 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 42 of the Denver section. **HW**



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

Hereford offers summer internships

The AHA is offering several opportunities for college students hoping to gain valuable real-world experience working with youth activities.

Hereford Publications Inc.

(HPI) internship — HPI is offering a communications internship for college juniors or seniors to assist with projects of the Creative Services department and production of the Herd Book, August and September *Hereford World* issues. The internship will provide experience in feature writing, photography, editing, proofing, communicating with clients and managing projects.

Applicants must be working toward a degree in agriculture communications or agriculture journalism. Writing and editing skills are required along with knowledge of Microsoft Office programs, InDesign, Photoshop and AP (Associated Press) style.

The internship will span from approximately mid-May to mid-August, with specific starting and ending dates depending on the applicant's availability. Applications are due Feb. 15.

Communications internship applicants can send a cover letter, their résumé, three writing samples and references to Caryn Vaught, HPI production manager, cvaught@hereford.org or P.O. Box 014059, Kansas City, MO, 64101. For more information, contact Vaught at 816-842-3757.

Junior activities internship —

The AHA youth department is offering college juniors or seniors the opportunity to assist with the

planning and execution of junior shows and leadership events and to gain experience in association work.

Applicants must be enrolled in an agriculture-related major and should be self-starters who are detail-oriented and outgoing and have the ability to work well with all types of people. Travel to the Junior National Hereford Expo (JNHE) and other shows should be expected as part of the internship.

The internship will span from approximately mid-May to mid-August, with specific starting and ending dates depending on the applicant's availability.

Applicants for the junior activities intern can send a cover letter, their résumé and references by Feb. 15 to Amy Cowan, AHA director of youth activities, acowan@hereford.org or P.O. Box 014059, Kansas City, MO 64101. For more information, contact Cowan at 816-842-3757 or acowan@hereford.org. **HW**