

"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.



Watch for Delegate Nomination Postcards

The postcards will be mailed to all American Hereford Association members in late April. Replies must be postmarked by May 31, 2017.

AHA seeks Board nominations

The nominating committee is requesting volunteers who are willing to serve a four-year term on the Board of Directors of the American Hereford Association (AHA). The committee encourages interested members and state leaders to contact its members regarding prospective candidates within their state and region. This year's nominating committee includes:

Dale Micheli, chairman

Ft. Bridger, Wyo.
307-780-8232
dmicheli@bvea.net

Lilla Bell

Paradise Valley, Nev.
775-578-3536
bellranches@gmail.com

Paul Bennett

Red House, Va.
434-941-8245
knollcrest@knollcrestfarm.com

John Dudley

Comanche, Texas
325-356-2284 (office)
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john@dudleybros.com

John Loewen

Waukomis, Okla.
580-231-0683
john@loewenherefords.com

Hall of Fame, Merit nominations due June 1

Nominations for the Hereford Heritage Hall of Fame and the Hereford Hall of Merit are due June 1.

The Hall of Fame honor recognizes Hereford breeders who have dynamically influenced the direction and advancement of the Hereford breed. Hall of Merit recipients aren't necessarily Hereford breeders but have

greatly influenced the Hereford breed and the cattle industry.

For more information on nominating deserving individuals for the 2017 induction at the AHA Annual Meeting in November, contact Anne Stuart at astuart@hereford.org or 816-842-3757.

Enter now for JNHE

The online entry process is ready for the VitaFerm® Junior National Hereford Expo (JNHE) July 15-21 in Louisville, Ky. Visit JrHereford.org to enter online or to download entry information.



Also, entry packets have been mailed to all active junior members. If you have any questions about the online entry process or anything relating to the

JNHE, contact AHA Youth Activities Director Amy Cowan at 816-842-3757 or acowan@hereford.org or AHA Shows Coordinator Bailey Clanton at bclanton@hereford.org.

JNHE participants must pay \$5 to participate in showmanship. All showmanship contestants must pre-enter by June 1 and must pay the \$5 entry fee.

Entry deadlines:

- Early bird online entry deadline (save \$20): May 1
- Final ownership and entry deadline: June 1
- Paper entries will only be accepted until May 1 and do not qualify for early bird rates. All entries after May 1 must be completed online.

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Norsten joins CHB staff as regional brand manager

Tim Norsten, St. Paul, Minn., joined the Certified Hereford Beef (CHB®) staff March 6 as the Midwest regional brand manager.

Norsten will work with clients in the Midwest region to expand the availability of CHB products and to promote the CHB brand.

Norsten joins the team with extensive retail and foodservice experience. He has worked in restaurant management in top U.S. cities including Chicago and New York City. In addition, he has spent 20 years at Sysco Foods of Minnesota as a sales and marketing associate, key accounts manager, Sysco brands manager, COP specialist with Hereford beef and a business review chef. He also served as a business development manager with Coca-Cola.

"We are excited to welcome Tim to the CHB team," says Amari Manning, CHB general manager and chief operating officer. "His industry experience will be a tremendous asset and we look forward to the difference he will make with the CHB brand."

Norsten's territory will include North Dakota, South Dakota, Nebraska, Minnesota, Wisconsin, Iowa, Illinois and Michigan. **HW**



Tim Norsten



Join the club

Hereford Youth Foundation of America (HYFA)

supporters will have the best seats in the house at the 2017 JNHE in Louisville, Ky.

Hereford enthusiasts can join the Hereford Foundation Club and have access to the "club" in Louisville as well as earn other perks for their support of Hereford youth.

The "club," located in the Broadbent Coliseum, overlooks the showing.

There are four levels of membership, and benefits include a special membership pin, access to the VIP parking area and admittance to the club area.

Visit HerefordYouthFoundation.org or contact Amy Cowan, HYFA director, at acowan@hereford.org or 816-842-3757 for more information or to become a member.

JNHE sponsorship, show program ads available

Final plans are coming together for the 2017 JNHE. See Page 23 or visit JrHereford.org for a schedule of events.

The JNHE fundraising team is currently soliciting sponsorships and show program advertisers. Please contact Darla Aegerter at 402-643-8122 or aegerter@neb.rr.com or Amy Cowan at acowan@hereford.org or 816-842-3757 for sponsorship questions or to place an ad in the show program.

For information on how to support the largest Hereford event of the year,

Plan to attend BIF Symposium

The 2017 Beef Improvement Federation (BIF) Research Symposium and Convention is set for May 31–June 3, 2017 in Athens, Ga. For nearly 50 years, BIF has hosted its annual research symposium and convention.

The convention serves to facilitate discussion and to provide education on current issues facing the beef industry.

For the latest information about the 2017 BIF Symposium and Convention, go to the BIF website, Beefimprovement.org. **HW**



visit JrHereford.org and click on "JNHE" under the "Youth" tab.

Win, Place, Show 5K Race at JNHE to benefit HYFA



The 2017 JNHE will host the Win, Place, Show 5K Race with all proceeds to benefit HYFA and the Growing a Lasting Legacy campaign.

The event will

kick off at 7 a.m. Sunday, July 16, at the Kentucky Exposition Center. To register, visit HerefordJuniorNational.com. Pre-registration fee is \$30 or pay \$40 on the day of the race. For more information contact Bailey Clanton at belanton@hereford.org or Amy Cowan at acowan@hereford.org.

July Hereford World deadlines are approaching

Don't miss your chance to be a part of the July *Hereford World*.

To receive a 5% discount, get your ad to the AHA office by the early bird deadline — April 28.

Final deadline for all ad materials is May 26. Any ads received after the final deadline will be assessed a 10% late fee. To reserve your ad space, contact your AHA field representative today.

Don't miss the Hereford Register

The 11th edition of the *Hereford Register* will be published as a special section in the July 2017 *Hereford World*.

These "yellow pages" of Hereford breeders throughout the U.S. and Canada will include basic listings of July 2017 advertisers with a quarter-page or larger ad and July seedstock advertisers.

Hereford Register listings include name, address, telephone number, e-mail address and website. Listings can be purchased for \$50 if you are not a July advertiser. Listings are organized by state, then alphabetically by ranch or farm name. Seedstock ads are added at the end of the section and are available for \$350 per inch per year.

The section will be printed on special paper and bound in the magazine. Reprints will be available upon request. Deadline for submissions is May 26.

Contact your field representative; Joe Rickabaugh, jrick@hereford.org; Alison Marx, amarx@hereford.org; or Caryn Vaught, cvaught@hereford.org for more information, or call 816-842-3757.

Join the HRF Founders Society



The Hereford Research Foundation (HRF) creates a culture for the advancement of the Hereford breed through genetic research and was developed to support breed

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Mackenzie tops February "Hereford Shots" contest

Congratulations to Beth Mackenzie, Baker City, Ore., winner of the February "Hereford Love" 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 December *Hereford World*, or go to Hereford.org. **HW**



improvement projects outside the scope of the AHA budget.

The Founders Society's contributions will complement the HRF's mission. These contributions will directly enhance research efforts and are tax deductible through HYFA's 501(c)3.

Founders Society membership dues are \$3,000 per year or \$5,000 per two years. To join the society, contact AHA Director of Breed Improvement Shane Bedwell at sbedwell@hereford.org or 816-842-3757. Find more information about the HRF Founders Society at [hereford.org/userfiles/HRF_Flyer_1\(1\).pdf](http://hereford.org/userfiles/HRF_Flyer_1(1).pdf).

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.

Tennessee Hereford Marketing Program Feeder Calf Sale

Date: Thursday, April 20

Location: Tennessee Livestock Producers, Columbia, Tenn.

Contact: Darrell Ailshie, 931-212-8512

Kentucky Hereford-Influenced Feeder Calf Sale

Date: Thursday, May 11

Location: Blue Grass Stockyards South

Contact: Lowell Atwood, 606-669-1455

Demand the Brand

Do you want to see Certified Hereford Beef (CHB®) in restaurants and grocery stores near you? Then it's time to Demand the Brand. CHB is rolling out a new campaign that puts the power in producers' hands.

CHB's 2017 resolution is to increase producer involvement by allowing the producers to take ownership of the brand created to help market Hereford cattle and create more demand and value for the breed.

As producers, consumers and brand ambassadors of the CHB program, it is important to ask for and to talk about the product at restaurants and grocery stores to create additional demand for the CHB brand.

This is CHB's challenge: every time a Hereford breeder is in a restaurant or grocery store, simply ask if CHB is served or sold. Consistent requests for the product create an opportunity to begin a conversation about the program and how retailers and foodservice providers can get the product to fill customer demands.

Hereford breeders are not only a producer, but a consumer as well, and today's market is driven by consumer demands. With 7,000 strong consumer voices across the United States, Hereford breeders can Demand the Brand.

Informational handouts to take to restaurants and grocery stores can be found at Hereford.org/commercial/feeder-cattle/certified-hereford-beef and then clicking on "Demand the Brand." **HW**