

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

### Enter now for JNHE

The June 1 deadline is fast approaching for the VitaFerm® Junior National Hereford Expo (JNHE) July 15-21 in Louisville, Ky. Visit [JrHereford.org](http://JrHereford.org) to enter online.

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.

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](mailto:acowan@hereford.org), or AHA Shows Coordinator Bailey Clanton at [bclanton@hereford.org](mailto:bclanton@hereford.org).

For more information about the JNHE including contest updates, see Page 69.

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](http://HerefordYouthFoundation.org) or contact Amy Cowan, HYFA director, at [acowan@hereford.org](mailto:acowan@hereford.org) or 816-842-3757 for more information or to become a member.

### 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](http://HerefordJuniorNational.com). The pre-registration fee is \$30 or participants can pay \$40 on the day of the race. For more information, contact Bailey Clanton at [bclanton@hereford.org](mailto:bclanton@hereford.org) or Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org).

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### Join the club

Hereford Youth Foundation of America (HYFA) supporters

## Stark named HPI intern



**Haley Stark**

Haley Stark has been selected as the 2017 Hereford Publications Inc. (HPI) intern. Stark grew up in DeLeon, Fla., where she was involved with a swine operation. She is a sophomore at Butler Community College and a member of its livestock judging team. She will transfer to Oklahoma State University in the fall as an agricultural communications major.

She joins the HPI team with a wealth of journalism experience as a news editor and staff reporter.

At Butler Community College, Stark is a member of Butler Community Ag Ambassadors. She is also active in the National Junior Swine Association as a southeast regional junior board director.

"We are looking forward to Haley joining the HPI staff this summer," says Caryn Vaught, HPI production manager. "Her enthusiasm for the industry and communications talents will be an asset to HPI."

During the internship program, Stark will assist with Hereford World editorial and HPI creative services projects. **HW**

## Jones hired as AHA junior activities intern

Paige Jones will serve as the American Hereford Association (AHA) junior activities intern this summer. Jones is a junior at the University of Illinois Urbana-Champaign studying agricultural communications with a minor in leadership studies.

She serves in leadership roles in the Illini Agricultural Communicators of Tomorrow and the Hoof and Horn Club, and is a member of Sigma Alpha Professional Agricultural Sorority.

Her main duties this summer will focus on helping organize the Junior National Hereford Expo (JNHE) in Louisville, Ky., and Faces of Leadership Convention in Kansas City, Mo. She will also help manage the JNHE ambassador team and the National Junior Hereford Association (NJHA) board of directors.

"The junior activities department is excited to welcome Paige to the team this summer," says Amy Cowan, AHA director of youth activities. "She brings leadership experience and strong communication skills to the junior activities team and will be an asset to the AHA staff, NJHA board and the JNHE ambassador program as we put on summer events." **HW**



**Paige Jones**



## July Hereford World deadlines are approaching

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

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.

For more information, contact your field representative; Alison Marx, [amarx@hereford.org](mailto:amarx@hereford.org); Joe Rickabaugh, [jrick@hereford.org](mailto:jrick@hereford.org); or Caryn Vaught, [cvaught@hereford.org](mailto:cvaught@hereford.org), or call 816-842-3757.

## 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](http://Beefimprovement.org). **HW**



## 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.

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:

### Kentucky Hereford-Influenced Feeder Calf Sale

Date: Thursday, May 11

Location: Blue Grass Stockyards South, Stanford, Ky.

Contact: Lowell Atwood, 606-669-1455

## 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](mailto:astuart@hereford.org) or 816-842-3757. **HW**



## Frieden tops March 'Hereford Shots' contest

Congratulations to Kelly Frieden, New Boston, Ill., winner of the March "Herefords Up Close" photo contest. This photo will compete against the other 2017 monthly winners in December for the 2017 "Best of the Best" photo contest.

For more information about the 2017 "Hereford Shots" photo contest, see Page 42 of the December *Hereford World*, or go to [Hereford.org](http://Hereford.org). **HW**