

# What's New? | Association News and Events

"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](mailto:eNews@hereford.org) to subscribe. Archived issues are posted at [Hereford.org](http://Hereford.org).

## Annual Meeting Notice

### American Hereford Association

The 2017 Annual Meeting of American Hereford Association (AHA) members will be 9 a.m., Saturday, Oct. 28, at The Westin Crown Center, Kansas City, Mo.

To make reservations at the headquarters hotel, The Westin Crown Center, call 888-627-8538. Ask for the AHA \$144 room rate. Cutoff for reservations is Sept. 25.

A complete schedule and Annual Meeting information will be included in the October *Hereford World*. **HW**



### Plan to attend Annual Meeting

Mark your calendar for the 2017 American Hereford Association (AHA) Annual Meeting and Conference in Kansas City, Mo., Oct. 27-29, at The Westin Kansas City at Crown Center, 1 E. Pershing Rd., Kansas City, MO 64108.

This year's event boasts an extended educational forum, an expanded trade show and a growing awards reception, offering more education, networking and excitement than ever.

The educational forum on Friday, Oct. 27, will cover a variety of topics including breed improvement updates, a Certified Hereford Beef (CHB®) customer panel, website design and marketing tips, legislative updates, estate planning advice, and Hereford-influenced feeder-calf marketing information. Attendance to the educational sessions and trade show is free for AHA members and guests. This is a can't-miss opportunity for Hereford breeders and enthusiasts to network and to gain more industry knowledge.

Following the educational seminars will be the Hereford Honorees Reception to recognize Hereford Hall of Fame and Hall of Merit recipients as well as scholarship winners.

Saturday will be the Annual Meeting, Ladies of the Royal Sale and the junior show. The weekend will end with the American Royal National Hereford Show on Sunday.

To make reservations, contact the hotel at 888-627-8538, or go to [Hereford.org/events/annual-meeting/](http://Hereford.org/events/annual-meeting/).

The room rate is \$144, and the cutoff for reservations is Sept. 25.

Watch for more information about the event and the Annual Meeting in future *Hereford World* issues and on the *Hereford Headlines* blog.

### Participate in Feed the Future

The American Hereford Association (AHA), BioZyme Inc. and HYFA invite all Hereford breeders to participate in the "Feed the Future" program, benefitting HYFA.

The program contributes \$1 to HYFA for every bag/tub of eligible BioZyme supplement any AHA member purchases through 2017. Participate in this program in three easy steps:

- 1) Select the correct VitaFerm supplement to maximize the potential of your cow herd. Eligible products include Concept•Aid®, Heat™, Cattleman's Blend™, the Mineral Lyk Tub, 30:13 Protein Tub™, Roughage Fortifier and Sure Start® Pellet.
- 2) Each time you purchase an eligible VitaFerm product, take a picture of your invoice with your smartphone or camera and email a copy of the invoice to [Hereford@biozymeinc.com](mailto:Hereford@biozymeinc.com) or text your picture(s) to our office at 816-383-3109.
- 3) BioZyme will donate \$1 per bag or tub with proof of purchase to HYFA. Donations will be made annually.



Cody Lowderman, Macomb, Ill., was named 2017 World Livestock Auctioneer Championship Reserve Champion and Rookie of the Year.



Lander Nicodemus, AHA field staff, was a 2017 World Livestock Auctioneer Championship qualifying semifinalist.

### Lowderman, Nicodemus compete and succeed at WLAC

The World Livestock Auctioneer Championship (WLAC), presented by the Livestock Marketing Association, was hosted June 17 at Public Auction Yards in Billings, Mont.

Hereford breeder Cody Lowderman of Macomb, Ill., took home Reserve World Champion Auctioneer and Rookie of the Year honors. Lander Nicodemus, AHA field staff and Midwestern Regional Champion, was also a qualifying semifinalist at the event.

## SHOP HEREFORD

### Check out [ShopHereford.com](http://ShopHereford.com)

Hereford enthusiasts may visit [ShopHereford.com](http://ShopHereford.com) for a one-stop shop for everything they love about Herefords. Visitors to the site can find items needed to promote the Hereford breed and to support the AHA, the National Junior Hereford Association, HYFA and the Certified Hereford Beef (CHB®) brand. **HW**

### Castle wins June 'Hereford Shots' contest

Congratulations to Shannon Castle of Carney, Mich., for winning June's "The Momma" Hereford Shots photo contest with "Morning Hugs."

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**

