

# 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).

## 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 begin at 8:30 a.m. and will host eight sessions to cover a variety of topics including breed improvement updates, a Certified Hereford Beef (CHB®) foodservice and retail panel, brand development 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. See Page 14 for more information.

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. The Hereford Honorees Reception will take place at The Gallery in downtown Kansas City at 61 E 14th Street, Kansas City, MO 64105. Shuttles will be provided to transport attendees to and from The Westin Kansas City and The Gallery.

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 on these events in the October *Hereford World* and in *Hereford Headlines*.

## Board candidates announced

The AHA nominating committee has selected six candidates to vie for three positions on the AHA Board:

### Northwest Region

**Mark Largent**, Kaycee, Wyo.  
[largentandsons@yahoo.com](mailto:largentandsons@yahoo.com)  
307-738-2443

**Nate Frederickson**,  
Spearfish, S.D.  
[fredericksonranch@gmail.com](mailto:fredericksonranch@gmail.com)  
605-254-4872

### Southeast Region

**Dennis White Sr.**, Slaughter, La.  
[dennisw@performance-br.com](mailto:dennisw@performance-br.com)  
225-654-1138

**Joe Waggoner**, Jackson, Miss.  
[waggonerbeefgenetics@gmail.com](mailto:waggonerbeefgenetics@gmail.com)  
601-572-4111

### Southwest Region

**Jimmy Atlas**, Grandview, Texas  
[atlasfarms@sbcglobal.net](mailto:atlasfarms@sbcglobal.net)  
214-202-5178

**Mark St. Pierre**, El Nido, Calif.  
[m4stp@sbcglobal.net](mailto:m4stp@sbcglobal.net)  
209-233-1406

Candidate bios will be printed in the October *Hereford World*.

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## Loschke promoted to education and information services coordinator

Laura Loschke, American Hereford Association (AHA) assistant records supervisor, will continue her work with the AHA team as the new education and information services coordinator.

"We are excited to have Laura assume this role at AHA as she brings with her a tremendous amount of knowledge of the inner workings of the customer service department and how some of our key programs work," says AHA records department director Stacy Sanders. "Laura's background at the AHA will allow her to get up to speed quickly in AHA's efforts to develop projects and materials to help educate members and other staff on many of these items."

Loschke will serve in her current capacity while also taking on the education and information services coordinator role. She will develop comprehensive educational platforms, assist Hereford breeders in understanding online data submission and promote best practices for Whole Herd Total Performance Records (TPR®) participation.

"I am very excited for this new opportunity and am strongly committed to working with the AHA membership to expand educational needs in many areas," Loschke said. "I look forward to promoting the Hereford breed and connecting with more members. Together we will make a difference, and I am ready to get started."

Loschke began her new role Aug. 8. **HW**



### Participate in Feed the Future

The AHA, BioZyme Inc. and the Hereford Youth Foundation of America (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 pictures(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.

### HPI staff win LPC honors

Hereford Publications Inc. and AHA staff brought home five awards in the Livestock Publications Council (LPC) Contest presented July 25 during the Ag Media Summit at Snowbird, Utah.

**First-place national show coverage:** 2016 Junior National Hereford Expo (JNHE) printed in the September 2016 *Hereford World*

**First-place annual report:** AHA Annual Report printed in the November 2016 *Hereford World*

**Second-place sale catalog less than four-color text pages:** Barry Ranches sale catalog

**Third-place four-color full-page ad for a livestock sale:** Mile High Night ad

**Honorable mention miscellaneous design:** Hereford Publications Inc. media kit

At the LPC Annual Meeting July 25, *Hereford World* Editor Julie Mais was elected to serve a three-year term on the LPC board of directors.

### Order JNHE pictures online

To view and purchase JNHE photos taken by AHA and HPI staff, visit the Hereford Gallery at [Herefordgallery.shootproof.com](http://Herefordgallery.shootproof.com). On the site you'll find pictures of show and award winners taken at JNHE events throughout the week, as well as candid photos. The Hereford Gallery will also be your source for backdrop and candid photos from association events throughout the year. Purchased images will be sent directly to your email to download with ease.

### 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 rolled out a 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 to 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](http://Hereford.org/commercial/feeder-cattle/certified-hereford-beef) and then clicking on "Demand the Brand."

### 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 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](mailto: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). **HW**

### Bruegge wins July 'Hereford Shots' contest

Congratulations to Lydia Bruegge, Minden, Nev., for winning July's "Unbeatable Baldies" Hereford Shots photo contest with "The Best Mom."

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**

