

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 Headlines*, a weekly electronic newsletter from the American Hereford Association (AHA), and additional Hereford news by sending an email to info@hereford.org. Archived issues are posted at Hereford.org.

AHA introduces Maternal Advantage program

The American Hereford Association (AHA) recently launched the Maternal Advantage program — a genetically verified program that will be used to identify premium replacement females.

This new female-focused program is designed to take advantage of hybrid vigor by capitalizing on Hereford genetics.

The program generates females with added longevity, more docility, increased fertility and more profit per year. This program can be utilized by producers using Hereford bulls on British-based or Brahman-based females in their breeding program.

To take advantage of the program, producers must verify that eligible females are sired by registered Hereford bulls. Participating bull batteries must rank in the top 50% of the breed for Baldy Maternal Index (BMI\$) if used on British-based females or the top 50% of the breed for

Brahman Influence Index (BII\$) if used on Brahman-based females.

Both of these maternally-focused indexes are geared to identify Hereford bulls that will be profitable when used in a rotational cross with mature commercial Angus-influenced or Brahman-influenced females. Both BMI\$ and BII\$ have significant weight on the AHA's Sustained Cow Fertility expected progeny difference, which predicts fertility and longevity of females. They also have an emphasis on growth, efficiency and end-product merit for nonretained females.

For more information about the Maternal Advantage program, contact Trey Befort at tbefort@herefordbeef.org, or visit Hereford.org/maternal-advantage.

AHA seeking Century and Golden Breeders

Each year the AHA recognizes families who have been raising Hereford cattle for generations at the Hereford Honorees Reception

during the AHA Annual Meeting and Conference.

The Century Breeder recognition honors families who have been in the Hereford business for 100 years, and the Golden Breeder honors families raising Herefords for 50 years.

To nominate a Century or Golden Breeder, contact Shane Bedwell, AHA chief operating officer and director of breed improvement at sbedwell@hereford.org or call 816-842-3757.

Calling all Hereford females

The AHA is seeking to obtain more genomic profiles on Hereford cows. The Cow DNA Project offers breeders the opportunity to DNA test their entire cow herd inventory for the special price of \$20 per cow when using a Tissue Sampling Unit (TSU) for DNA collection until Dec. 31, 2018.

To participate in the Cow DNA Project, contact AHA Records Supervisor Tena Martin at 816-842-3757 or tmartin@hereford.org.

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Patterson joins American Hereford Association as field rep

The American Hereford Association (AHA) and *Hereford World* announce Jared Patterson, Caldwell, Idaho, has joined the Hereford team. Patterson will start May 14 as the Western Region field representative.

In this position, Patterson will attend Hereford sales and events as well as assist breeders with marketing and genetic selection. He will also assist in educating members and commercial producers about AHA programs and other beef industry opportunities.

He will serve as the communication link between the AHA and breeders in Arizona, California, Idaho, Nevada, Oregon, Utah and Washington.

"We look forward to Jared joining the AHA team and working with the many great breeders in the Western territory," says Joe Rickabaugh, AHA director of seedstock marketing. "He is an enthusiastic young man with a passion for the Hereford breed."

Patterson graduated from Colorado State University with a bachelor's degree in animal science. He also attended Casper College, earning an associate degree in animal science.

Most recently he worked as the northwest regional manager for Allflex USA, overseeing sales and marketing of animal identification products. Prior to that, he was the ranch manager at Genoa Livestock, Minden, Nev.

"I couldn't be more excited about joining the Hereford team and working with some of the great cattle minds and Hereford breeders in the Western region," Patterson says. "I certainly believe the Hereford breed has a stronghold in the commercial cow-calf sector and feel cattlemen can hang their hats on the predictability and profits of utilizing Hereford genetics. The Hereford breed has done a great job in positioning itself among other breeds, and I am ready to continue that movement in lending a hand to cattlemen and cattlewomen alike to build on the presence of Hereford-influenced cattle in the industry."

Patterson will continue to reside in Caldwell. **HW**



Jared Patterson

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 the HYFA.

In its second year, the program contributes \$1 to HYFA for every bag or tub of eligible BioZyme supplement purchased from Nov. 1, 2017, through Oct. 31, 2018, by any AHA member. 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™, 30:13

Wolfgang hired as HPI graphic artist

Teri Wolfgang joined the American Hereford Association (AHA) and its subsidiary entity Hereford Publications Inc. (HPI) April 30 as a graphic artist. She will contribute to the design, production and coordination of HPI projects.

"I appreciate the warm welcome from the AHA team and look forward to working with each Hereford breeder," Wolfgang says. "I am excited to learn more about the Association and the breeders we partner with across America."

Wolfgang received a Bachelor of Arts degree in graphic design from Iowa State University. Prior to joining AHA and HPI, she was the creative manager and designer at Three Dog Bakery, where she managed and designed marketing materials for its corporate headquarters, wholesale channels, 46 independent bakeries, seven sales representatives and major retail operations. She has also worked for Hallmark Cards Inc. as a production artist and express designer.

"Teri comes to us with a wealth of graphic design skills and knowledge," says Caryn Vaught, HPI production manager. "Teri's design skills in both print and web media are top-notch, and she will be a true creative asset to HPI and our clients." **HW**



Teri Wolfgang

Protein Tub™, Roughage Fortifier®, Sure Start® Pellet and, new this year, Vita Charge® Stress Tub.

- 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, 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.

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Hereford Legacy Fund LLC

During the American Hereford Association (AHA) Board of Directors meeting April 10-11 in Kansas City, Mo., the Board voted to form the Hereford Legacy Fund LLC to manage the net proceeds from the sale of the AHA property and building at 1501 Wyandotte St., Kansas City, Mo. **HW**



Pictured (l to r) are the Hereford Legacy Fund, LLC board members: **Bill King**, Moriarty, N.M.; **Bruce Everhart**, Waldron, Ind.; **John Loewen**, Waukomis, Okla., chairman; **Kevin Schultz**, Haviland, Kan.; and **Eric Walker**, Morrison, Tenn. The group met April 30 in Kansas City, Mo.

Meyer joins HPI as *Hereford World* editor

Diane Meyer joins the Hereford Publications Inc. team as the new *Hereford World* editor. She replaces Julie Mais, who has been with the Association for more than three years. Diane brings a combination of industry knowledge and producer communications experience to the role.

Diane grew up on a small ranch in St. Helena, Calif., where her family also had a vineyard on their property. She was a member of her local 4-H and FFA organizations and showed hogs.

She attended California Polytechnic State University – San Luis Obispo, graduating in 2016 with a degree in animal science and minors in agribusiness and agricultural communications. Diane continued her education at Texas Tech University, where she earned a master's in agricultural communications in December 2017. Her thesis research identified influencing factors on the gluten-free diet's rise in popularity.

Diane was the producer communications intern for supply development at Certified Angus Beef in the fall of 2017. In this role she wrote feature stories, news releases, columns and blogs, and photographed supplemental materials for digital and print media.

As a graduate research assistant for the Texas Tech Department of Agricultural Education and Communications, Diane wrote research papers for academic journals and assisted instructors grading and editing research articles, blogs and infographics.

"I am excited to join the Hereford team, and I am honored to have the opportunity to work for this reputable organization," Diane says. "I look forward to growing with the Association and connecting with all members of the Hereford community to work together in promoting the breed."

Diane started at American Hereford Association (AHA) headquarters in Kansas City, Mo., May 22, and assisted with the final production of this issue.

"We look forward to welcoming a talented young lady to take over the editor responsibilities for the *Hereford World*," says Joe Rickabaugh, AHA director of seedstock marketing and field staff. "Diane has been a featured writer in various agricultural publications, and we feel fortunate to have someone of her caliber join the AHA team." **HW**



Diane Meyer

Plan to attend Annual Meeting

Mark your calendar for the 2018 AHA Annual Meeting and Conference in Kansas City, Mo., Oct. 26-28 at The Westin Kansas City at Crown Center, 1 E. Pershing Rd., Kansas City, MO 64108.

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

On Friday, Oct. 26, the Association will welcome Hereford breeders to visit the new AHA headquarters at 11500 N. Ambassador Drive.

Friday's educational forum will cover a variety of topics including new marketing opportunities, commercial programs overview, breed improvement updates, a Certified Hereford Beef (CHB®) session and *MyHerd.org* updates.

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.

Friday evening 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, the 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 Herford.org/events/annual-meeting/.

The room rate is \$149, and the cutoff for reservations is Oct. 5.

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

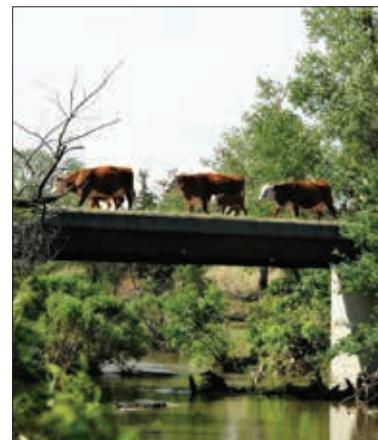
Pfannensteil and Jackson win April and May 'Hereford Shots' contests

Congratulations to Jody Pfannensteil, Hays, Kan., for winning the April Hereford Shots photo contest with "River Crossing."

Voted the winner for the May "All About the Bull" was Lindsey Jackson, Miller, Mo., with "3,000 Pounds of Love."

These photos will compete against the other 2018 monthly winners in December for the 2018 "Best of the Best" photo contest.

For more information about the 2018 "Hereford Shots" photo contest, visit Hereford.org/2017/12/hereford-shots-2018-monthlyphoto-contest. HW



April winner by Jody Pfannensteil



May winner by Lindsey Jackson

2019 NJHA Fed Steer Shootout delivery dates announced

The NJHA Fed Steer Shootout is an opportunity for NJHA members to gain invaluable cattle feeding and industry experience.

Youth participating in the contest will estimate feed yard performance and carcass merit, then compare the information to actual performance data. They will also have the ability to measure and compare the profitability of their animals during the contest.

To participate in the 2019 contest, youth may enter 2018-born Hereford and Hereford-influenced steers as a pen of three or individual entries. The steers must weigh between 500-800 lb., be weaned 45 days or more prior to delivery to Gregory Feedlots Inc. from Nov. 17-25, 2018, and administered two rounds of vaccinations.

For complete 2019 entry guidelines, contest information and to enter, visit Hereford.org/youth/njha-fed-steer-shootout/,

or contact Trey Befort, AHA director of commercial programs at tbefort@herefordbeef.org or 816-842-3757.

Summertime shopping

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

Visitors to the site can find everything they need for this grilling season, to promote the Hereford breed and to support the American Hereford Association (AHA), the National Junior Hereford Association (NJHA), HYFA and the Certified Hereford Beef (CHB®) brand.

Visitors to the site can 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. HW