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**American Hereford Association Takes Honors in Six LPC Contests**

**Kansas City, Mo.** – Hereford Publications Inc. (HPI) and the American Hereford Association (AHA) staff brought home six awards in the Livestock Publications Council (LPC) Contest presented Aug. 7 during the Ag Media Summit in Phoenix. The nationwide competition honors livestock businesses/media for the 2017 Year.

- First Place: Association Website: American Hereford Association – *Hereford.org*
- Most Improved Publication (James Flanagan Award): *Hereford World*
- Honorable Mention: Annual Report
- Honorable Mention: 4-color, full page ad for a ranch or farm
- Second Place: 4-color, full page ad for a livestock sale
- Second Place: national show coverage

*Hereford.org* is the website for the American Hereford Association and features information on the Hereford breed, the Association’s programs, genetics, media, member services and current happenings within the breed.

*Hereford World* also received the prestigious James Flanagan Award for Most Improved Publication from the LPC. This award named in honor of longtime LPC supporter, James Flanagan, is given to the publication which has shown the most overall design improvement and is judged on samples from the last three years of the magazine.

LPC is an international organization serving the dynamic livestock communications industry. Founded in 1974, this non-profit organization was designed to serve the livestock publishing industry. Its goal is to provide a forum through which members can obtain information on how to improve their overall effectiveness and value to both readers and advertisers. LPC functions as an information exchange by allowing publication personnel and other members to discuss common problems with peers and arrive at workable solutions that benefit both.

“We are extremely pleased with the Hereford World staff and the honors they received at LPC Achievement Night,” says Caryn Vaught, production manager for HPI. “The redesign of the Hereford World was a true team effort. Everyone had different ideas and worked together to pull off an award-winning design. We have also made tremendous headway with our website design as well. It’s excellent to see our staff’s hard work paying off.”

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*The American Hereford Association, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations. The not-for-profit organization along with its subsidiaries — Certified Hereford Beef (CHB) LLC, Hereford Publications Inc. (HPI) and American Beef Records Association (ABRA) — provides programs and services for its members and their customers, while promoting the Hereford breed and supporting education, youth and research. For more information about the Association, visit [Hereford.org](http://Hereford.org).*