

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.

Plan to attend the Annual Meeting and Conference

The 2018 American Hereford Association (AHA) Annual Meeting and Conference will take place 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 Dr.

Friday's educational forum will cover a variety of topics including *MyHerd.org* updates, maximizing genetic selection tools, Certified Hereford Beef (CHB®) improvements and new marketing opportunities.

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 Hereford.org/events/annual-meeting/.

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

Profit indexes change reminder

To show potential profit differences between animals on an economic scale, the American Hereford Association (AHA) will implement a slight change to the profit (\$) indexes Sept. 3. This change has nothing to do with the economic assumptions or component traits that go into the relative weightings for these indexes. Rather, it changes how the \$Index is expressed and, more importantly, changes how to communicate the difference between two animals for a specific index.

Last December, AHA introduced the updated genetic evaluation and added three key economically relevant traits into the \$Indexes: Carcass Weight (CW), Dry Matter Intake (DMI) and Sustained Cow Fertility (SCF). These traits significantly drive profitability, which resulted in some reranking when comparing the current indexes to the old indexes.

A change to the \$Indexes will not cause any reranking of sires or dams for the respective indexes. The only difference will be interpreting the new numeric values. Animals currently ranked in the top percentile for the breed will still rank in the top percentile Sept. 3. **HW**

Board candidates announced

The AHA nominating committee has selected six candidates for contention in the upcoming election of three new AHA Board directors:

| Northeast Region

John Ridder, Marthasville, Mo.
jriddersft@yahoo.com
636-358-4161

Bruce Everhart, Waldron, Ind.
BruceEverhart56@gmail.com
317-407-3618

Steven Merry, Hartford, Wis.
Steven.Merry@aurora.org
262-628-3649

| Northwest Region

Craig Beran, Claflin, Kan.
beranbrothers@hbcomm.net
620-587-3709

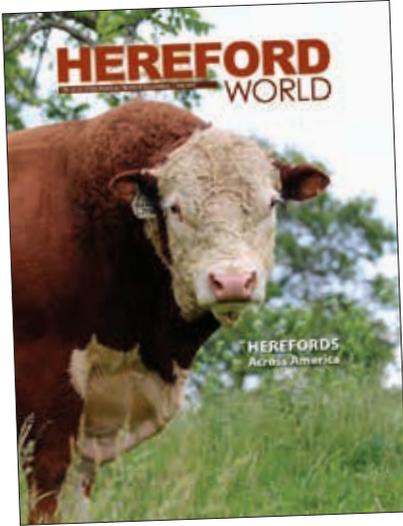
| Southeast Region

Andrew Matheny, Mays Lick, Ky.
amathenyherefords@gmail.com
606-763-6497

| Southwest Region

Doug Banks, Ada, Okla.
dbanks3878@aol.com
513-616-4753





HPI and AHA staff win LPC awards

Hereford Publications Inc. (HPI) and the 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.

Hereford World 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.

Other honors received are:

First Place Association

website: American Hereford Association – *Hereford.org*

Second Place national show

coverage: 2017 Junior National Hereford Expo (JNHE) printed in the September 2017 *Hereford World*

Second Place 4-color, full

page ad for a livestock

sale: Parker Bros. ad

continued on page 12...

AHA Announces Educational Forum Lineup

Make plans to attend the American Hereford Association (AHA) Annual Meeting and Conference educational forum designed for today's Hereford breeder.

The AHA is excited to announce the lineup for the educational forum at the 2018 Annual Meeting and Conference. Topics including *MyHerd.org* updates, maximizing genetic selection tools, *Certified Hereford Beef* (CHB®) improvements and new marketing opportunities for Hereford breeders will be presented in Friday's sessions.

The educational sessions and trade show are free for AHA members and guests. Don't miss this incredible opportunity to network with Hereford breeders and enthusiasts and to learn more about the industry.

The 2018 AHA Annual Meeting and Conference will be held in Kansas City, Mo., Oct. 26-28, at The Westin Kansas City at Crown Center, 1 E. Pershing Rd., Kansas City, MO 64108.

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



Educational forum schedule

Friday, Oct. 26

Attendees will have the opportunity to attend all four educational forums.

Session One — 12:30 p.m.

MyHerd: Revamped and Revitalized — Join us for an overview of the updated MyHerd system. The session will feature a demonstration of the changes and new capabilities the site will have to offer.

Onward and Upward: Maximizing the Use of Genetic

Selection Tools — Stack your deck with economically relevant traits by utilizing this session to further understand the value of selection indexes.

Session Two — 2:30 p.m.

Continuing the Tradition: Positioning the Certified Hereford Beef® Brand for Success — Join the *Certified Hereford Beef*® team and industry partners for a discussion regarding improved *Certified Hereford Beef* brand USDA specifications and what they mean for Hereford producers, *Certified Hereford Beef* packer and distributor partners, and ultimately the end consumer.

Modern Marketing: Redefining the Sale Catalog — A comprehensive review of the new Hereford Publications Inc. (HPI) online catalog format. This seminar will highlight the various features this product has to offer. **HW**

Honorable Mention annual report: AHA Annual Report printed in the November 2017 *Hereford World*
Honorable Mention 4-color, full page ad for a ranch or farm: Innisfail Farm ad

Order JNHE pictures online

To view and purchase photos at the 2018 JNHE by AHA staff, visit the Hereford Gallery at Herefordgallery.shootproof.com. The site has pictures of show and award winners from throughout the week, and plenty of candid photos. The Hereford Gallery is your source for backdrop and candid photos from association events throughout the year. Purchased images are sent directly to your email for immediate download.

FED STEER SHOOTOUT

Enter in the 2019 Fed Steer Shootout contest

The National Junior Hereford Association (NJHA) Fed Steer Shootout is accepting entries for the 2019 contest.

Delivery dates are set for Nov. 17-25, 2018, at Gregory Feedlots, Tabor, Iowa. Participants in the program will gain experience in the fed cattle sector by comparing estimated profitability, feedlot performance and carcass merit with actual performance data.

Animals can be entered individually or in pens of three and must meet the following specifications:

- 2018-born steers
- Purebred Hereford and recorded or registered in the AHA database at time of entry OR
- Commercial animals meeting Certified Hereford Beef® Live Animal Specifications
- Weigh between 500-800 lb.
- Be weaned at least 45 days prior to delivery
- Undergo two rounds of vaccination

To enter and to learn more, please visit Hereford.org/youth/njha-fed-steer-shootout.

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 any AHA member purchases from Nov. 1, 2017, through Oct. 31, 2018.

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 Protein Tub™, Roughage Fortifier® and 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. **HW**

Denise Loyning captures the winning July Hereford Shots photo

Congratulations to Denise Loyning, Absarokee, Mont., of L Bar W Cattle Co. for her winning shot entered in the July Hereford Shots contest. The July theme, entitled "Unbeatable Baldies," called for entries featuring female or baldy calves.

Loyning's photo will compete against the other 2018 monthly winners for the title of "Hereford Shot of 2018" in December.

Photos for the "Working Cattle" themed October contest are due October 1. For more information about the 2018 Hereford Shots contest, please visit Hereford.org/2017/12/hereford-shots-2018-monthly-photo-contest. **HW**

