

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.

Annual Meeting Notice

American Hereford Association

The 2018 American Hereford Association (AHA) Annual Membership Meeting will take place on Saturday, Oct. 27, 9 a.m. at The Westin Kansas City at Crown Center in Kansas City, Mo.

Please assist us in the planning process by RSVPing online at Hereford.org

To make reservations at The Westin Crown Center, please call 888-627-8538 and ask for the AHA \$149 room rate. The cutoff for the AHA rate is Oct. 5.

A complete schedule of the Annual Meeting and Conference will be provided in the October *Hereford World*. **HW**



Annual Meeting approaches

With less than a month until the American Hereford Association (AHA) Annual Meeting and Conference, it is time to finalize plans to attend the three-day event in Kansas City, Mo., Oct. 26-28.

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*® 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 youth scholarship winners.

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

Detailed coverage of the event, including a complete schedule and educational forum lineup, is provided on Page 36.

Board candidates announced

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

Northwest 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

Southwest Region

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

Southwest Region

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

Southwest Region

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

Hereford-influenced feeder calf sales listings

Operations big and small can take advantage of Hereford-influenced feeder calf sales to boost marketing efforts. Consigning Hereford and Hereford-influenced calves to a special Hereford sale is a great outlet for buyers interested in Hereford genetics and may result in a premium for the seller. Contact these organizers for specific requirements and deadlines:

Tennessee Hereford Marketing Program Feeder Calf Sale

Date: Thursday, Oct. 18, 2018

Location: Tennessee Livestock Producers, Columbia, Tenn.

Contact: Darrell Ailshie, 931-212-8512

Missouri Hereford Association Hereford-Influenced Feeder Calf Sale

Date: Wednesday, Nov. 14, 2018

Location: South Central Regional Stockyards, Vienna, Mo.

Contact: David Patton, 573-308-6655, Ross Patton, 573-308-6657 or Bill Patton, 573-308-6658

Montana Hereford Association Hereford-Influenced Feeder Calf Sale—Three Forks

Date: Wednesday, Nov. 14, 2018

Location: Headwaters Livestock Auction, Three Forks, Mont.

Contact: Della Ehlke, 406-439-4300 or Denise Loyning, 406-425-2252

Kentucky Certified Hereford-Influenced Sale

Date: Thursday, Nov. 29, 2018

Location: Bluegrass Stockyards South, Stanford, Ky.

Contact: Lowell Atwood, 606-669-1455 or John Meents, 419-306-7480

Ohio River Hereford-Influenced Feeder Sale

Date: Wednesday, Dec. 5, 2018

Location: United Producers, Gallipolis, Ohio

Contact: Jamie Graham, 740-739-3576 or John Meents, 419-306-7480

Fredonia Livestock Hereford-Influenced Sale

Date: Tuesday, Dec. 11, 2018

Location: Fredonia Livestock Auction, Fredonia, Kan.

Contact: Cody Mathes, 620-288-0034 or Rodney Shaw, 620-583-9467

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Tuesday, Jan. 1, 2019

Location: Carthage Livestock Auction, Carthage, Ill.

Contact: Brent Lowderman, 309-221-9621 or John Meents, 419-306-7480

HPI announces 2019 summer internship

Hereford Publications Inc. (HPI) is offering a summer communications internship for college juniors and seniors to assist with the production of the *Hereford World* magazine and with the Creative Services department.

This is a 12-week, paid internship at the AHA headquarters in Kansas City, Mo., and provides experience in feature writing, photography, editing, proofing, design, communicating with clients and project management. The intern will also attend the Junior National Hereford Expo (JNHE) to assist in covering the event.

Applicants must be working toward a degree in agricultural communications or agricultural journalism. Strong writing and editing skills are required, along

Ogle joins the AHA staff



Tiffany Ogle

Tiffany Ogle joined the American Hereford Association (AHA) team as a customer service representative Aug. 27.

As a customer service representative, Ogle will play a vital role in the performance of the AHA team. Her position also serves as the customer liaison for resolving questions, interpreting discrepancies, conveying accurate information and promoting participation in Association programs and services.

Ogle is a graduate of Fort Hays State University in Hays, Kan., where she received a bachelor's degree in early childhood development. She currently resides in Stewartville, Mo., with her husband and two children. The family shows pigs year-round and raises club calves and American Paint Horse Association horses.

"I am excited to be a part of this great organization," Ogle says. "I am looking forward to the opportunity to work with the outstanding members and learn more about the Hereford breed from them."

"We would like to welcome Tiffany to the records department," says Tena Martin, AHA records supervisor. "She comes to us with a wealth of knowledge surrounding the livestock industry and has hit the ground running — she is an excellent addition to the Association." **HW**

with knowledge of Adobe InDesign, Photoshop, Microsoft Office programs and AP (Associated Press) style.

Applications are due Friday, Dec. 7, 2018. Applicants can send their cover letter, resume, three writing samples and references to Caryn Vaught, HPI production manager, at cvaught@hereford.org or mail them to 11500 N. Ambassador Dr., Ste. 410, Kansas City, MO, 64153

Enter 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®, 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.

Decker and Pfannenstiel capture the winning August and September Hereford Shots photos

Congratulations to Kelsey Decker, Pickerington, Ohio and Jody Pfannenstiel, Hays, Kan., for their winning entries in the August and September "Hereford Shots" contest. Decker's photo, "Game Day Grin," rose to the top of the entries submitted for the August theme, entitled "Herefords in the Ring," which called for entries featuring Herefords in the showing.

Pfannenstiel won the September contest with her shot, "Mike and the Herd." September's theme was "Out to Pasture."

Decker's and Pfannenstiel's photos will compete against the other 2018 monthly winners for the title of "Hereford Shot of 2018" in December.

Photos for "The Sale Ring" themed November contest are due Nov. 1. Images of Hereford or Hereford-influenced cattle in a sale ring are acceptable.

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



Kelsey Decker's August "Herefords in the Ring" themed winning photo — "Game Day Grin."



Jody Pfannenstiel's winning photo for the September "Out to Pasture" theme — "Mike and the Herd."

- 3) BioZyme will donate \$1 per bag or tub with proof of purchase to HYFA. Donations will be made annually.

Order national show photos online

Did you see a photo from the 2018 JNHE in last month's September *Hereford World* you would like to purchase? Then check out the Hereford Gallery at Herefordgallery.shootproof.com to view and purchase photos taken at national shows by AHA staff. The Hereford Gallery is your source for backdrop and candid photos from Association events throughout the year, including the 2018 National Western Stock Show and the JNHE. Purchased images are sent directly to your email for immediate download.

'Tis almost the season

As fall gets into full swing, it is time to start putting those Christmas lists together. *ShopHereford.com* is a go-to for holiday shoppers looking for the perfect gift for Hereford enthusiasts. Visitors to the site can find everything they need 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*® brand.

Electronic "gift cards" are also available, and are the perfect stocking stuffers. Gift cards are available for \$10, \$25, \$50 or \$100.

Visit ShopHereford.com to place your order today. **HW**