

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.

Stay in the Know

To receive the latest updates on all AHA events, text **AMERICANHERF** to **474747**.

Let's "geaux" to New Orleans

Make plans to join the AHA in New Orleans for the 2019 Cattle Industry and National Cattlemen's Beef Association Trade Show Jan. 30-Feb. 1. Register today and use the promo code **19AHA** to get \$50 off the full registration price and \$20 off trade show-only registrations.

Visit Registration.experientevent.com/ShowMOO191/ to register.

Online auction generates more than \$60,000 for the Hereford Research Foundation

An online auction benefitting the Hereford Research Foundation (HRF) raised more than \$60,000 Dec. 11, 2018.



Items from the 80-lot sale included a private jet trip to National Beef Packing Co. in Dodge City, Kan., a Kansas City Chiefs home game package, semen and embryos, Certified Hereford Beef® products and livestock equipment.

"We are humbled by the participation from both donors and buyers during this sale," says Shane Bedwell, American Hereford Association (AHA) chief operating officer and director of breed improvement. "It's great to have the support of an industry that has the

same focus as the foundation does on the betterment of the Hereford breed."

Established in 2009, the HRF supports breed improvement initiatives designed to enhance beef cattle production. These research projects are conducted throughout the U.S. in conjunction with universities, private firms and ranches and are funded entirely by the donations. Extensive time and resources are spent each year by the AHA to advance both the breed and the beef cattle industry through various ongoing projects.

"Thank you to everyone who helped make this sale a success," Bedwell says. "On behalf of the HRF, we appreciate the generous support."

Herefords Head to the Mile High City

The landmark yards at the National Western Stock Show (NWSS) will host the red and white breed Jan. 16-19 for the 2019 National Hereford show in Denver.

Herefords hit the Hill on Wednesday, Jan. 16, for the National Hereford Junior Show, with Todd Herman, Lima, Ohio, as judge. The following day, exhibitors will compete in the National Hereford Bull Show.

Friday's events begin in the Yards at 8 a.m. with the pen and carload shows, judged by John McCurry, Burrton, Kan.; Cody Sankey, Economy, Ind.; and Brent Meeks, Taylor, Neb. The highly anticipated Mile High Night Sale will take place at 6:30 p.m. that evening.

Mile High Night

Top-notch Hereford cattle are set to take to the auction block Friday evening at the can't-miss Mile High Night National

Hereford Sale. This year's sale will showcase 35 lots and 35 consignors.

"The Mile High Night National Hereford Sale is a pinnacle feature of the National Western," says Joe Rickabaugh, AHA director of field management and seedstock marketing. "This year's sale promises to be another good one. The success of this sale is credited to the consignors who bring curve-bending genetics, along with the buyers, bidders and cattle enthusiasts of all breeds who flood the Stadium floor for the sale."

A highlight of the Mile High Night Sale, this year's Lot 1 Foundation Female is LCC 6964 Queen Bee 43F ET (reg. no. P43923236), donated by Lowderman Cattle Co., Macomb, Ill., and Michelini Cattle Co., Peru, Ill. The April 5, 2018, heifer is a daughter of R Leader 6964. All proceeds generated from the Foundation Female support the Hereford Youth Foundation of America (HYFA) and the Growing a Lasting Legacy campaign which supports leadership and education for the next generation.

"We would like to thank the Lowdermans and Michelinis for donating an incredible female to feature as the 2019 Lot 1 Foundation Female, and for their continued generosity and support of Hereford youth," says Amy Cowan, AHA director of youth activities and the foundation.

National Hereford Female Show

Rounding out Hereford events in Denver is the National Hereford Female Show on Saturday, Jan. 19. Charlie Boyd Jr., Mays Lick, Ky., and associate judge Blake Boyd, Mays Lick, will evaluate the show on the Hill. Complete show results will be posted online at Hereford.org. **HW**



LCC 6964 Queen Bee 43F ET

Schedule of Events

Wednesday, Jan. 16

8 a.m. — Junior Hereford Show, *Stadium Arena of the Hill*

Thursday, Jan. 17

8 a.m. — National Hereford Bull Show, *Stadium Arena on the Hill*

Friday, Jan. 18

8 a.m. — Hereford Pen of Three Female Show, *Livestock Center Auction Arena in the Yards*

9:30 a.m. — Hereford Pen and Carload Bull Show, *Livestock Center Auction Arena in the Yards*

6:30 p.m. — Mile High Night National Hereford Sale, *Stadium Arena on the Hill*

Saturday, Jan. 19

8 a.m. — National Hereford Female Show, *Stadium Arena on the Hill*

Hotel and Shuttle Information

The following hotels have AHA rates available for Hereford breeders:



Renaissance Denver Stapleton Hotel

3801 Quebec St.,
Denver, CO 80207
800-468-3571

Rate: \$119 and up

The Renaissance offers a free shuttle to the NWSS and to and from the airport.

Drury Inn & Suites Denver Stapleton

4550 N. Central Park Blvd.
Stapleton, CO 80238
303-373-1983

Rate: \$117 and up

Please note: The Drury does not offer a shuttle to the stock show.

AHA offers junior internship and ambassador positions

The AHA is offering opportunities for college students hoping to gain valuable real-world experience in managing youth activities.

Junior activities internship: The AHA youth department is seeking college juniors or seniors to assist with the planning and execution of junior shows and leadership events. Applicants must be enrolled in an agriculture-related major and should be self-starters, detail-oriented, outgoing and able to work well with all types of people. Travel to the Junior National Hereford Expo (JNHE) and other shows are required.

The internship will span from approximately mid-May to mid-August, with specific starting and ending dates depending on the applicant's availability.

To apply, send a cover letter, resume and references by Feb. 15 to Amy Cowan, AHA director of youth activities, acowan@hereford.org or to 11500 N Ambassador Dr., Ste. 410, Kansas City, MO, 64153.

JNHE ambassador program: College students may also apply for the JNHE ambassador program. The 2019 ambassadors will assist the National Junior Hereford Association board and the AHA staff throughout the week of and prior to the JNHE. This year's show will take place July 6-13 in Denver. Ambassadors will spend the week before at the AHA office in Kansas City, Mo.

Candidates must be a 2019 high school graduate, or older, and must have national show experience. Ambassadors cannot be exhibitors or competitors at the 2019 JNHE.

Applications and additional information on both the intern and ambassador positions can be found online at Hereford.org/youth/njha/internships-ambassador-program/.

California Hereford ranchers raise \$40,800 for wildfire victims

A California-based group of Hereford breeders raised \$40,800 to donate to cattlemen affected by the Camp Fire in northern California. The money was raised through the sale of Hereford heifer DF 0245 EMMA 907 741 ET at the Western States National Hereford Sale in Reno, Nev., Dec. 1, 2018.

The California Department of Forestry and Fire Protection reported the fire burned 153,336 acres, and destroyed nearly 19,000 buildings and homes. At least 85 individuals lost their lives, making this the deadliest fire in the state's history.

To support relief efforts, a group of five breeders known as the G5 Syndicate, offered the heifer for sale, with all proceeds going directly to those affected by the fire.

The syndicate is made up of Dewar Farms, Bakersfield, Calif.; Lambert Ranch, Irvine, Calif.; Macfarlane Livestock, Cottonwood, Calif.; Schneider – Brown Ranch, Sloughhouse, Calif.; and Wunschel Ranch, Plymouth, Calif. Dewar Farms donated the heifer, called Emma.

"It was very heartwarming to see all those Hereford breeders give whatever they could," says Andrea Dewar of Dewar Farms. "We never expected to raise that much money, and it's amazing how an ag community can come together."

Emma sold as the first lot in the 2018 Western States National Hereford Sale for just over \$11,000. She was donated back and sold two more times to generate \$40,800. GKB Cattle, Waxahachie, Texas, placed the final bid and took half interest on the heifer so that Dewar Farms can continue showing Emma throughout the year.

Other Hereford breeders and cattlemen who donated to the cause are: Mark and Stacy Holt, Jill Jess, Alto Livestock, Downing Cattle Co., GKB Cattle, Morrell Cattle, Wooden Shoe Farms, Potter Ranch Herefords, Bar One Ranch, Hildebrand Hay & Cattle, Blackhills Herefords, Scott Holt, Mrnak Herefords, Genoa Livestock, Red River Farms, Morrell Ranches, Logan Ipsen, Sierra Ranches, Colyer Herefords, Sticks & Stones Ranch, Barber Ranch, Barry Ranch, Hoffman Ranch, Sonoma Mountain Herefords, Pedretti Ranches, Brumley Farms, Wheeler Cattle, Hacklin Herefords, CX Ranch, Allison Hay & Herefords, 4M Livestock, AES (Amador/El Dorado/Sacramento) Cattlemen's Association, Murray Hay & Cattle, Snedden Ranch, McDonald Farms, K Bar D Angus, Harfst Ranch and Wunschel Ranch.

The G5 Syndicate was formed in 2016 at the Hereford Youth Foundation of America's (HYFA) The Harvest event in Sonoma, Calif., and raises funds to provide scholarships, education and leadership for Hereford youth. **HW**



Members of the G5 Syndicate were humbled by the outpouring of support from Hereford breeders with the sale of Emma, a heifer donated by Dewar Farms, Bakersfield, Calif., to raise money for the northern California wildfire victims.

Upcoming Hereford-influenced feeder calf sales

Take advantage of Hereford-influenced feeder calf sales to provide a great outlet for buyers interested in Hereford genetics. Consigning Hereford and Hereford-influenced calves to these sales may also result in a premium for the seller. Contact the sale organizer today for specific sale requirements.

Tennessee Hereford-Influenced Feeder Calf Sale

Date: Thursday, April 25, 2019

Location: Columbia Livestock Center, Columbia, Tenn.

Contact: Paul Gibson, 931-619-0252
TennesseeLivestockProducers.com

Use G for 2019 letter code

The year letter code for 2019 is G. This notice is for producers who use letter codes in their identification systems. For more information on tattoo and identifications tips, please visit Herd Management Tools under the Member Service tab at Hereford.org.

BIF hosts Genetic Prediction Workshop in Kansas City

Researchers and beef industry experts met in Kansas City, Mo., Dec. 5-6, for the 11th Beef Improvement Federation (BIF) Genetic Prediction Workshop. The conference provided a collaborative setting for researchers, breed association staff, cattle producers and allied industry members to discuss the latest developments in beef cattle genetic evaluation software and selection indexes.

Representing the AHA at the workshop were Jack Ward, AHA executive vice president, and Shane Bedwell, AHA chief operating officer and director of breed improvement. Both Ward and Bedwell serve on the BIF board of directors. Bedwell presented updates made to the AHA's genetic evaluation model, which included the switch to a single-step analysis and the implementation of a fully automated genomic pipeline to run weekly genetic evaluations.

The annual BIF Research Symposium and Convention focuses largely on providing educational programs to develop the skillsets of seedstock and commercial producers. The Genetic Prediction Workshop is designed to facilitate dialog amongst industry leaders to chart a course for the Federation over the next five years.

Make plans to attend this year's BIF Convention in Brookings, S.D., June 18-21. **HW**

Bruegge captures winning photo

Congratulations to Lydia Bruegge, Minden, Nev., for topping the December "Juniors in Action" contest with her entry "Do what others don't to achieve what others won't." Her photo will compete with the other monthly winners for the Hereford Shot of 2018 title. The 2018 overall winner will be announced in the February 2019 issue of *Hereford World*. **HW**

