

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**.

New MyHerd platform released

The AHA has been working on revamping the MyHerd online registry system in an effort to make the platform more user-friendly. The updated platform was launched at the end of January.

Two main goals of the MyHerd redevelopment are to boost system performance and to make the system more compatible with mobile browsers. One of the most noticeable changes in the new platform is the log-in routine. The reason for the change is to keep the process more secure by allowing users to change both their password and username as well as having the ability to add multiple users to their account. Since the AHA's first online accounts were launched in 2003, member IDs (account number) have served as the username. Although using a member ID makes the username easy to remember, it also means there is no ability for members to change their user name to prevent their account from getting hacked. The new MyHerd platform will use an email address as the username.

For more information about updates to the new MyHerd, see Page 16.



Make plans to attend "The Brand" Marketing Summit

"The Brand" Marketing Summit is an opportunity to take the next step at being your own brand ambassador. Join the AHA June 3-4 in Kansas City, Mo., to learn about effective strategies to illustrate the story of two powerful brands – the Hereford breed and your operation.

See Page 14 for more details. Don't miss out on this great opportunity to learn from fellow Hereford breeders, industry experts and AHA staff!

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 is 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 e 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.

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/.

AHA mailing address reminder

The American Hereford Association (AHA) moved its headquarters in February 2018. Please remember to send correspondence to the new address below. Mail delivered to the old Wyandotte address will no longer be forwarded to the new address and, therefore, will not reach the AHA office.

The current street and mailing address is:
11500 N. Ambassador Dr., Ste. 410
Kansas City, MO 64153



Harkey voted overall 2018 Hereford Shots winner

Congratulations to Lisa Harkey, Patrick Springs, Va., on submitting the best overall photo in the 2018 Hereford Shots contest. Her winning entry, "Dashing Through the Snow," was entered in the January "Herefords in the Snow" contest.

Stay tuned for information on the 2019 photo contest in upcoming issues of the *Hereford World*. **HW**



Hereford-influenced feeder calf sale grosses more than \$1.1 million

The Hereford breed garnered attention at the 12th Annual Greater Midwest Certified Hereford-Influenced Feeder Calf Sale at Carthage Livestock Inc., Carthage, Ill. A total of 1,326 head of Hereford-influenced feeder cattle were sold on New Year's Day for a total of \$1,158,218.70.

"The quality and condition of the cattle were excellent," says Brent Lowderman, owner and operator of Carthage Livestock Inc., part of Lowderman Auction Company.

"The success of this sale is a great testament to the increasing demand for Hereford and Hereford-influenced feeder cattle," says Trey Befort, director of commercial programs at the AHA. "It's a great example of the added value that can be realized through the organization of sales like this."

This is the 12th year this sale has been offered by Lowderman Auction Co.

"A special thank you to all 65 consignors and to the staff at Carthage Livestock for a total team effort to make this such a successful event each year," says John Meents, AHA field staff representative for the Upper Midwest region.

To get involved with Hereford and Hereford-influenced feeder calf sales, email Trey Befort at tbefort@herefordbeef.org or visit HerefordFeederCattle.com.

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

Find out more: Visit

TennesseeLivestockProducers.com **HW**