

# 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](mailto:info@hereford.org). Archived issues are posted at [Hereford.org](http://Hereford.org).



## Watch for delegate nomination postcards

Postcards will be mailed to eligible American Hereford Association (AHA) members in late April. Replies must be postmarked by May 31.

### AHA requests Board nominations

The nominating committee is calling for volunteers interested in serving a four-year term on the Board of Directors for the American Hereford Association (AHA). State leaders and members are encouraged to contact prospective candidates within their state and region.

This year's nominating committee is:

**Eric Walker, chairman**

Morrison, Tenn.  
931-607-6356  
[wphf@blomand.net](mailto:wphf@blomand.net)

**Cliff Copeland**

Nara Visa, N.M.  
575-403-8123  
[c3copeland@plateautel.net](mailto:c3copeland@plateautel.net)

**Tim Dennis**

Penn Yan, N.Y.  
315-856-0183  
[tdennis@trilata.com](mailto:tdennis@trilata.com)

**Denny Hoffman**

Thedford, Neb.  
406-425-0859  
[ddhoffman@yahoo.com](mailto:ddhoffman@yahoo.com)

**Mark Ehlke**

Townsend, Mont.  
406-439-4311  
[ehlke@mt.net](mailto:ehlke@mt.net)

### Hall of Fame/Merit nominations due May 31

Nominations for the AHA's prestigious Hall of Fame and Hall of Merit awards are due Friday, May 31. Deserving recipients for the 2019 induction will be honored at the AHA Annual Meeting and Conference.

The Hall of Fame honor recognizes Hereford breeders who have dynamically influenced the direction and advancement of the breed, while the Hall of Merit honor commends any individuals who have greatly influenced the breed and the cattle industry.

For more information on the nominating process, contact Anne Stuart at [astuart@hereford.org](mailto:astuart@hereford.org) or 816-842-3757.

### Upcoming Hereford-influenced feeder calf sales

Take advantage of these upcoming Hereford-influenced feeder calf sales to provide a great outlet for buyers interested in Hereford genetics. Contact the sale organizer today for specific sale requirements.

**Tennessee Hereford-Influenced Feeder Calf Sale**

**Date:** Wednesday, April 24  
**Location:** Columbia Livestock Center, Columbia, Tenn.

### Get set for the 2019 BIF Convention



Mark your calendars for June 18-21 for the 2019 Beef Improvement Federation (BIF) Research Symposium and Convention in Brookings, S.D. The annual convention brings together industry representatives, producers and researchers to discuss current issues facing the beef industry.

To learn more about the 2019 convention and the Beef Improvement Federation, visit [BeefImprovement.org](http://BeefImprovement.org). **HW**

**Contact:** Paul Gibson, 931-619-0252

**Find out more:** Visit [Tennesseelivestockproducers.com](http://Tennesseelivestockproducers.com)

**Kentucky Certified Hereford-Influenced Feeder Calf Sale**

**Date:** Thursday, May 9  
**Location:** Blue Grass Stockyards, Stanford, Ky.

**Contact:** Lowell Atwood, 606-669-1455

**Find out more:** Visit [Bgstockyards.com/news/103](http://Bgstockyards.com/news/103)

*continued on page 12...*

## Register now for 'The Brand' Marketing Summit

Join AHA staff, industry leaders and other producers in Kansas City, Mo., as we learn how to tell the story of two powerful brands — the Hereford breed and your operation.

"The Brand" Marketing Summit will equip you with the tools to be an effective marketer in today's dynamic advertising landscape. Highlights include building your brand, developing an effective social media strategy and analyzing marketing

success stories. See Page 20 for a complete schedule and for more details.

To learn more and to register, visit [Hereford.org/TheBrand/](http://Hereford.org/TheBrand/). Registration closes May 1. Space is limited — don't miss out on this great opportunity to learn from some of the best in the business! **HW**



### **July Hereford World ad deadlines**

Advertising in the July *Hereford World* is a great opportunity to reach potential customers.

To receive a 5 percent early bird discount, submit your ad by April 26.

The final deadline for all ad materials is May 24. A late fee of 10 percent will be assessed on ads received after the final deadline.

Contact your AHA field representative today to reserve your ad space.

### **Enroll in the Hereford Register**

The 12th edition of the *Hereford Register* will be published as a special bound-in section in the July 2019 *Hereford World*.

These “yellow pages” of Hereford breeders throughout the U.S. and Canada include a listing of July advertisers with a quarter-page or larger ad and July seedstock advertisers.

See Page 46 to fill out a mail-in form. Listings include name, address, telephone number, email address and website domain. If you are not a July advertiser, listings can be purchased for \$50.

Listings are organized by state, then alphabetically by ranch or farm name.

Seedstock ads are added at the end of the section and are available for \$350 per inch per year.

The deadline for submissions is May 17. Reprints will be available upon request. For more information, contact Alison Marx at [amarx@hereford.org](mailto:amarx@hereford.org) or call 816-842-3757.

### **Entries open for JNHE**

Online entries are now open for the 2019 VitaFerm® Junior National Hereford Expo (JNHE) July 6-13 in Denver. Visit [JrHereford.org](http://JrHereford.org) to enter online and to receive more information. **Please note all entries must be completed online.**

Entry packets have been mailed to all active junior members — one per household.

JNHE participants must pay \$5 to participate in showmanship. All showmanship contestants must pre-enter by June 1 and must pay the entry fee at that time.

#### **Entry deadlines:**

- Early bird online entry deadline (\$20 discount): May 1
- Final ownership and entry deadline: June 1

If you have questions about the online entry process or anything related to the JNHE, contact Bailey Clanton at [bclanton@hereford.org](mailto:bclanton@hereford.org) or Amy Cowan at [acowan@herford.org](mailto:acowan@herford.org).

### **JNHE sponsorship, show program ads available**

The Western States Host Committee is excited to facilitate the 2019 JNHE July 6-13 in Denver. See Page 19 or visit [JrHereford.org](http://JrHereford.org) for a complete schedule.

The JNHE fundraising team is soliciting sponsorships and show program advertisers. Contact Bailey Clanton at [bclanton@hereford.org](mailto:bclanton@hereford.org) or Amy Cowan at [acowan@herford.org](mailto:acowan@herford.org) or call 816-842-3757 to learn more.

For more information about how to get involved and how to support one of the world's largest junior beef breed shows, visit [JrHereford.org](http://JrHereford.org) and click on “JNHE” under the “Youth” tab. **HW**