

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.



Hereford breeders strengthen marketing skills at "The Brand"

More than 200 Hereford enthusiasts traveled to Kansas City, Mo., June 3-4, for two days jam-packed with sessions featuring some of the best marketers in the business. With presentations from professionals representing all sectors of the cattle industry, attendees at "The Brand" Marketing Summit gleaned insight on using traditional and digital platforms to better market their programs and to be advocates for the Hereford breed and the beef industry. This first-of-its-kind event hosted by the American Hereford

Association (AHA) and Vermeer® Corporation allowed attendees to sharpen their marketing skills while developing effective tactics to reach current and potential customers.

Events were underway Monday afternoon with presentations covering the growth and efficiency trends within the breed, consumer preferences and how to shape a business model. The Voice of the Kansas City Chiefs, Mitch Holthus, kicked off Tuesday morning sessions. Participants spent the remainder of the summit learning

from marketing professionals about social media marketing, video storytelling and overcoming sale time challenges. As well, AHA staff announced the soft launch of Herefords On Demand.

AHA President Pete Atkins notes it was great to see such a large and diverse group, comprised of both big and small breeders, work together to learn and to collaborate on a common goal — promoting the Hereford breed and the beef industry.

"I was proud to see so many people participate in this event," Atkins says. "It shows there are truly dedicated breeders who want to learn and work hard to push their operations and the breed to even higher levels. I think it is a testament to the values and quality of the people in our breed."

More details from The Brand can be found on Page 43.

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Colton Pratz

Pratz joins the AHA as Southwest field representative

The American Hereford Association (AHA) welcomes its newest team member, Colton Pratz, Stillwater, Okla., as the Southwest region field representative for the AHA and the *Hereford World*. Pratz started his post May 20.

In this position, Pratz attends Hereford sales and events as well as assists breeders with marketing and genetic selection. He will also contribute to educating members and commercial producers about AHA programs and other beef industry opportunities.

"We are excited to have Colton start as a fulltime fieldman for the states of Arkansas, Louisiana, New Mexico, Oklahoma and Texas," says Joe Rickabaugh, AHA director of seedstock marketing. "He comes from a great cattle background and has worked extensively on a Hereford operation since he has been in college. He impressed us in his interviews as being a personable young man with a passion for the Hereford breed. We look forward to him traveling extensively and meeting many breeders in his territory."

Pratz is a May 2019 graduate of Oklahoma State University with a degree in animal sciences on the business track. He also earned an associate degree in animal science from Redlands Community College. Pratz was a competitive member of the livestock judging team at both institutions, as well as being involved in many other extracurricular activities.

His work experience boasts being herdsman at Six Mile Creek Cattle Co., El Reno, Okla., where he played an instrumental role in marketing and genetic decisions for the operation. Pratz also gained valuable experience through Bonham Show Cattle and Swinford Equipment.

"I am extremely excited to join the AHA team and start advocating for the Hereford breed," Pratz says. "The Hereford breed has been a vital cornerstone for the cattle industry across the world, but I think most of that is due to the fact there has been a strong belief in the breeders and the will to keep the Hereford heritage strong. I am ready to continue promoting the Hereford breed in my travels, and I look forward to meeting new faces along the way." **HW**



“Timeless” brings \$27,000 for Hereford youth and research

In true Team Hereford fashion, supporters of the breed banded together to raise \$47,350 to benefit the Hereford Youth Foundation (HYFA) and the Hereford Research Foundation (HRF).

“Timeless,” a graphite original drawing done by acclaimed artist Dino Cornay, headlined the special live auction held June 3 at Howl at the Moon in downtown Kansas City, Mo., in conjunction with The Brand. As auctioneer Lander Nicodemus led the chant, buyers Barber Ranch, Channing, Texas; Bill King Ranch, Moriarty, N.M.;

Colyer Herefords & Angus, Bruneau, Idaho; and Cottonwood Springs, Cedar, Mich., teamed up to place the winning bid for \$27,000. The syndicate graciously donated the drawing to be hung in the AHA headquarters in Kansas City, Mo.

“I am extremely honored to be the artist selected for this project portraying a great breed of cattle and to have worked with some fabulous people, including the directors and those that purchased the art,” Cornay says. “It is also an honor to be part of a great scholarship program for our young leaders and to have the original drawing hanging at the national Hereford headquarters in Kansas City.”

Timeless prints are available for purchase. See Page 42 for more information.

Launch of Herefords On Demand

Hereford Publications Inc. (HPI) is thrilled to announce the official launch of Herefords On Demand.



Herefords On Demand is a new online catalog production system for Hereford breeders to enhance their sale marketing efforts. This innovative new service is designed to be a more efficient and complete sale resource for sale offerings of any size. Data included in each catalog are refreshed every 24 hours to update expected progeny differences (EPDs) and pedigree information. Another effective element is the search function capabilities within the Herefords On Demand catalogs, with search criteria including minimum and maximum EPDs, sex, horned and polled identification, and a quick search by name and registration number.

“Herefords On Demand is a great promotional tool for Hereford programs regardless of size,” says Joe Rickabaugh, AHA director of seedstock marketing. “With its unique features, like EPDs updated weekly, searchable information and video capabilities, this will be a great promotional tool for Hereford breeders. It will allow private treaty sale listings, video sale offerings, select small sale events, ongoing sire directories as well as traditional sale catalogs. Herefords On Demand will take promotion of Hereford seedstock to an all new level.”

For questions about Herefords On Demand or other HPI services, please contact Creative Services at 816-842-3757 or hworld@hereford.org.

Caldwell selected as Certified Hereford Beef intern

Kyle Caldwell will serve as the Certified Hereford Beef® intern. A born-and-raised Texan, Caldwell completed an undergraduate degree in animal science at Texas Tech University with a meat science option and a minor in agribusiness management. Currently, he is working to finish his master's degree at Texas A&M University in animal science with a meat science specialization.



Kyle Caldwell

At Texas Tech, Caldwell was a member of the 2016 Reserve National Champion meat judging team and competed on the meat science quiz bowl team. Using his knowledge of meat evaluation, he went on to coach the 2017 Reserve National Champion meat judging team at Clarendon College. Now, Caldwell is focused on finalizing his graduate research while serving as the co-coach of the Texas A&M meat judging team.

Throughout his time in both an undergraduate and master's program, Caldwell has served in several internship roles and comes to *Certified Hereford Beef* with a wealth of meat industry knowledge.

As the *Certified Hereford Beef* intern, Caldwell will be working to learn more about the retail and food service industries, while focusing on the development of educational tools that can be used to bolster the knowledge of consumers and food service representatives on the value of Hereford beef.

“I'm really looking forward to getting to work with all of the dedicated people involved with *Certified Hereford Beef* and the American Hereford Association that share the same passion for the beef industry as I do,” Caldwell says. “I'm also excited to get out in the field and tell the story of the sustainable, high quality product Hereford producers across the nation put on our plates.” **HW**



Cultivating opportunities — 2019 Faces of Leadership

Hereford juniors are scheduled to gather this summer in the Cornhusker State for the 2019 Faces of Leadership Conference July 30-Aug. 3 in Lincoln, Neb. The annual four-day event, made possible by Rick and Bonnie Coley-Malir and the HYFA, will host nearly 100 participants ages 14-21. During their time at the Nebraska Innovation Campus (NIC) at the University of Nebraska-Lincoln (UNL), attendees will listen to nationally recognized speakers and participate in junior

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board workshops, which will assist in the enhancement of each individual's leadership talents and communication skills and will encourage working in team settings.

"Faces of Leadership is unique because it's something different than our typical cattle events," says Samuel Lawrence, National Junior Hereford Association director. "It's awesome gathering with other youth members to learn and develop without the hustle and bustle of a livestock show surrounding us. I'm particularly excited for a theme of entrepreneurship at this year's conference. I'm eager to learn about how to develop my own ideas while becoming a better leader and business person."

Registration for the conference closes July 15. For more information, see Page 30 or visit Hereford.org/Youth/Faces-of-Leadership/.

Plan to attend Annual Meeting

The 2019 AHA Annual Membership Meeting and Conference will be Oct. 25-27 at The Sheraton Kansas City at Crown Center in Kansas City, Mo.

The weekend schedule will include an educational forum and trade show on Friday and the Annual Meeting on Saturday morning. The Hereford Honorees reception will honor this year's Hereford Heritage Hall of Fame recipients as well as the HYFA scholarship winners. The event will be hosted at The Sheraton at 6 p.m. with food and drinks followed by the awards program.

Calling Century and Golden Breeders

A highlight of the Hereford Honorees Reception during the AHA Annual Meeting and Conference is celebrating families who have been raising Herefords for generations.

The Century Breeder recognition honors families and operations which have been in the Hereford business for 100 years, and the Golden Breeder recognition honors those in the business for 50 years.



To nominate a Century or Golden Breeder, contact Shane Bedwell, AHA chief operating officer and director of breed improvement at sbedwell@hereford.org or 816-842-3757.

CHB and US Foods® partner on nationwide distribution

Certified Hereford Beef® and US Foods® have partnered together for distribution of *Certified Hereford Beef* branded products nationwide.



This partnership will enable the hospitality industry across the country to have access to *Certified Hereford Beef* branded products. The CHB team is working strategically with each market to introduce and train sellers about the brand.

Stay tuned for more information about this partnership in future issues of the *Hereford World*. For more information about *Certified Hereford Beef*, visit CertifiedHerefordBeef.com. **HW**

Summer video sale schedule

Hereford breeders are encouraged to attend video sales this summer at multiple locations across the nation to network with commercial producers, buyers and marketing representatives. If you have any customers that will be marketing cattle at any of these sales and are interested in participating in American Hereford Association commercial programs, contact Trey Befort at tbefort@herefordbeef.org.

2019 summer video sale dates

Sale Date	Market	Sale Location
July 2	Cattle Country Video – High Plains Showcase	Torrington, Wyo.
July 8-12	Superior Livestock Auction – Week in the Rockies XXXI	Loveland, Colo.
July 8-10	Western Video Market	Reno, Nev.
July 22-24	Northern Livestock Video Auction – Summertime Classic	Billings, Mont.
July 29 – Aug. 2	Superior Livestock Auction – Video Royale XXVII	Winnemucca, Nev.
Aug. 6-7	Cattle Country Video – Oregon Trail Classic	Gering, Neb.
Aug. 12-13	Western Video Market	Cheyenne, Wyo.
Aug. 19-23	Superior Livestock Auction – Big Horn Classic	Sheridan, Wyo.
Aug. 19-20	Northern Livestock Video Auction – Early Fall Preview	Billings, Mont.
Sept. 5	Cattle Country Video – Sandhills Roundup	Torrington, Wyo.
Sept. 10	Western Video Market	Ogallala, Neb.
Sept. 11-12	Superior Livestock Auction – Labor Day XXXV	Ft. Worth, Texas
Sept. 16	Northern Livestock Video Auction – Fall Premier Special	Billings, Mont. HW