

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.



Enroll in the Hereford Feedout Program

Maximize the worth of your genetics with the Hereford Feedout Program, a retained ownership program to feed your cattle and collect valuable data. The Hereford Feedout Program is designed to maximize profit potential, improve carcass EPD accuracy and expand market avenues.

Other program benefits include access to the U.S. Premium Beef® grid and marketing into the Certified Hereford Beef® brand. To participate in the feedout program, entries must be submitted by Oct. 1. Delivery to HRC Feed Yards, Scott City, Kan., is set for Dec. 15.

To learn more see pages 10 and 150 or visit Hereford.org/genetics/breed-improvement/feedout-program/. You can also contact Trey Befort, AHA director of commercial programs, at 816-842-3757 or Lee Mayo, general manager, HRC Feed Yards, at 620-872-5328.



Fed Steer Shootout details

Make sure to enter in the National Junior Hereford Association (NJHA) 2020 Fed Steer Shootout Contest. Steers must be delivered to Gregory Feedlots Inc., Dec. 1-7.

Gregory Feedlots will finance all costs through the competition, with total expenses deducted from final payment at the conclusion of the contest. Reports will be sent out and educational events will be

held throughout the contest for participants. A final report will also be returned to participants at the conclusion of the contest.

Awards will be given in both pen of 3 and individual divisions for purebred and commercial categories. Additional awards will also be given to participants completing the Performance Portfolio portion of the contest. Winners will be announced at the AHA Annual Meeting and Conference Honorees Award Ceremony.

Please visit Hereford.org/Youth/NJHA-fed-steer-shootout/ for more information or call Trey Befort at 816-842-3757.

HPI and AHA receive LPC awards

The AHA and Hereford Publications Inc (HPI) received three awards from the Livestock Publications Council (LPC) at the 2019 Ag Media Summit in Minneapolis, presented Aug.30.

Awards earned at this national contest are:

- 1st place association website
- 1st place national show coverage with the 2018 Junior National Hereford Expo results
- 2nd place annual report with the 2018 AHA Annual Report



Order your favorite JNHE pics

Did photos of the 2019 VitaFerm® Junior National Hereford Expo (JNHE) in this issue catch your eye? Then be sure to order your favorites today! To view and purchase photos taken at the 2019 JNHE by AHA staff, visit the Hereford Gallery at HerefordGallery.Shootproof.com.

The site will be updated with photos featured in the September issue and more! Photos available on Shootproof include show and award winners as well as candid photos from throughout the week.

The Hereford Gallery is your source for backdrop and candid photos from Association events throughout the year. Purchased images are sent to your email for immediate download. **HW**

2019 Annual Meeting Preview

Make plans to attend the 2019 American Hereford Association (AHA) Annual Meeting and Conference, set for Oct. 25-27 at the Sheraton Kansas City Hotel at Crown Center.

This year's "Talk Innovation" educational forum lineup includes four sessions led by industry leaders to discuss sustainability, grid marketing and more! Sara Place, senior director of sustainable beef production research at the National Cattlemen's Beef Association, will kick off the opening session with a welcome and discussion on beef's contribution to sustainable food production. Attendees will be able to attend all four sessions.

An industry trade show and "Hereford Helpline" will be open Friday as well, providing valuable networking and educational opportunities to learn more about industry products and AHA services. The evening will wrap up with the Hereford Honorees Reception and Awards Ceremony, and the Annual Membership Meeting will take place Saturday morning. The remainder of the weekend will be spent at the American Royal Complex for the Ladies of the Royal Sale and the junior and national open Hereford shows.

2019 Board of Directors candidates

The AHA nominating committee is pleased to announce the six candidates slated for election to the AHA Board of Directors. The 2019 candidates are:

Bill Goehring

Goehring Herefords
Libertyville, Iowa
Phone: 641-919-9365
Email: keosalebarn@netins.net

Whitey Hunt

Innisfail Farm
Madison, Ga.
Phone: 706-342-5353
Email: whitey@godfreysfeed.com

Becky King-Spindle

Bill King Ranch
Moriarty, N.M.
Phone: 505-252-0228
Email: bspin123@aol.com

Steve Merry

MGM Merry's Polled Herefords
Hartford, Wis.
Phone: 414-881-5274
Email: steven.merry@aurora.org

Richie Oakes

Vanderwork Herefords
Taloga, Okla.
Phone: 580-572-8395
Email: rgoakes@yahoo.com

Scott Torrance

Torrance Herefords
Media, Ill.
Phone: 309-746-6274
Email: torrance4@comcast.net

Annual Meeting Schedule*

Thursday, October 24

4 p.m. — Registration open

Friday, October 25

7 a.m. — Registration open

9 a.m. — Trade show open

TBD — Fed Steer Shootout judging

TBD — NHW Meeting

9:30-10:15 a.m. — Session 1 featuring Sara Place, NCBA

10-10:15 a.m. — Refreshment break

10:30-11:15 a.m. — Session 2

11:15 a.m.-12:45 p.m. — Trade Show Reception featuring
Certified Hereford Beef® hors d'oeuvres

1-2 p.m. — Session 3

2-2:15 p.m. — Refreshment break

2:15-3 p.m. — Session 4

5 p.m. — Trade show closes

5:30 p.m. — Hereford Honorees Reception

6:30 p.m. — Hereford Honorees Awards Ceremony

Saturday, October 26

9 a.m. — AHA Annual Meeting

2 p.m. — Ladies of the Royal Sale

5 p.m. — Junior Hereford Show

Sunday, October 27

7:30 a.m. — Senior Board Q&A Session

8 a.m. — National Hereford Show, followed by national and regional show awards presentation and National Queen selection

Noon — Supreme champion junior female selection

*Schedule subject to change

Hotel info

The Sheraton Kansas City Hotel at Crown Center

2345 McGee St.
Kansas City, MO 64108

Overflow: Argosy Casino Hotel and Spa

777 N.W. Argosy Parkway
Riverside, MO 64150

HW

Hannah Johnson named associate director of marketing and communications

The American Hereford Association (AHA) is thrilled to welcome its newest team member, Hannah Johnson, Jenera, Ohio, as the associate director of marketing and communications for the AHA. Johnson begins her post Aug. 26.

In this position, Johnson will manage the AHA's website and electronic communications, plan AHA events, including the Annual Membership Meeting and Conference, and manage AHA marketing and advertising campaigns utilizing multi-media channels.

Johnson's communications experience includes serving as the public relations intern for the Ohio Cattlemen's Association & Beef Council, the communications director for The Practice OSU (Ohio State University) — a student-run public relations firm — a social media intern for the Superior Group, Columbus, Ohio, and a fashion place intern for the Ohio FFA Foundation, Columbus.

"We are very excited to have Hannah on board as our associate director of marketing and communications," says Diane Meyer, *Hereford World* editor. "She comes with great experience in public relations and strategic communications. She has a passion for promoting this industry and what we do in a positive light."

Johnson is a May 2019 graduate of OSU with a degree in strategic communications and a minor in fashion and retail studies. During her collegiate career, she was an active member of the Public Relations Student Society of America (PRSSA), the Collegiate Ohio Agri-Women and the Zeta Tau Alpha sorority.

"I am very excited about a big move from Ohio to Kansas City and to start a career in ag communications," Johnson says. "I cannot wait to learn more about the American Hereford Association. My goal as I start this new position is to really focus on the strategic side of the communications at AHA. I want every message to serve a purpose and be easily understood by all audiences." **HW**



Hannah Johnson

'Hereford Shots' photo contest deadline extended

The American Hereford Association (AHA) will once again host the "Hereford Shots" photo contest for all photography enthusiasts. The entry deadline for the contest has been extended to Oct. 1.

Entries will be judged by a panel of industry experts. The top 10 photos will then compete for a "People's Choice" award on the AHA's Facebook page. The winning photo will be recognized online and in the *Hereford World* magazine. The winner will receive a \$100 *ShopHereford.com* gift card. For more information about the contest visit Hereford.org/2019/08/2019-hereford-shots-photo-contest/ or contact Diane Meyer at dmeyer@hereford.org.

Requirements:

- 1) Photos must include a representation of the Hereford breed.
- 2) Only high-quality, high-resolution, color photos submitted electronically will be accepted.
- 3) Digital submissions must be a minimum of 300 dpi, be sized 8-by-10 or 8-by-12 inches and be submitted in JPG format. **HW**

