

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.

Annual Meeting Notice

American Hereford Association

The 2019 American Hereford Association (AHA) Annual Membership Meeting will take place at 9 a.m., Saturday, Oct. 26, at The Sheraton Kansas City at Crown Center in Kansas City, Mo.

RSVP online at Hereford.org to assist us in planning the event appropriately.

To make hotel reservations at The Sheraton Kansas City, please call 816-841-1000 and ask for the AHA \$154 room rate. The last day to receive this rate is Oct. 2.

See Page 36 to view a complete schedule of the Annual Meeting and Conference. **HW**



Board candidates announced

The AHA nominating committee has selected six candidates for contention in the upcoming election of three new AHA Board directors. Turn to Page 38 for the candidate biographies and Page 40 for Q&A's with those running.

NORTHEAST REGION

Bill Goehring
Goehring Herefords
Libertyville, Iowa
641-919-9365
keosalebarn@netins.net

Steve Merry
MGM Polled Herefords
Hartford, Wis.
414-881-5274
steven.merry@aurora.org

Scott Torrance
Torrance Herefords
Media, Ill.
309-746-6274
torrance4@comcast.net

SOUTHEAST REGION

Whitey Hunt
Innisfail Farm
Madison, Ga.
706-342-5353
whitey@godfreysfeed.com

SOUTHWEST REGION

Becky King-Spindle
Bill King Ranch
Moriarty, N.M.
505-252-0228
bspin123@aol.com

Richie Oakes
Vanderwork Herefords
Taloga, Okla.
580-572-8395
rgoakes@yahoo.com

Hereford-influenced feeder calf sale listings

Operations big and small can take advantage of Hereford-influenced feeder calf sales to boost marketing efforts. Consigning Hereford and Hereford-influenced calves to a special Hereford sale is a great outlet for buyers interested in Hereford genetics and may result in a premium for the seller. Contact these organizers for specific requirements and deadlines:

Equity Livestock Special Red Hided Feeder Cattle Sale

Date: Oct. 2, 2019
Location: Equity Livestock Sales, Stratford, Wis.
Contact: 715-687-4101

Torrington Livestock Markets Hereford Special Section

Date: Oct. 14, 2019
Location: Torrington Livestock Markets, Torrington, Wyo.
Contact: 307-532-3333

Tennessee Hereford-Influenced Feeder Calf Sale

Date: Nov. 6, 2019
Location: Columbia, Tenn.

Kentucky Certified Hereford-Influenced Feeder Calf Sale

Date: Nov. 7, 2019
Location: Blue Grass Stockyards, Stanford, Ky.
Contact: 606-365-0665

Papa Alliance Red Hided Feeder Sale

Date: Nov. 15, 2019
Location: Bloomington, Wis.

Greater Midwest Hereford-Influenced Feeder Calf Sale

Date: Jan. 6, 2020
Location: Carthage Livestock Inc., Carthage, Ill.
Contact: 217-357-3314



Enter the 2020 Fed Steer Shootout contest

Powered by BioZyme® Inc., the National Junior Hereford Association (NJHA) Fed Steer Shootout is an industry-leading opportunity for NJHA members to gain invaluable industry education and experience. Contestants will collect feedyard performance and carcass data during the contest and are given the opportunity to gain a broad knowledge of the cattle feeding and packing industries through a comprehensive educational contest.

Steers must be delivered to Gregory Feedlots Inc., 1164 305 Ave. Tabor, IA 51653, from Dec. 1-7. Alternate delivery points may be available based on participation in your area. Please indicate interest in alternate delivery point on the entry form.

Steers will be managed at the discretion of the feedyard, and all costs will be financed by the feedyard 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 Reception.

Watch Hereford.org/Youth/NJHA-Fed-Steer-Shootout/ for the 2020 entry guidelines as they are established.



Hereford Feedout Program

The deadline to enter the Hereford Feedout Program was Oct. 1, 2020. Delivery date to HRC Feed Yards is Dec. 15, 2019. For more information, turn to the Commercial Connection column on Page 10 and the advertisement on Page 94.



Rachel Dotson joins AHA as editorial/production assistant

The American Hereford Association (AHA) is pleased to welcome its newest team member, Rachel Dotson, Kidder, Mo., as the editorial/production assistant for Hereford Publications Inc. (HPI). Dotson joined the team Sept. 9.

Rachel Dotson In this position, Dotson will manage editorial content and calendars, edit articles and columns for the *Hereford World*, attend AHA events for communications coverage and update the *Hereford Handbook*. She will also handle mailing subscriptions and typing for Creative Services projects and *Herefords On Demand* catalogs.

Dotson's editorial and communications experience includes serving as a project coordinator for the *Farm Journal*, Lenexa, Kan., a production manager and editor for the *National Swine Registry*, West Lafayette, Ind., a communications intern for the *American Royal*, Kansas City, Mo., and a marketing/communications intern for the *National Swine Registry*, West Lafayette.

"Rachel's skills and experience with agricultural publications make her a strong asset to the editorial and production management of HPI," says Diane Meyer, *Hereford World* editor and director of communications. "We are very excited about the talent she brings to the HPI team."

Dotson graduated from the University of Missouri in 2017 with a degree in science and agricultural journalism. During her collegiate career, she was an active member of Agricultural Communicators of Tomorrow, the University of Missouri Livestock Judging Team and was a reporter for the *Columbia Missourian*.

"I am honored to have the opportunity to join the American Hereford Association team [AHA] and to be a part of helping serve its members," Dotson says. "The breed has deep roots in the livestock history, and through my position, I hope to help continue the progression of the Association and connecting with the breeders who make up the AHA." **HW**

Acheson joins the AHA as North Central region field representative

The American Hereford Association (AHA) is pleased to welcome its newest team member, Alex Acheson, Elk Point, S.D., as the North Central region field representative for the AHA and the *Hereford World*. Acheson began his post Sept. 12.

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

Acheson's previous experience includes a six-year stint as a livestock field representative for Lee Ag Media/Minnesota Farm Guide, Mandan, N.D. As a field representative he developed marketing plans, provided sale ring service and attended tours, conventions and events. Acheson also gained valuable experience as a management trainee at the JBS USA Five Rivers Cattle Feeding® Kurer feedyard, Kersey, Colo., and as a herdsman for Mill Creek Ranch, Alma, Kan.

"The American Hereford Association is pleased to announce

the hiring of Alex Acheson as the new field representative for the states of Kansas, Minnesota, Nebraska, South Dakota and central Canada," says Joe Rickabaugh, AHA director of seedstock marketing. "Alex comes to AHA with six years of advertising sales and ring service experience working formerly with Lee Agri Marketing. He grew up raising Herefords in Kansas and has a deep commitment for the Hereford breed."

Acheson graduated from Kansas State University in 2009 with a bachelor's degree in animal science and industry, production management. He also earned an associate degree in agriculture from Hutchinson Community College. Acheson was a member of the livestock judging team at both institutions.

Acheson currently is a member of the Kansas Hereford Association and the American Hereford Association. **HW**



Alex Acheson

HPI announces 2020 summer internship

Hereford Publications Inc. (HPI) is offering a summer communications internship for college juniors and seniors to assist with the production of the *Hereford World* magazine and with the Creative Services department.

This is a 12-week, paid internship at the AHA headquarters in Kansas City, Mo., and provides experience in feature writing, photography, editing, proofing, design, communicating with clients and project management. The intern will also attend the Junior National Hereford Expo (JNHE) to assist in covering the event. Applicants must be working toward a degree in agricultural communications or agricultural journalism. Strong writing and editing skills are required, along with knowledge of Adobe InDesign,

Photoshop, Microsoft Office programs and Associated Press (AP) style.

Applications are due Friday, Dec. 6, 2019. Applicants can send their cover letter, resume, three writing samples and references to Caryn Vaught, HPI production manager, at cvaught@hereford.org or mail them to 11500 N. Ambassador Dr., Ste. 410, Kansas City, MO 64153.

Rush retires from the AHA after 14 years

Debbie Rush recently retired from the AHA after serving as the HPI production assistant for 14 years.

During her time, Rush handled routine production duties associated with the *Hereford World* and all printed pieces produced by the Creative Services team.



Debbie Rush

"Through the years, Debbie has been the customer service voice for Hereford Publications," says Caryn Vaught, HPI production manager. "We wish her the best in her retirement."

Rush played a key role in communicating with the field staff on collecting sale and show results. A few of her many other responsibilities were processing subscriptions for the *Hereford World*, typing for the Creative Services team and handling HPI payments.

"I enjoyed the work and the friendships I made with the staff at AHA," Rush says. "I was able to speak with customers from all over the country and a few international ones. Plus, I would occasionally get to see them in the office."

As Rush enters retirement, she is looking forward to spending more time with her granddaughter, traveling and reading. The AHA would like to thank Rush for all she has done during her time with the Association and wishes her a happy retirement.

Stay up-to-date with the revamped AHA sales results webpage

The *Hereford.org* Sales Results page got a recent facelift in time for the fall sale season.

"With the introduction of Herefords on Demand we have also expanded the quick sales results for the benefit of members," says Joe Rickabaugh, AHA director of seedstock marketing. "The expanded sales results will offer more information on a per sale basis."

To follow the latest results from Hereford sales across North America, visit *Hereford.org* and click on the Marketing tab to locate the Sales Results page.

Notice

The AHA Board unanimously approved a 10% increase in *Hereford World* advertising rates starting with the November 2019 magazine and a \$2 increase in registration fees effective Jan. 1, 2020. Additionally, the Board unanimously approved to change the rebate on DNA submitted through TSU from \$6 to \$4 effective Sept. 1, 2019. **HW**



Kevin Murnin joins the AHA as Mountain region field representative

Kevin Murnin, Worden, Mont., joins the American Hereford Association (AHA) as the Mountain region field representative for the AHA and the *Hereford World*. Murnin began his post Sept. 12.

In this role, Murnin will help breeders with marketing and genetic selection, along with attending Hereford sales and events. Additionally, he will contribute to educating members and commercial producers about AHA programs and other beef industry opportunities.

"We are pleased to have Kevin join the AHA field staff," says Joe Rickabaugh, AHA director of seedstock marketing. "Kevin brings a unique knowledge of marketing and genetics to this position. He will be working full time in the states of Colorado, Montana, North Dakota, Wyoming and western Canada. He has an expressed passion for being a fieldman for Hereford breeders and we look forward to him joining the American Hereford Association."

During Murnin's extensive involvement in the beef industry and working with seedstock and commercial cattle producers, he previously served as a beef genomics territory manager for Neogen. There, he was responsible for working with cattle producers on developing genomic plans based on their goals, along with developing DNA testing protocols and providing consultation.

Murnin is a Texas Tech University graduate with a degree in animal science. He is actively involved in his family's seedstock and commercial cattle operation and has served as a judge for various livestock shows across the northwest U.S.

"Throughout my career I have developed a passion for the seedstock industry and have recognized the true value genetics bring to commercial cattlemen," Murnin says. "I am excited for the opportunity to help producers reach their goals and continue to build demand for the Hereford breed." **HW**