

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.

Herefords headed to the 2020 NWSS

Plan ahead and book your place to stay now for the 2020 National Western Stock Show (NWSS) in Denver, Jan. 11-26. The entry deadline for the show is Nov. 20.

The Renaissance Denver Hotel and the Drury Inn & Suites Denver Stapleton have AHA rates available for Hereford breeders attending the NWSS:

Renaissance Denver

Stapleton Hotel:

3801 Quebec St.
Denver, CO 80207
303-399-7500

Cut off: Dec. 13, 2019

Rate: \$119 and up

Drury Inn & Suites

Denver Stapleton:

4550 N. Central Park Blvd.
Denver, CO 80238
303-373-1983

Cut off: Dec. 10, 2019

Rate: \$117 and up

Group code: 2372570

Upcoming Hereford-influenced feeder calf sales

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:

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

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 Creative Services projects.

This is a 12-week, paid internship at the AHA headquarters in Kansas City, Mo., and provides experience in feature writing, photography, editing, design and project management. The intern will also attend the Junior National Hereford Expo 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 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.



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, Dec. 1-7, 2019. Alternate delivery points may be available based on participation in your area. Please indicate interest in an 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.



Market a step further with Herefords On Demand

Herefords On Demand, AHA's recently launched innovative digital marketing tool, serves as a new online catalog production system for Association members and Hereford breeders.

In four simple steps, users can create online sale catalogs that feature "live" expected progeny differences (EPDs) and pedigree information, with data refreshed daily, searchable information within a catalog, video capabilities and sharing shortcuts. A Creative Services team member will work directly with the user to approve the catalog before posting it to the AHA website.

For more information on Herefords On Demand, please contact HPI at 816-842-3757 or hworld@hereford.org.

Loschke named records supervisor

The AHA is excited to name Laura Loschke as the records supervisor. In addition to her responsibilities as education and information services coordinator, Loschke will oversee the workflow and call logs of the records department as well as support the Customer Service staff.



"Laura is a natural and strong fit for the records supervisor position," says Stacy Sanders, director of records department. "She has also played a key role in the development of our DNA information management and is very knowledgeable in all aspects of customer service and processing in the records department."

Loschke joined the AHA in 2015 and has since held many key roles in the records department. In 2017, she was appointed the education and

information services coordinator, where she is responsible for creating educational materials to serve the AHA membership.

"Hands down, our Association has the best members, and I'm excited for the opportunity to continue working so closely with all of them," Laura says. "I look forward to leading the Customer Service team to continue to provide the best customer service in the industry. I'm already so proud of our Customer Service team and am excited for what the future holds."



Shop Hereford for holiday gifts

It's never too early to start your holiday gift shopping. ShopHereford serves as your one-stop shop for everything related to promoting Hereford cattle. Check out ShopHereford.com for new apparel, home décor or other Hereford-branded items.



HRF to host online sale

The Hereford Research Foundation (HRF) will host an online sale on Dec. 10 to generate funds for continued research. The HRF supports projects conducted in conjunction with universities, private firms and ranches that research methods to improve beef cattle production.

Whole Herd TPR compliance deadline

Dec. 1 is the final date to submit all dam reproductive status and weaning information for the spring calf crop. Whole Herd Total Performance Records (TPR™) is a system of registration and performance tracking whereby participating breeders update their cow herd inventory annually and are charged for performance data on a per cow basis as opposed to a per calf basis. Visit Hereford.org/member-services/whole-herd-tp/ for more information.



Identifying genetic markers to predict eye pigment

The AHA is collaborating with David Riley, Ph.D., Texas A&M, and Dorian Garrick, Ph.D., Massey University, New Zealand, to identify genetic markers to predict eye pigment and its potential relationship to eye disorders. Previous research suggests markers may exist that could assist in predicting an animal's eye pigment.

The first step to identifying these genetic markers is to collect data. Utilizing genotyped cows from the Olsen Ranch herd in Harrisburg, Neb., Riley and AHA staff members Shane Bedwell, chief operating officer and director of breed improvement, and Stacy Sanders, director of records, collected pictures and scored eye pigment levels on approximately 900 cows.

"I want to ultimately be able to predict with high probability from a DNA sample that a given animal will produce progeny with eye pigmentation..." Riley says. "I am really happy to again be working with Dr. Dorian Garrick on a research project with tremendous potential for impact. There are multiple investigations that could branch off of our main effort here and I plan on pursuing all of them. The Olsen's are great and I really appreciated spending a couple of days with them."

The researchers are now working to quantify the phenotypic data (eye pigment) collected with the pictures and, using the genotypes already on file, will be able to look for correlations in genetic markers and eye pigment. The goal is to identify markers with a high correlation to pigment.

"Research projects like this are valuable for gaining better understanding of Hereford genetics," Bedwell says. "With the importance of pigmentation to the breed, this is an important topic to research." **HW**