

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 head to the Hill

As the National Western Stock Show approaches next month, get ready for the Hereford events scheduled to take place Jan. 15-18, 2020. The National Hereford Junior Heifer Show will start at 8 a.m., Wednesday, Jan. 15. The National Hereford Bull Show is set for Thursday, Jan. 16, at 8 a.m., and the Pen and Carload Show will take place Friday, Jan. 17 at 8 a.m. The National Hereford Female Show will round out this year's events and will take place Saturday, Jan. 18, at 8 a.m. For a complete schedule and additional details, including information for the Mile High Night Sale and the 2020 Lot 1 Foundation Female, turn to Page 74.

Pérez Cattle Co. donates Lot 1

Pérez Cattle Co., Nara Visa, N.M. has generously donated the 2020 Lot 1 Foundation Female, PCC New Mexico Lady 8170 (reg. no. P43935358). All proceeds from Lot 1 go to the Hereford Youth Foundation of America in support of the Growing a Lasting Legacy campaign and supporting leadership and education for Hereford youth. This year's female was selected through an online "People's Choice" voting opportunity that started at the 2019 VitaFerm® Junior Hereford National Expo and wrapped up at the American Hereford Association's Annual Membership Meeting and Conference.

New Mexico Lady is a March 7, 2018, daughter of NJW 79Z 22Z Mighty 49C ET and out of C&M KTP New Mexico Lady 4006.

"The American Hereford Association's junior program is second to none, and it is amazing to see how it has increased in size

and developed its benefits for young adults," says Kyle Pérez of Pérez Cattle Co. "The program raised my brother and myself, and we are looking forward to watching our children grow up through it as well. It's an honor to be able to give back to the program with the donation of the Lot 1 female. This bred heifer represents the quality, type, and kind of female that we feel is the ideal Hereford cow and we are proud to have built a strong foundation around functional females just like her."

Summer internship opportunities

The AHA is offering two summer internship opportunities for college students looking to gain hands-on experience in production and event management. Both internships span from mid-May to mid-August, with specific starting and ending dates depending on the applicant's availability.

Junior activities internship—

The selected applicant will assist the AHA youth department with the planning and execution of junior shows and leadership events. Applicants must be enrolled in an agriculture-related major and should be self-starters, detail-oriented, outgoing and able to work well with all types of people. Travel to the Junior National Hereford Expo and the Faces of Leadership Conference are required.

To apply, send a cover letter, resume and references by Feb. 15 to Amy Cowan, AHA director of youth activities, acowan@hereford.org or 11500 N. Ambassador Dr., Ste. 410, Kansas City, MO 64153.

HPI internship—The selected applicant will assist the Creative Services team and the Hereford World staff in the production of

the *Hereford World* magazine and other creative projects. Applicants must be working toward a degree in agricultural communications, agricultural journalism or a related field, have strong writing and interpersonal skills, and knowledge of Adobe InDesign and Photoshop and Associated Press (AP) style. Photography and video skills are a plus.

To apply, please submit a cover letter, resume, three writing samples and references by Dec. 6 to Caryn Vaught, cvaught@hereford.org or 11500 N. Ambassador Dr., Ste. 410, Kansas City, MO 64153.

SHOP HEREFORD

Check out *ShopHereford.com* for holiday gifts

ShopHereford.com makes it easy to find a gift for all Hereford enthusiasts! Browse through a variety of apparel, home décor or other Hereford-branded items. Visit ShopHereford.com to place your order today.

Take advantage of Hereford-influenced feeder calf sales

Consigning Hereford and Hereford-influenced calves to a special Hereford sale not only provides a great outlet for buyers interested in Hereford genetics but also may result in a premium for the seller. Contact the organizer today for the specific requirements for this sale:

Greater Midwest Hereford-Influenced Feeder Calf Sale

carthagelivestock.com

Date: Monday, Jan. 6, 2020

Location: Carthage Livestock Auction, Carthage, Ill.

Contact: Brent Lowderman, 309-221-9621 **HW**