

# 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](mailto:info@hereford.org). Archived issues are posted at [Hereford.org](http://Hereford.org).



## WATCH FOR DELEGATE NOMINATION POSTCARDS

Postcards will be mailed to eligible American Hereford Association members in late April. Replies must be postmarked by June 1.

### Board Announcements

#### AHA requests Board nominations

The nominating committee is calling for volunteers interested in serving a four-year term on the Board of Directors for the American Hereford Association. State leaders and members are encouraged to contact prospective candidates within their state and region. This year's nominating committee is:

**Rob Helms, chairman**  
Lexington, Tenn.  
731-571-8213  
[robhelms@netease.net](mailto:robhelms@netease.net)\*

**Joe Ellis**  
Chrisman, Ill.  
765-366-5390  
[efbeef1@aol.com](mailto:efbeef1@aol.com)\*

**Guy Colyer**  
Bruneau, Idaho  
208-845-2313 (home)\*  
208-599-0780 (cell)\*  
[guy@hereford.com](mailto:guy@hereford.com)

**Bob Harrell**  
Baker City, Ore.  
541-403-2210  
[bob@harrellhereford.com](mailto:bob@harrellhereford.com)

**Gary Buchholz**  
Waxahachie, Texas  
214-537-1285  
[gary@gkbcattle.com](mailto:gary@gkbcattle.com)

*\*Please note contact information has been updated from the March 2020 issue.*

#### Hall of Fame/Merit nominations due June 1

Nominations for the AHA's prestigious Hall of Fame and Hall of Merit awards are due Monday, June 1. Deserving recipients for the 2020 induction will be honored

at the AHA Annual Meeting and Conference, Oct. 23-25.

The Hall of Fame honor recognizes Hereford breeders who have dynamically influenced the direction and advancement of the breed, while the Hall of Merit honor commends any individuals who have greatly influenced the cattle industry. Contact Anne Stuart at [astuart@hereford.org](mailto:astuart@hereford.org) or 816-842-3757 for more information.

### Breed Improvement

#### Make plans to attend the 2020 BIF Convention

The 2020 Beef Improvement Federation (BIF) Research Symposium and Convention will be June 9-12 in Kissimmee, Fla. Every year the convention draws a large group of leading seedstock and commercial beef producers, academics and allied industry partners. Education sessions will focus on how the beef industry can enhance value through genetic improvement across a range of attributes that affect the value chain. The deadline for discounted registration is May 15. Visit [BeefImprovement.org](http://BeefImprovement.org) for more information.

### Commercial

#### Upcoming Hereford-influenced feeder calf sales

Take advantage of these upcoming Hereford-influenced feeder calf sales to provide a great outlet for buyers interested in Hereford genetics.

**Tennessee Hereford Marketing Program Feeder Calf Sale**  
**Date:** April 15

**Location:** Tennessee Livestock Producers, Columbia, Tenn.

**Contact:** Richard Brown, 931-239-9785

#### Kentucky Certified Hereford-Influenced Sale

**Date:** May 14

**Location:** Bluegrass Stockyards South, Stanford, Ky.

**Contact:** Lowell Atwood, 606-669-1455

#### Tennessee Hereford Marketing Program Feeder Calf Sale

**Date:** Nov. 4

**Location:** Tennessee Livestock Producers, Columbia, Tenn.

**Contact:** Richard Brown, 931-239-9785

### National Shows

#### Update to AHA show rules

As of May 1, 2020, the following show rules will go into effect.

- The age of calves at the side of cow-calf pairs will change to 240 days from 270 days.
- For shows occurring Jan. 1, 2021, and after, a senior yearling female class and division will be allowed. Females must show with a calf at her side.

### Marketing

#### July Hereford World ad deadlines

Advertising in the July *Hereford World* is a great opportunity to reach potential customers. To receive a 5% early bird discount, submit your ad by April 24.

The final deadline for all ad materials is May 22. A late fee of 10% will be assessed on ads received after the final deadline.

Contact our AHA field representative today to reserve your ad space.

### Enroll in the *Hereford Register*

The 13th edition of the *Hereford Register* will be published as a special bound-in section in the July 2020 *Hereford World*.

These “yellow pages” of Hereford breeders throughout the U.S. and Canada include a listing of July advertisers with a quarter-page or larger ad and July seedstock advertisers. See Page 48 to fill out a mail-in form. Listings include name, address, telephone number, email address and website domain. If you are not a July advertiser, listings can be purchased for \$50.

Listings are organized by state, then alphabetically by ranch or farm name. Seedstock ads are added at the end of the section and are available for \$385 per inch per year.

The deadline for submissions is May 15. Reprints will be available upon request. For more information, contact Alison Marx at [amarx@hereford.org](mailto:amarx@hereford.org) or call 816-842-3757.

### Youth

#### Entries open for JNHE

Online entries are now open for the 2020 VitaFerm® Junior National Hereford Expo (JNHE) July 11-18 in Louisville, Ky. Visit [JrHereford.org](http://JrHereford.org) to enter online and to receive more information.

Please note all entries must be completed online.

Entry packets have been mailed to all active junior members — one per household. JNHE participants must pay \$5 to participate in showmanship. All showmanship contestants must pre-enter by June 1 and must pay the entry fee at that time.

#### Entry deadlines:

**Early bird online entry deadline (\$20 discount): May 1**



#### Final ownership and entry deadline: June 1

If you have questions about the online entry process or anything related to JNHE, contact Bailey Clanton at [bclanton@hereford.org](mailto:bclanton@hereford.org) or Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org).

#### JNHE sponsorship, show program ads available

The Kentucky Host Committee is excited to facilitate the 2020 JNHE July 11-18 in Louisville, Ky. See

Page 17 or visit [JrHereford.org](http://JrHereford.org) for a complete schedule.

The JNHE fundraising team is soliciting sponsorships and show program advertisers. Contact Bailey Clanton at [bclanton@hereford.org](mailto:bclanton@hereford.org) or Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org) or call 816-842-3757 to learn more.

For more information about how to get involved and how to support one of the world's largest junior beef breed shows, visit [JrHereford.org](http://JrHereford.org) and click on “JNHE” under the “Youth” tab. **HW**