

# 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).

## Breed Improvement

### Commercial MD test now available

The AHA is pleased to announce Neogen® has developed a commercial test for Mandibulofacial Dysostosis (MD) and is ready to test all animals recorded in the AHA database. Members must contact the AHA Customer Service either by phone or email to request an official MD test. Consequently, you cannot request an MD test on MyHerd. It is important to contact Customer Service to request the MD test so that we can send you the correct sample submission form (DNA kit) to accompany your sample.

Pricing is dependent on the type of test you need. If you already have DNA submitted on an animal at the lab, the cost is \$20. The lab will pull an existing sample and extract DNA for the MD test. If you want to screen suspect carriers in your herd, you can submit a DNA sample to test for MD for a \$20 fee.

If you want to add the MD test to the basic test, the total charge is \$55. For this combination, the MD test will be offered at \$13 on top of the \$42 test fee for the basic genomic profile.

The AHA appreciates your cooperation and patience while this commercial test was being developed and we thank the University of Nebraska-Lincoln for providing testing options in the interim.

## Commercial

### Hereford Feedout Program enrollment

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 aimed to maximize profit potential, improve carcass expected progeny difference 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 Nov. 1. Delivery to HRC Feed Yards, Scott City, Kan., is set for Dec. 15.

To learn more, visit [Hereford.org/genetics/breed-improvement/feedout-program/](http://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.

## Youth



### Fed Steer Shootout contest details

Entries are now being accepted for the 2021 National Junior Hereford Association (NJHA) Fed Steer Shootout contest. Steers must be delivered Dec. 15 to HRC Feed Yards, Scott City, Kan.

Throughout the contest, participants will receive various data reports for their steers on feed and will be given the opportunity to participate in a number of educational activities. Awards will be given in both pen of three and individual divisions for purebred and commercial categories. Participants completing the Performance Portfolio portion of the contest will also be given

the chance to compete for additional awards.

Visit [Hereford.org/Youth/NJHA-Fed-Steer-Shootout](http://Hereford.org/Youth/NJHA-Fed-Steer-Shootout) for more information or call Trey Befort at 816-842-3757.

### Fall scholarship deadline approaching

Sept. 10 is the last day NJHA members can submit applications to the 2020 Hereford Youth Foundation of America (HYFA) fall scholarship program. HYFA scholarship program is designed to provide recognition for outstanding members of the NJHA. This coming year, HYFA will award more than \$200,000 of academic scholarships to Hereford youth. Visit [HerefordYouthFoundation.submittable.com/submit](http://HerefordYouthFoundation.submittable.com/submit), to apply today.

## National Shows

### JNHE pics available

Be sure to order your favorite memories captured at the 2020 VitaFerm® Junior National Hereford Expo (JNHE). To view and purchase photos taken at the



2020 JNHE, visit the Hereford Gallery at [HerefordGallery.Shootproof.com](http://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.

### Staff Announcements

#### Schmidt joins the AHA as customer service representative



**Julia Schmidt**

The AHA is pleased to welcome its newest team member, Julia Schmidt. Schmidt began her post as customer service representative Aug. 3.

The customer service representatives play a vital role in the performance of the AHA team. Schmidt will serve as a customer liaison for resolving questions, interpreting discrepancies, conveying accurate information and promoting participation in Association programs and services.

"We're beyond excited to have Julia join the AHA team and look forward to having our membership get to know her," says Laura Loschke, AHA education and information services coordinator and records supervisor.

Schmidt served as a research technician for Agri-Research Center, where she conducted research and collected data. Her position was focused on electronic data capturing and communicating the data results. Prior to that, Schmidt worked as a supplemental instructor with West Texas A&M University and also interned with the First National Bank of Syracuse. She is a winter 2019 graduate of West Texas A&M University with a bachelor's degree in agricultural business and economics.

"I am excited for the opportunity to join the American Hereford Association team," Schmidt says. "I look forward to utilizing my cattle experience to better serve the AHA membership."

## 2020 AHA Annual Membership Meeting and Conference disclaimer

The American Hereford Association (AHA) recognizes that COVID-19-related restrictions may result in scheduling changes for the 2020 Annual Membership Meeting and Conference. The AHA is monitoring the fluidity of the situation and assures the membership the Membership Meeting and Board of Directors election will take place either in-person, virtually or through a combined format. At this time, the Membership meeting and election is scheduled for Saturday, Oct. 24, at the Loews Hotel in Kansas City, Mo. Please visit [Hereford.org/events/annual-meeting/](http://Hereford.org/events/annual-meeting/) for the latest announcements regarding the 2020 event. **HW**

#### Runner continues with the AHA as office assistant and event coordinator

The AHA is excited to welcome Halie Runner to Team Hereford as the office assistant and event coordinator. Runner began her post in August.



**Halie Runner**

In this position, Runner will assist with operations including the organization of voting delegates, coordinate the Annual Membership Meeting and Conference and other office events and activities.

"Through my time in the livestock industry, I have found that there is no family more humble, dedicated and welcoming than the Hereford family," Runner says. "I am excited to continue working with a breed that is rooted deep in their heritage and devoted to grow its breeders and cattle."

Runner recently served as the 2020 AHA youth activities intern where she helped organize and facilitate the 2020 National Junior Hereford Expo. She is a May 2020 graduate of Oklahoma State University (OSU) where she majored in animal science and agricultural communications. Prior to attending OSU, Runner was a member of the Lincoln Land Community College livestock judging team.

"We are pleased to have Halie joining the AHA team after her serving as the youth activities intern," says Jack Ward, AHA executive vice president. "She has a great livestock background and coupled with her animal science

and ag communications degree, makes her a perfect fit for the position."

### 2020 AHA Board candidates

The AHA nominating committee is pleased to announce the six candidates slated for election to the AHA Board of Directors. The 2020 candidates are:

#### Wyatt Agar

Durbin Creek Ranch  
Thermopolis, Wyo.  
Phone: 307-867-2404  
Email: [Wyatt.agar@gmail.com](mailto:Wyatt.agar@gmail.com)

#### Jimmy Atlas

Grandview, Texas  
Phone: 214-202-5178  
Email: [Atlasfarms@sbcglobal.net](mailto:Atlasfarms@sbcglobal.net)

#### Barry Morrell

Morrell Ranches  
Willows, Calif.  
Phone: 530-682-5808  
Email: [Morrellbarry@yahoo.com](mailto:Morrellbarry@yahoo.com)

#### Richie Oakes

Vanderwork Herefords  
Taloga, Okla.  
Phone: 580-572-8395  
Email: [Rgoakes@yahoo.com](mailto:Rgoakes@yahoo.com)

#### Jerome Ollerich

Ollerich Bros. Herefords  
Winner, S.D.  
Phone: 605-557-3246  
Email: [Jeromeo@goldenwest.net](mailto:Jeromeo@goldenwest.net)

#### Bob Schaffer

Deer Track Farm  
Spotsylvania, Va.  
Phone: 540-582-9234  
Email: [Bob@DeerTrackFarm.com](mailto:Bob@DeerTrackFarm.com) **HW**