

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

2020 American Hereford Association annual meeting updates

The 2020 American Hereford Association (AHA) Annual Membership Meeting and Conference will be held Oct. 19-24. The weeklong "Hereford Homecoming" celebration will feature virtual options for those unable to attend the event in Kansas City, Mo.

RSVP online at Hereford.org to assist us in planning the event. For hotel reservations at the Loews Kansas City Convention Center, please call 1-877-748-1451 and use the group code, AHA028, to receive the \$179 room rate.

See Page 30 for more information on the following event changes:

- Educational forum and awards ceremony
- Friday night social
- Hall of Fame/Merit inductee breakfast
- Annual Membership Meeting and Board of Directors election **HW**



Board announcements

The AHA nominating committee has selected six candidates for contention in the upcoming election of three new AHA Board directors. Turn to Page 36 for the candidate biographies and Page 42 for the Q&As with those running.

NORTHWEST REGION

Wyatt Agar
Durbin Creek Ranch
Thermopolis, Wyo.
Phone: 307-867-2404
Email: Wyatt.agar@gmail.com

Jerome Ollerich
Ollerich Bros. Herefords
Winner, S.D.
Phone: 605-557-3246
Email: Jeromeo@goldenwest.net

SOUTHEAST REGION

Bob Schaffer
Deer Track Farm
Spotsylvania, Va.
Phone: 540-582-9234
Email: Bob@DeerTrackFarm.com

SOUTHWEST REGION

Jimmy Atlas
Grandview, Texas
Phone: 214-202-5178
Email: Atlasfarms@sbcglobal.net

Barry Morrell
Morrell Ranches
Willows, Calif.
Phone: 530-682-5808
Email: Morrellbarry@yahoo.com

Rickie Oakes
Vanderwork Herefords
Taloga, Okla.
Phone: 580-572-8395
Email: Rgoakes@yahoo.com

Commercial



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. For commercial female listings, visit Hereford.org/commercial/marketplace/female-listings/.

Tennessee Hereford Marketing Program Feeder Calf Sale

Date: Nov. 4, 2020
Location: Columbia, Tenn.

Kentucky Hereford-Influenced Feeder Calf Sale

Date: Dec. 3, 2020
Location: Stanford, Ky.

Greater Midwest Hereford-Influenced Feeder Calf Sale

Date: Jan. 4, 2021
Location: Carthage, Ill.
Contact: 217-357-3314

Hereford Feedout Program

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/. 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.

Hereford Publications Inc.



HPI accepting 2021 summer internship applications
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 experiences in feature writing, photography, editing, proofing, design, communicating with clients 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 (AP) style.

Applications are due Friday, Dec. 4. 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.





ShopHereford

New ShopHereford feature items
 ShopHereford serves as your one-stop shop for everything related to promoting Hereford cattle. Be sure to check out *ShopHereford.com* for new apparel, home décor or other Hereford-branded items. With each purchase you are proudly representing Hereford and supporting the AHA, Certified Hereford Beef®, NJHA and the Hereford Youth Foundation of America. We thank you for your ongoing support!

Have ideas or suggestions about merchandise to include on ShopHereford? Email us at Shop@hereford.org. **HW**



Feature products at *ShopHereford.com*:
 1) CHB great steaks tee, 2) AHA stone hat, 3) Hereford men's soft shell vest and 4) Growing up Hereford onesie.

Stay up-to-date during fall sale season

Fall sale season is in full swing. Be sure to follow along with recent sale results by visiting the "Sale Results" page under the "Marketing" tab on the AHA website. To view current Herefords On Demand (HOD) production catalogs, click on "Production Catalogs" located under the "Marketing" tab as well. Let HOD help you find your next herd bull or foundation female with its ability to provide weekly updated live estimated progeny differences and a search function within and across online catalogs.



Enter the 2021 Fed Steer Shootout contest

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 for more information or call Trey Befort at 816-842-3757.

