

# 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).

## Commercial

### Take advantage of 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. For commercial female listings, visit [Hereford.org/commercial/marketplace/female-listings/](http://Hereford.org/commercial/marketplace/female-listings/).

### Greater Midwest Hereford-Influenced Feeder Calf Sale

**Date:** Jan. 4, 2021

**Location:** Carthage, Ill.

**Contact:** 217-357-3314

## Hereford Publications Inc.

### Follow HPI on social media

The Hereford Publications Inc. (HPI) staff aims to help cattlemen promote their genetics and share their story — through the development of a compelling advertising campaign or creating a creative marketing piece. Stay up to date on the services provided by HPI by following the Facebook and Instagram accounts.

## National Shows

### Team Hereford travels to OKC

The Cattlemen's Congress kicks off the 2021 show season, which will take place in Oklahoma City, Okla., Jan. 7-10, 2021. The National Hereford Junior Female Show is scheduled for Thursday, Jan. 7, at 8 a.m. The National Hereford Bull Show is set for 9 a.m., Friday, Jan. 8, and the Pen Show will take place Saturday, Jan. 9, at 8 a.m. The

National Hereford Female Show will round out this year's events Sunday, Jan. 10, at 8 a.m. For a complete schedule and additional details, including information for the Hereford Night Sale, turn to Page 65.

## Youth

### 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 applicants' 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. 1, 2021, to Amy Cowan, AHA director of youth activities, [acowan@hereford.org](mailto: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 have knowledge of Adobe InDesign and Photoshop and Associated Press style. Photography and video skills are a plus.

To apply, please submit a cover letter, resume, three writing samples and references by Dec. 4 to Caryn Vaught, [cvaught@hereford.org](mailto:cvaught@hereford.org) or 11500 N. Ambassador Dr., Ste. 410, Kansas City, MO 64153.

### HYFA presents the Pick of the Paintings

The Hereford Youth Foundation of America (HYFA) will feature a Pick of the Paintings during the Hereford Eve Sale in Oklahoma City, Jan. 8.

This spring at the World Hereford Conference, the HYFA travel scholarship team discovered these original works of art in the Gallery of Fine Art in Queenstown, New Zealand.

The proceeds from the two oil paintings on canvas will benefit the education and leadership mission of the HYFA and the top bidder will receive their pick of these one of kind masterpieces from New Zealand. Turn to Page 67 for more information.

## ShopHereford

### ShopHereford for your 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](http://ShopHereford.com) to place your order today. **HW**

