

# 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

### Online auction generates more than \$65,000 for the Hereford Research Foundation

An online auction benefiting the Hereford Research Foundation (HRF) raised more than \$65,000 Dec. 8, in a 50-lot sale.

"The HRF wouldn't be where it is today without support from the donors and buyers who back this foundation," says Shane Bedwell, AHA chief operating officer and director of breed improvement. "We greatly appreciate those involved who made this sale a success and continue to support the progression of the breed."

Established in 2009, the HRF supports breed improvement initiatives designed to enhance beef cattle production. These research projects are conducted throughout the U.S. in conjunction with universities, private firms and ranches and are funded entirely by donations. Extensive time and resources are spent each year by the AHA to advance both the breed and the beef cattle industry through various ongoing projects.

### Use J for 2021 letter code

The year letter code for 2021 is J. This notice is for producers who use letter codes in their identification systems. For more information on tattoo and identification tips, please visit Herd Management Tools under the Member Service tab at [Hereford.org](http://Hereford.org).

### Cattle Convention moves to Aug. 10-12

The 2021 Cattle Industry Convention & National Cattlemen's Beef Association will be Aug. 10-12 at the Gaylord Opryland Resort & Convention Center in Nashville, Tenn. For more information and a tentative schedule, visit [Convention.ncba.org](http://Convention.ncba.org).

## Commercial

### Attention commercial cattlemen

The AHA realizes progressive cattlemen have many challenges in today's market. To make selling and buying Hereford-influenced feeder cattle easier, visit the AHA's website and click on the "Commercial" tab. From there, users can sort from feeder cattle or commercial female listings. Each page displays groups of cattle available and provides the option to

list your Hereford-influenced cattle for sale. Groups listed on these pages are communicated to a network of interested cattle feeders.

Sellers can fill out the informational fields which contain questions related to basic herd information, genetic overview and management records; the site also allows sellers to upload photos. For more information or questions related to the free tool, contact Trey Befort at 816-842-3757 or email [tbeafort@herefordbeef.org](mailto:tbeafort@herefordbeef.org).

### Hereford Marketplace Commerical Facebook page

Keep up to date on the latest commercial Hereford-influenced cattle listings through the Hereford Marketplace - Feeder Cattle & Commerical Replacement Females Facebook page. This page will be used to list commercial Hereford-influenced cattle enrolled in AHA commercial marketing programs. To view or list cattle visit [Hereford.org/commercial/marketplace/](http://Hereford.org/commercial/marketplace/).

## Hereford Publications Inc.

### Follow HPI on social media

The Hereford Publications Inc. (HPI) staff aims to help producers 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.

### HPI and AHA staff win LPC awards

HPI and the AHA staff received six awards in the Livestock Publications Council (LPC) Contest presented during the 2020 Ag Media Summit.

The competition honored livestock businesses/media for items published in 2019.

Honors received are:

**First place national show coverage:** 2019 Junior National Hereford Expo (published in September)

**First place feature/human interest story:** Blessings From the Wreckage (published in December) by Christy Couch Lee

**Honorable mention brochures, flyers, direct mail:** Cedar Butte Land & Livestock



Rachel Dotson

## Dotson named director of communications and digital content

The American Hereford Association (AHA) is excited to name Rachel Dotson as the director of communications and digital content. Dotson will oversee the AHA's website and electronic communications and manage AHA marketing and advertising campaigns.

"Rachel brings a strong skillset to this position and we are excited about the direction she will take the AHA's digital efforts," says AHA Executive Vice President Jack Ward.

Dotson joined the AHA in 2019 as the editorial and production assistant. Dotson's communications and digital advertising experience include serving as a project coordinator for the *Farm Journal*, Lenexa, Kan., and as a production manager and editor for the *National Swine Registry*, W. Lafayette, Ind.

"I am excited for the opportunity to continue working on expanding the AHA's strongly established digital voice," Dotson says. "As the need for digital marketing and advertising continues to grow, I look forward to helping the AHA and its members embark on this journey." **HW**

**Honorable mention livestock catalog:** Curry Herefords' Online Sale Catalog

**First place livestock-affiliated catalog:** Torrance Herefords' Sale

**First place annual report:** 2019 AHA Annual Report

## Youth

### AHA offers junior internship and ambassador positions

The AHA is offering opportunities for college students hoping to gain valuable real-world experience in managing youth activities.

**Junior activities internship:** The AHA youth department is seeking college juniors or seniors to assist 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. Attendance at the Junior National Hereford Expo (JNHE) and the Faces of Leadership Conference are required.

To apply, send a cover letter, resume and references by Feb. 1 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.

### JNHE ambassador program:

College students may also apply for the JNHE ambassador program. The 2021 ambassadors will assist the National Junior Hereford Association board and the AHA staff throughout the week of and prior to the JNHE. Ambassadors will spend the week before at the AHA office in Kansas City, Mo.

Candidates must be a 2021 high school graduate, or older, and must have national show experience. Ambassadors cannot be exhibitors or competitors at the 2021 JNHE.

Applications and additional information on both the intern and ambassador positions can be found online at [Hereford.org/youth/njha/internships-ambassador-program/](http://Hereford.org/youth/njha/internships-ambassador-program/).

## ShopHereford

### See the latest ShopHereford inventory

Start out the new year with new Hereford gear by checking out the new apparel items that have been added to ShopHereford. In addition to Hereford-branded apparel, explore the "General Store" tab to find other handy Hereford items, ranging from mugs to keychains. The one-stop shop makes representing your favorite brand easy! Follow the ShopHereford Facebook page to keep up with the latest inventory. Sign up to get exclusive new item arrival updates delivered to your inbox at [ShopHereford.com](http://ShopHereford.com). **HW**