

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.



NOTICE: 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

Nominate AHA Board directors

The AHA's Board of Directors nominating committee is requesting volunteers to serve a four-year term as a director. Members are encouraged to contact representatives in their respective regions to submit nominations.

This year's nominating committee is:

Dave Bielema, chairman

Ada, Mich.

616-292-7474

greatlakesherefordbeef@gmail.com

Terri Barber

Channing, Texas

817-727-6107

terri.barber@elancoah.com

Mark Cooper

Willow Creek, Mont.

406-539-6885

mark@cooperherefords.com

Ryan McGuffee

Mendenhall, Miss.

601-668-1000

ryanmcgu@bellsouth.net

Dave Wiese

Manning, Iowa

712-210-6378

wieseandsons@gmail.com

Hall of Fame/Merit nominations due June 1

Nominations for the AHA's prestigious Hall of Fame and Hall of Merit awards are due Tuesday, June 1. Deserving recipients for the 2021 induction will be honored at the AHA Annual Meeting and Conference, Oct. 22-24 at the Loews

Kansas City Convention Center in Kansas City, Mo.

The Hall of Fame honor recognizes Hereford breeders who have dynamically influenced the direction and advancement of the breed. The Hall of Merit honor commends any individuals who have greatly influenced the cattle industry. Contact Halie Runner at hrunner@hereford.org or 816-842-3757 for more information about sending in your nomination.

Marketing

Herd Bull and Reference Edition advertising

Don't miss out on the great advertising opportunities in July's Herd Bull and Reference Edition of the *Hereford World*. Submit your advertisement by Friday, April 30, to receive a 5% early bird discount.

The final deadline for all advertising materials is Friday, May 28. A late fee of 10% will be assessed on materials received after the final deadline.

Contact our AHA field representative today to reserve your space.

Get featured in the *Hereford Register*

The 14th edition of the *Hereford Register* will be published as a special bound-in section in the July *Hereford World*.

These "yellow pages" of Hereford breeders located in the U.S. and Canada feature 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 *Hereford World* 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 Monday, May 24. Reprints will be available upon request. For more information, contact Alison Marx at amarx@hereford.org or 816-842-3757.



"Ka-Ching" downloads available

The AHA has released its latest installment of the "Come Home to Hereford" national advertising campaign. Visit Hereford.org/marketing, and click on "Marketing Resources" located beneath the "Hereford Sales" tab. See how Hereford genetics bring more pounds, more calves and more profit to your operation.

Save the Date

2021 BIF Convention

Venture to Des Moines, Iowa, for the 2021 Beef Improvement Federation (BIF) Annual Meeting and Research Symposium, June 22-25, and join seedstock producers

and researchers as they take innovation to application. Visit Beefimprovement.org for more information.

2021 Cattle Industry Convention & NCBA Trade Show

Tune in to Tennessee for #CattleCon21 in Nashville, Aug. 10-12. The Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show is agriculture's premier event where the industry comes together to get down to business for the cattle industry. More than 9,000 cattlemen and women will gather for 3.5 days of education, fellowship, networking, business and fun. Visit Convention.ncba.org for more information.

Youth

Entries open for JNHE

Online entries are now open for the 2021 VitaFerm® Junior National Hereford Expo (JNHE) July 3-9 in Kansas City, Mo. Visit 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 per entry): **May 15**

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 or Amy Cowan at acowan@hereford.org.

Staff Announcements

Cindy Himmelberg joins Hereford World staff

Cindy Himmelberg joined the AHA team as the editorial designer/production assistant March 10.

In her role, Himmelberg will execute the design and production of the *Hereford World*, the official publication of the AHA. She will work to maintain the visual style of the publication and adhere to the

branding of Hereford Publications Inc. and the AHA.

"We are excited to welcome Cindy to Hereford Publications Inc. team," says Caryn Vaught, HPI production manager. "Cindy comes to us with a wealth of print publication knowledge, and we can't wait for her expertise and new perspective to help progress the *Hereford World*."

Himmelberg has more than 30 years of experience with print publications and recently served a 19-year stint as a senior graphic designer for Smith Lamar Advertising. She received her bachelor's of fine arts in graphic design at Kansas State University. Himmelberg resides in Overland Park, Kan., and enjoys spending time with her family.

"I have always had a passion for publications and that industry is where I started my career," Himmelberg says. "After venturing into the advertising realm, I knew I wanted to be back in publications. I feel this position is a great fit, and I am hopeful to help continue bringing the voice of the Hereford breed to life." **HW**