

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.



WATCH FOR DELEGATE NOMINATION POSTCARDS

Postcards will be mailed to eligible American Hereford Association members in April. Replies must be postmarked by June 1.

Certified Hereford Beef

Find CHB Near You



Your next Certified Hereford Beef® (CHB) meal is right around the corner! Find CHB near you at

CertifiedHerefordBeef.com/where-to-buy/.

Award Programs

Nominate Hereford Excellence

Nominations for the American Hereford Association's (AHA) Hall of Fame and Hall of Merit are due June 1. Deserving recipients will be inducted at the AHA Annual Membership Meeting and Conference, Oct. 22-24.

Fill out the online nomination form at Hereford.org>About>Hall of Fame and Hall of Merit.

Likewise, nominate Century and Golden breeders to honor Hereford breeders for 100 and 50 years in the business. Fill out the nomination form at Hereford.org>About>Century and Golden Breeders.

Notice:

Breeders can now request a DNA test for Mandibulofacial Dysostosis (MD) through their MyHerd account. **HW**

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*. The 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 your 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. 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.

Save the date

Beef Improvement Federation



The 2021 Beef Improvement Federation (BIF) Research Symposium and

Convention will be hosted in person, June 22-25, in Des Moines, Iowa. The BIF Symposium features two and a half days of educational programming and a full day of tours. Visit BIFSymposium.com to register and to view conference details, the complete program and lodging information.

Cattle Industry Convention and 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 a premier event where the cattle industry comes together to get down to business. More than 9,000 cattlemen and women will gather for three and a half days of education, fellowship, networking, business and fun. Visit Convention.NCBA.org for more information. **HW**

