

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.

Association News

Annual Meeting announcement

The 2021 American Hereford Association (AHA) Annual Membership Meeting and Conference will be Oct. 22-23 at The Loews Kansas City Hotel.

The "Come Home to Hereford" weekend schedule will include an educational forum and industry trade show on Friday, Oct. 22, followed by an AHA Board of Director's hosted social hour. The annual meeting and Hereford Honorees breakfast will take place Saturday morning, Oct. 23 and will honor the 2021 Hereford Heritage Hall of Fame and Hereford Hall of Merit inductees. The HYFA Scholarship winners, as well as the National Junior Hereford Association (NJHA) Fed Steer Shootout winners will be recognized at a special award's luncheon on Friday, Oct. 23 in conjunction with the educational forums. The national show award winners will be recognized at the American Royal on Sunday, Oct. 24, and the National Hereford Queen will be crowned for the coming year.

Calling Century and Golden Breeders

A highlight of the Hereford Honorees Reception during the AHA Annual Meeting and Conference is celebrating families who have raised Herefords for generations. The Century Breeder recognition honors families and operations in the Hereford business for 100 years; the Golden Breeder recognition honors those in the business for 50 years.

Queen Service Project

The red and white back the blue

Each year, the National Hereford Queen conducts a service project during the Junior National Hereford Exposition (JNHE). The

reigning queen, Kaylee McInvale of Lockney, Texas, chose to honor first responders. We'll let her explain:

This project is about giving back to first responders, nurses and anyone else who is on the frontline serving us every day. We're collecting items to donate to the Kansas City Police and Fire Departments, and to Saint Luke's Hospital. These men and women put their lives into their work each day, and it's time to show them our love and appreciation.

The hospitals would really like us to make thank-you cards they can hand out to their nurses and staff. I hope each family will consider making several thank-you cards that we can provide.

The police and fire departments would love it if we made blessing bags they could hand out or hygiene bags for the homeless. The police officers also said if y'all would like to donate or make food goodie bags for them, they would be very thankful.

If each family coming to the JNHE makes three or four blessing bags or hygiene bags, then we will have lots to give to the police and fire departments. Thank you, everyone. I can't wait to see you at the Hereford Spectacular in Kansas City, Mo.!

Please bring your donations to the National Hereford Women's booth at the 2021 JNHE.

Blessing bag ideas*

- **Necessities:** gallon-size zip-close bag, hand-warmers, bag of quarters, bottle of water, Band-Aids, baby wipes, hand sanitizer, washcloth and first-aid kit (travel-size).
- **Non-perishable foods:** Instant oatmeal packs, granola bars, energy bars, tuna cracker packs, trail mix, raisins,

peanuts, fruit/applesauce (with spoon), gum/hard candy, hot cocoa/spiced cider mixes, instant coffee mixes, tea packets and beef jerky sticks.

- **Personal items:** towels (bath and washcloth); biodegradable toilet paper; toothpaste, toothbrush and floss; soap, shampoo and deodorant; brush, comb and hair elastic bands; face and body care; feminine products; contact lens supplies, etc.
- **Toiletries:** toothbrush, toothpaste, floss, soap, deodorant, shampoo and conditioner, comb, personal hygiene items for women, sunscreen and lip balm.
- **Extras for any bag:** note of encouragement, prepaid phone card, grocery store gift card and list of local resources.

An example note of encouragement: "You Matter. You are not forgotten. Cast all of your anxiety on Him because He cares for you (1 Peter: 5-7)." That idea is from thriftnorthwestmom.com, where you can find printable note sheets and other blessing bag ideas.

*Adapted from thriftnorthwestmom.com

Staff Announcements

Ishmael named Executive Editor

Wes Ishmael, long-time cattle business journalist and communicator recently joined AHA as executive editor of *Hereford World* magazine (HW). He will oversee HW editorial planning and production, with emphasized focus on the commercial cattle industry.

"As a breed, we strive to serve commercial cattle producers with genetic solutions and genetic selection tools, along with programs

and information meaningful to their businesses,” says Jack Ward, AHA executive vice president. “Putting Wes in this new position strengthens our commitment to the commercial sector and our ability to communicate more effectively with them. His decades of work in the cattle industry also provide our breeders a different lens through which to analyze evolving issues that impact them and their commercial customers.”

Ishmael’s articles and columns have appeared in a variety of cattle business publications over time, including *BEEF* magazine, where he was a contributing editor for more than 20 years. He also publishes the daily Cattle Current markets newsletter and podcast.

“Whether it’s genomic technology, market segregation or nutritional management, the more we learn, the more we figure out what we don’t know,” Ishmael says. “I look forward to continue serving commercial cattle producers and Hereford breeders by working to share information that’s helpful to them. I’m excited to be part of the Hereford team.”

Tavernaro is new Managing Editor

The AHA welcomed Cristin Tavernaro as managing editor on May 17.

In this position, Tavernaro will join the editorial staff of *Hereford World* and work to maintain the communication voice of the Association and the breed.

“You always feel like you belong wherever you go in the ag industry and the AHA is no exception,” Tavernaro says. “I am truly grateful for the opportunity to serve in this position, and I am excited to join such an experienced and dedicated team.”

Tavernaro is from Caney, Kan., and graduated from Oklahoma State University (OSU) in 2019. At OSU she majored in agricultural communications and minored in agribusiness. Prior to joining AHA, she was an account

coordinator for Mod Op, LLC, formerly Sage Communications, where she served the public relations and marketing needs of various agricultural clients. She also completed a communications internship with Kansas Farm Bureau and an editorial internship with *Farm Journal*.

“We are extremely excited to have Cristin Tavernaro join the AHA editorial lineup. She brings a strong work ethic and writing talent to the HPI team. We are fortunate to have

Wes Ishmael as executive editor, Cristin as managing editor and Katie Miller as assistant editor heading up the editorial content of the *Hereford World*,” says Joe Rickabaugh, director of field management and seedstock marketing.

Jacobson selected as HPI Intern

Grace Jacobson, a native of Geneva, Neb., will serve as the *Hereford Publications, Inc.* (HPI) intern this summer. She is studying agricultural

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communications and global food systems leadership at Kansas State University (K-State).

"I am incredibly excited to serve as the HPI intern and learn from the incredibly talented staff," Jacobson says. "My time at the American Hereford Association will prepare me to excel after graduation."

Jacobson comes to the HPI team with experience in journalism, videography, photography and podcast production. During the last college semester, she served as the writing editor for the *Agriculturist*, K-State's College of Agriculture

student-run magazine. She is active in her sorority, Zeta Tau Alpha, and campus faith organization.

Since becoming the HPI intern, Jacobson was named a finalist for the Forrest Bassford Student Award, presented by the Livestock Publications Council. The winner will be announced during this summer's Agricultural Media Summit.

Jacobson's family has a small cattle operation, but she grew up showing purebred swine and participating in FFA and 4-H. Although she does not have direct experience with

Hereford cattle, she does with Hereford swine.

"We're fortunate to have someone with Grace's background and experience join the HPI team for the summer," says Joe Rickabaugh, director of field management and seedstock marketing. "She'll have a chance to learn from some of the industry's top-notch professionals, and we have the opportunity to learn from her. She also will hold school at the upcoming JNHE 5K and vows to kick everyone's tail in the race."

Burkholder joins the Certified Hereford Beef team

The Certified Hereford Beef® (CHB) brand welcomed Brenyn Burkholder as the marketing coordinator on June 1.

Burkholder is a Texas A&M graduate from Boerne, Texas. She grew up showing livestock and competing in judging events as an active member of 4-H and FFA. She graduated with a bachelor's degree in animal science, a bachelor's degree in agricultural communications and journalism and a certificate in meat science. While in college, she studied abroad with the Animal Science Department in England, Scotland and Ireland in 2018.

Burkholder was also a member of the Texas A&M Meat Judging Team and Wool Judging Team, where she was an All-American in both. Burkholder was a founding officer for the Texas A&M Meat Science and Technology Association, the first meat science club in Texas A&M's history. In founding the organization, she created a brand guide, logo, website and social media accounts for the association. In its first year, the association provided more than 2,000 servings of beef to The 12th Can, an on-campus food pantry at Texas A&M University, in collaboration with Cactus Cares. Burkholder was also a member of the College of Agriculture and Life Science Student Council,

Sigma Alpha Sorority, Agricultural Communications of Tomorrow and the Saddle and Sirloin Club.

Burkholder's work experience uniquely combined her passion for agriculture and communications. For more than two years, Burkholder worked as a student assistant for the Texas A&M AgriLife Extension Path to the Plate program. While there, she educated consumers about agriculture and its connection to health by producing more than 20 educational videos, creating more than 250 social media graphics, implementing agriculture campaigns, writing articles on the nutritional value of agriculture products and assisting with Extension events. Burkholder also worked for Producers Cooperative Association as an inside feed sales assistant. She interned for FlexTran Animal Care, Willoughby Livestock Sales, Show Barn Flix, the State Fair of Texas and the Houston Livestock Show and Rodeo.

Matheny chosen as AHA Director of Communications

Taylor Belle Matheny is the new director of communications and digital content for the American Hereford Association (AHA).

Matheny will develop strategies and content to promote Hereford seedstock to the cattle industry as she leads the creation of promotional and educational materials, videos and infographics.

"Taylor Belle's communication talents, history in the Hereford breed and previous experience provides us with an exciting opportunity to advance our breed and industry communication efforts," says Jack Ward, AHA executive vice president.

Originally from May's Lick, Ky., Matheny was the fifth generation in her family's Hereford operation. While a member of the National Junior Hereford Association, she was the 2016 National Hereford Queen

and chairman of the board of directors. She graduated from Kansas State University (K-State) in 2019 with a bachelor's degree in agricultural communications and journalism, and animal sciences and industry. Next, she earned a master's degree in agricultural communications at Texas Tech University.

"I am eager to share the Hereford story with our members and the industry," Matheny says. "The Hereford breed has an exciting future, and I am proud I get to be part of the team helping move us forward."

Before joining the AHA, Matheny was the events and recruitment coordinator for the K-State College of Agriculture. She brings a wealth of experience to the team from her previous communications internships at the Hereford Youth Foundation of America and the International Grains Program Institute. **HW**