

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.

Annual Meeting Notice

2021 American Hereford Association Annual Meeting

The 2021 American Hereford Association (AHA) Annual Membership Meeting and Conference — "Where Grit Builds Greatness" — will be Oct. 22-24 at the Loews Kansas City Convention Center in Kansas City, Mo. Please submit your RSVP online at Hereford.org/events/annual-meeting by Oct. 15 to assist us in planning the event.

For hotel reservations at the Loews Kansas City Convention Center, please call 877-748-1451. Use the group code AHA017 to get the special room rate beginning at \$179 per night.

Please see Page 32 for a detailed schedule of the Annual Membership Meeting and Conference. Attendance to the educational sessions, trade show and the national and regional award presentations is free to all AHA members and guests.

Stay up to date with all information regarding the Annual Meeting and Educational Forum at Hereford.org/events/annual-meeting. **HW**



Board announcements

Board candidates selected

The AHA nominating committee selected six candidates to run for three AHA Board of Director positions. The election will take place at the Annual Membership Meeting Oct. 23, 2021. Turn to Page 38 for the candidate biographies and Page 44 for the Q&As with those running.

NORTHEAST REGION

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Commercial

Hereford-influenced feeder calf sale listings

Boost your marketing efforts by participating in upcoming Hereford-influenced feeder calf sales, open to operations of all sizes. Consigning Hereford and Hereford-influenced calves to a special Hereford sale is an effective way to put cattle in front of buyers interested in Hereford genetics and may provide a price premium. Contact these organizers for specific requirements and deadlines. For commercial female listings, visit Hereford.org/commercial/marketplace/female-listings.

Tennessee Hereford Marketing Program Feeder Calf Sale

Date: Nov. 3, 2021
Location: Tennessee Livestock Producers – Columbia, Tenn.
Contact: Richard Brown
931-239-9785

Montana Hereford Association Hereford Influenced Feeder Calf Sale

Date: Nov. 10, 2021
Location: Headwaters Livestock Auction – Three Forks, Mont.
Contact: Denise Loyning
406-425-2252

Kentucky Certified Hereford Influenced Sale

Date: Dec. 2, 2021
Location: Bluegrass Stockyards South – Stanford, Ky.
Contact: Lowell Atwood
606-669-1455

Premium Whiteface Feeder Calf Sale hosted by MN Hereford Breeders

Date: Dec. 2, 2021
Location: Pipestone Livestock Auction Market – Pipestone, Minn.
Contact: Kent Heins – 612-280-4260
Ross Carlson – 320-808-7095
Pipestone Livestock Auction Market – 507-825-3306

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 3, 2022
Location: Carthage Livestock Auction – Carthage, Ill.
Contact: Brent Lowderman
309-221-9621

Hereford Feedout Program

Enrollment deadline approaching

The Hereford Feedout Program enables you to cost-effectively feed some of your cattle and collect valuable data through retained ownership. The program aims to maximize profit potential, improve carcass expected progeny difference (EPD) accuracy and expand market

avenues. Other program benefits include access to the U.S. Premium Beef® grid and marketing into the Certified Hereford Beef® brand.

To participate in the feedout program, entries must be submitted by Nov. 1, 2021. Delivery to HRC Feed Yards, Scott City, Kan., is Dec. 11-15. To learn more, visit Hereford.org/genetics/breed-improvement/feedout-program/. You can also contact Trey Befort, AHA director of commercial programs, at 816-842-3757 or Lee Mayo, HRC Feed Yards general manager, at 620-872-5328.

Sale Season

Stay up-to-date

Fall sale season is off to a strong start. You can keep track of the action and see recent sale results by visiting the "Sale Results" page under the "Marketing" tab on the AHA website. To view current Herefords On Demand (HOD) production catalogs, click on "Production Catalogs" located under the "Marketing" tab. Let HOD help you find your next herd bull or foundation female with its ability to provide weekly updated live EPDs and search for cattle meeting your criteria both within and across online catalogs.

Hereford Publications, Inc.

HPI accepting 2022 summer internship applications

Hereford Publications Inc. (HPI) is offering a summer communications internship for college juniors and seniors. The HPI intern will assist with the production of the Hereford World magazine and Creative Services department duties.

This is a 12-week, paid internship at the AHA headquarters in Kansas City, Mo., and provides experiences in feature writing, photography, editing, proofing, design, communicating with clients and project management. The intern will also attend the Junior National Hereford Expo to assist in covering the event. Applicants must be working toward a degree in agricultural communications or agricultural journalism. Strong writing and editing skills are required, along with knowledge of Adobe InDesign and Photoshop, Microsoft Office and Associated Press (AP) style.

Applications are due Friday, Dec. 3. Applicants can send their cover letter, résumé, three writing samples and references to Caryn Vaught, HPI production manager, at cvaught@hereford.org or mail them to 11500 N. Ambassador Dr., Ste. 410, Kansas City, MO 64153.



Featured products at ShopHereford.com: 1) Certified Hereford Beef® flag, 2) Hereford trucker hat, 3) Hereford kitchen bundle and 4) Hereford thermal canteen.

ShopHereford

Check out some feature items

ShopHereford serves as your one-stop shop for everything related to promoting Hereford cattle. Be sure to visit ShopHereford.com for new apparel, home décor or other Hereford-branded items. With each purchase you are proudly representing Hereford and supporting the AHA, Certified Hereford Beef®, National Junior Hereford Association and the Hereford Youth Foundation of America. Thanks for your ongoing support!

Have ideas or suggestions about merchandise to include on ShopHereford? Email us at shop@hereford.org.

Youth



Fed Steer Shootout entries due

Entries are now being accepted for the 2022 National Junior Hereford Association (NJHA) Fed Steer Shootout contest. Enrollment deadline is Nov. 1, 2021. Steers must be delivered Dec. 11-15 to HRC Feed Yards, Scott City, Kan. Throughout the contest, participants receive various data reports for their steers on feed and are given the opportunity to participate in several educational activities. Awards will be given in both the pen of three and individual divisions for purebred and commercial categories. Participants completing the Performance Portfolio portion of the contest will also be given the chance to compete for additional awards. Visit Hereford.org/Youth/NJHA-Fed-Steer-Shootout for more information or call Trey Befort at 816-842-3757.

Member Services

Order tags and TSUs early

As seasonal testing volume increases, please consider placing TSU and DNA orders sooner rather than later so you can have results available when you need them. TSU order forms are available at Hereford.org/genetics/dna-testing/. DNA requests can be made online through MyHerd or by calling or emailing the AHA Customer Service Department at 816-842-3757. **HW**