

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 sign up for *Hereford Headlines*, an electronic newsletter distributed the first Friday of each month by the American Hereford Association (AHA) highlighting Hereford news and events. You can also receive the *Bald Faced Bottom Line*, a commercially-focused electronic newsletter sent the third Friday of each month. To subscribe to these free newsletters, send an email to outreach@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 May 31.

Board Announcements

Nominate AHA Board of 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 nominees. This year's nominating committee is:

Tommy Mead, chairman
Midville, Ga.
706-339-0201
Tommy@meadcattle.com

Pete Atkins (Northwest region)
Tea, S.D.
605-351-9847
petea15@gmail.com

David Burns (Southeast region)
Pikeville, Tenn.
615-477-5668
burnsda2@gmail.com

Les Midla (Northeast region)
Marianna, Pa.
724-267-3325
nmidla@pulsenet.com

Kyle Pérez (Southwest region)
Nara Visa, N.M.
575-403-7971
kyleperez82@yahoo.com

Hall of Fame/Hall of Merit Nominations due June 1

Nominations for the AHA's prestigious Hall of Fame and Hall of Merit are due June 1. Deserving recipients for the 2022 induction

will be honored at the AHA Annual Meeting and Conference, Oct. 21-23, 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 individuals who have greatly influenced the cattle industry.

You may submit your nomination online by going to the AHA website at Hereford.org. You will find the nomination forms under the "About" tab.

Please contact Emily Wood at ewood@hereford.org or 816-842-3757 for more information about sending your nomination.

Youth



Entries open for JNHE

Online entries will open April 15 for the 2022 VitaFerm® Junior National Hereford Expo (JNHE), July 16-22, in Louisville, Ky. Visit JrHereford.org to enter online and to receive more information. Please note all entries must be completed online.

Spring *Advantage* newsletters have been mailed to all active junior members — one per household. In order to accommodate our growing contests, JNHE participants must pay \$5 to participate in showmanship and judging. All showmanship and judging contestants must pre-enter by June 1 and 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.

NJHA Board Applications Open

Twelve outstanding Hereford juniors serve on the National Junior Hereford Association (NJHA) board of directors. Every year, four board members are elected to three-year terms at the annual membership meeting, which is held in conjunction with the JNHE. During their term, directors develop and implement programs and events that serve junior Hereford members from across the nation. Candidate applications close June 1. Find more detail at Hereford.org/youth/njha/board.



Tune In!

The Junior Hereford Show podcast, produced by the NJHA, shares news and information for the next generation of Hereford leaders, breeders and enthusiasts. It and the new 1881 podcast (see to the right) are part of the new Hereford Network. Tune in with Spotify, Apple Podcasts, iHeart Radio, Podbean and more.

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 29, to receive a 5% early-bird discount.

The deadline for all advertising materials is Friday, May 27. A late fee of 10% will be assessed on materials received after that date.

Contact your AHA field representative today to reserve your space.

Feature Your Program in the Hereford Register

The 15th 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. If you are not a July *Hereford World* advertiser, listings can be purchased for \$50. See Page 40 to fill out a mail-in form. Listings include name, address, telephone number, email address and website domain.

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 Friday, May 27. Reprints will be available upon request. For more information, contact Alison Marx at amarx@hereford.org or 816-842-3757.

Association News



New Hereford Podcast

The AHA is proud to introduce the 1881 podcast, which shares stories of the breed's rich history in the beef industry, connects with people behind the bald face and shares the breed's impact on operations across the country. Each month, content will

appeal to cattlemen and women of all ages looking to learn more about the breed bringing people, "Home to Hereford." Tune in on Spotify, Apple Podcasts, iHeart Radio, Pandora or Podbean for the latest episodes.

Breed Improvement



Save the Date

2022 BIF Convention

This year's Beef Improvement Federation (BIF) Annual Meeting and Research Symposium will be held in Las Cruces, N.M., June 1-4. It's an annual highlight as seedstock breeders, commercial producers and researchers discuss the latest genetic innovations and applications. Visit BeefImprovement.org for more information.

CHB News



Seasonal Marketing Kits for Retail Partners

Certified Hereford Beef® is proud to provide new Seasonal Marketing Kits to retail partners. With a focus on seasonal trends, the marketing materials in the kits help stores promote *Certified Hereford Beef* and drive sales at the meat counter.

These digital kits include holiday-specific social media graphics, in-store posters, images, full-page advertisements, videos, recipe cards and more. All licensed retail partners can access the Seasonal Marketing Kits on the *Certified Hereford Beef* Partner Portal. **HW**