

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.

Association News

Plan to be in Kansas City

The 2022 American Hereford Association (AHA) Annual Membership Meeting and Conference — Built on Tradition. Engineered to Sustain. — will be Oct. 21-22 at The Loews Kansas City Hotel. The weekend schedule will include an educational forum and industry trade show on Friday, Oct. 21. The annual meeting and Hereford Honorees breakfast will take place Saturday morning, Oct. 22, and will honor the 2022 Hereford Heritage Hall of Fame and Hereford Hall of Merit inductees. The Hereford Youth Foundation of America (HYFA) Scholarship winners, as well as the National Junior Hereford Association (NJHA) Fed Steer Shootout winners will be recognized at a special awards luncheon on Friday, Oct. 21, in conjunction with the educational forums. The national show award winners will be recognized before the Ladies of the Royal on Saturday, Oct. 22. The National Hereford Queen will be crowned for the coming year on Sunday, Oct. 23.

Calling Century and Golden Breeders

Celebrating generational Hereford breeders is a highlight of the Hereford Honorees Reception during the AHA Annual Meeting and Conference. 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.

You will find the nomination form at AmericanHerefordAssociation.formstack.com/forms/golden_century_breeders. You can

find a list of those previously recognized at Hereford.org/genetics/recognition-programs/50-year-century-breeder. For questions or more information, contact Emily Wood at ewood@hereford.org.

Commercial Programs

Expanding Hereford market opportunity

AHA and Jake Drost of JRD Cattle Co., Klamath Falls, Ore., recently formed a unique partnership. Drost will serve as an independent order buyer matching buyers with sellers of Hereford and Hereford-influenced feeder cattle.

"Hereford genetics add cattle-feeding value through feed efficiency and carcass quality," Drost says. "However, here in the West, buyers are sometimes unable to reward the added value because of numbers and how cattle are assembled. I aim to bridge that gap and provide producers of Hereford and Hereford-influenced feeder cattle with increased market opportunity."

Drost grew up in the cattle business and maintains a passion to continue learning how specific traits and management practices impact cattle feeding performance and end-product merit.

As an AHA commercial marketing partner, Drost will continue to build AHA's relationships within the cattle feeding sector, while helping market producers' cattle. He also will help producers broaden their knowledge about the gamut of variables driving feeder cattle value.

"The American Hereford Association is excited to announce this innovative partnership," says Jack Ward, AHA executive vice president.

"Jake's experience adds momentum to our quest of helping producers capture more value for Hereford and Hereford-based genetics."

Drost can be reached at jdrost@hereford.org or by 806-884-5426.

2023 cattle feeding deadlines

Now is the time to start planning your participation in the fast-growing NJHA Fed Steer Shootout and the Hereford Feedout programs. The entry deadline for both is Nov. 1, 2022. Delivery dates at HRC Feed Yards in Scott City, Kan., are Dec. 10-14, 2022.

Certified Hereford Beef

Grill games

The Certified Hereford Beef® (CHB) Grill Games contest is heating up social media. Participate in the contest by posting a picture of your CHB creation on Instagram or Facebook to win up to \$300 of *Certified Hereford Beef* through four challenges. Visit the *Certified Hereford Beef* Instagram page (@certifiedherefordbeef) or Facebook page (@certifiedherefordbeef) for more details.

Youth

Hawkesworth begins internship

Hannah Hawkesworth joined the AHA as junior activities intern May 11. She is a second-year master's student at Oklahoma State University studying agricultural communications.

Hannah was born and raised in Bakersfield, Calif., where she and her family raised and showed pigs on the local, state and national levels for 17 years. She completed her bachelor's degree in agriculture

business at Fresno State University, where she was a member of the Block and Bridle, Ag Business and Fresno State Young Cattleman's clubs. Hannah helped facilitate local and state shows and interned with the Arizona National Livestock Show. She attributes much of her personal and professional growth to experiences gained while serving on the 2019-21 National Junior Swine Association board of directors. Hannah is excited to gain new experiences within the cattle industry while sharing her passion and engaging with members of the NJHA, during the Junior National Hereford Expo (JNHE).

Faces of Leadership

The 2022 Faces of Leadership conference will be in Billings, Mont., Aug. 3-6. The complete schedule and a link to register are available online at [Hereford.org/youth](https://www.hereford.org/youth). July 15 is the registration deadline.

Junior National Hereford Expo

Tune in to the JNHE

Walton Webcasting — sponsored by TransOva — will broadcast the 2022 VitaFerm® JNHE, July 16-22, in Louisville, Ky. Watch and listen by visiting [WaltonWebcasting.com](https://www.waltonwebcasting.com).

Queen service project

National Hereford Queen Lauren Gatz is excited to give back to the Louisville, Ky., community while having fun with a bracket-style cornhole tournament, during this year's JNHE. All proceeds from the tournament will benefit the Norton Children's Hospital in Louisville.

Cornhole for a Cause, a single-elimination tournament will be Sunday, July 17, during Food and Fun Night. A bracket will be created based on the entries, and participants will have a chance to compete in the finals on Tuesday, July 19, in Broadbent Arena following senior showmanship finals. The tournament will include up to 64 teams. Entry deadline is July 1. The entry fee is \$40 per team. Find rules

and an entry form at [Hereford.org/wp-content/uploads/2022/05/CornholeForaCause_2022.pdf](https://www.hereford.org/wp-content/uploads/2022/05/CornholeForaCause_2022.pdf)

HYFA welcomes club members

The Hereford Youth Foundation of America (HYFA) is excited to welcome club members to Banners in the Bluegrass and the 2022 JNHE in Louisville, Ky. Club members and HYFA supporters will have the best seats in the house at the Kentucky Expo Center's Broadbent Arena. Members' VIP experience includes access to the HYFA Club, which will be open Tuesday-Friday, 10 a.m. to 5 p.m., in New Market Hall, with refreshments provided. Join the club and purchase your passes online at [HerefordYouthFoundation.org](https://www.HerefordYouthFoundation.org).

Ambassadors headed to Louisville

The JNHE hosts a team of ambassadors each year. This year's team of six ambassadors assisting with Banners in the Blue Grass are: Haylee Ferguson, Eagleville, Tenn.; Katherine Krauss, Russell, Kan.; Kase LeRow, McGregor, Texas; Jaclyn Tweeten, Spring Grove, Minn.; Emerson Tarr, LeRoy, Ill.; and Walter Steely, Sebree, Ky.

Staff Announcements

Lewis is new HPI creative services coordinator

Bailey Lewis is the new creative services coordinator for Hereford Publications Inc. (HPI). She grew up near Strong City, Kan., before attending Oklahoma State University (OSU). Lewis graduated with a bachelor's degree in agricultural communications with a minor in agricultural leadership.

"I am thrilled to be joining HPI, and I look forward to this opportunity to work with the Hereford team," Lewis says. "I'm eager to begin connecting with Hereford producers around the country and promoting the breed through print and social media."

During her time at OSU, Lewis was involved with the

Freshman In Transition program, Agriculture Future of America and the Swine Club.

Lewis joined the HPI team May 16 with communications industry experience in journalism, graphic design, social media management, photography and videography. Previously, she worked with Taylor Fort, the *Cowboy Journal*, Chesterfield Wedding Barn, Black Leg Ranch and the OSU Swine Unit working in a variety of roles.

"We are excited to have Bailey's cattle industry knowledge along with her communications skills," says Caryn Vaught, HPI production manager. "We believe she will be an excellent addition to the HPI staff."

Vejraska named AHA audio-visual specialist

AHA welcomed Kelsey Vejraska as the audio-visual specialist on May 31.

Vejraska will strategize, plan, and execute studio and field-based video and photo productions, championing the creative process from conception to delivery. Leading the development of visual storytelling, she will create a consistent message for the Association.

"I have always been passionate about telling the producer's story and creating demanding content for the public," Vejraska says. "The AHA has a bright future, and I am excited to be able to tell the stories of Hereford breeders and commercial producers across the nation."

Originally from North Central Washington, Vejraska grew up involved as the fourth generation on her family's Angus operation. During her time as a member of the National Junior Angus Association (NJAA) she served as the communications director for the 2020-2021 NJAA board of directors. She is a recent graduate of Oklahoma State University with a bachelor's in agricultural communications and agribusiness.

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"Kelsey's talents in the realm of videography and photography coupled with her previous industry experience provide us with an exciting opportunity to advance our breed and industry communication efforts," says Ward.

Prior to joining the AHA, Vejraska interned with the Oklahoma Youth Expo and Legacy Livestock Imaging. She brings a wealth of experience to the team from her previous internships and collegiate involvement.

Hayes joins Team Hereford

Debbie Hayes joined AHA as receptionist. She will serve as the customer service liaison between AHA members and customer service representatives.

"This is my first role in the beef industry," Hayes says. "I am excited to learn all that I can to better serve AHA members."

Previously, Debbie worked in a variety of administrative professional roles. She was the unit coordinator for the State of Kansas Department for Children and Families and was co-owner and office administrator for Hayes Properties, LLC.

"Having Debbie join the team has been an asset to the customer service department at the AHA with her prior experience," says Laura Loschke, AHA education and information services coordinator and records supervisor. "We look forward to her getting to know breeders and assist them with their various needs throughout the association."

Shive named Hereford World managing editor

Sydnee Shive recently joined the AHA as managing editor of *Hereford World* magazine (*HW*).

She will help maintain *HW* as the communication voice of the Association and the breed. Shive will coordinate a variety of projects for the *HW* and related Association communications.

"I am excited to begin working with the *Hereford World* staff," Shive says. "I cannot wait to see what the future holds for the publication, and I am thankful for the opportunity to join such a talented team."

Shive recently graduated from Kansas State University with a bachelor's degree in agricultural communications and journalism. Originally from Mount Hope, Kan., Shive has a great deal of experience in communications. Shive was editor of the *Kansas State Agriculturist*, communications intern for Kansas Farm Bureau, photographer for Legacy Livestock Imaging and owner of Sydnee Creative.

"The magazine and the Association will benefit from Sydnee's writing talent, skilled photography and her passion for the cattle business," says Wes Ishmael, *HW* executive editor. "We're fortunate to have her join our team."

Cunningham named AHA Western Region field representative

Colt Cunningham recently joined the AHA and *Hereford World* team as the field representative for the Western Region. He will attend Hereford sales and events in the territory and help AHA members with genetics and marketing. Along with promoting the breed, Cunningham will also help Hereford breeders and commercial users of Hereford genetics leverage available AHA programs.

"We are pleased to have Colt Cunningham join the AHA field staff for the Western Region – Territory 1," says Joe Rickabaugh, AHA director of seedstock marketing. "Colt has participated in many facets of the seedstock and commercial cattle industry through high school and college. It is exciting to have a young man with his interests and strengths join our team. He will be a key individual for the Hereford breeders in the Western Region."

Cunningham is the third generation raised on a centennial ranch in northeastern Oklahoma, which produces commercial and purebred cattle. He earned a bachelor's degree in animal science at Oklahoma Panhandle State University. Cunningham served numerous leadership roles in youth organizations, such as FFA, and has a long list of success in livestock judging, showing cattle and saddle bronc riding. Cunningham also has work experience in the cattle feeding sector.

"I've always liked good cattle and good people, and I know this territory is filled with both," Cunningham says. "I'm really looking forward to working with some of the best cattle producers in the United States."

Cunningham began his duties June 15. He can be reached at 918-978-8779. **HW**