

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.

Annual Meeting: 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 award's 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. **HW**

Annual Meeting Announcements



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

Summer Video Markets

Hereford breeders are encouraged to attend and network with commercial producers, buyers and market representatives at summer video auction sales.

Aug. 1-5 – Superior Livestock Auction – Video Royale, Winnemucca, Nev.

Aug. 9-10 – Cattle Country Video – Oregon Trail Classic, Gering, Neb.

Aug. 15-16 – Western Video Market, Cheyenne, Wyo.

Aug. 22-26 – Superior Livestock Auction – Big Horn Classic, Sheridan, Wyo.

Aug. 22-23 – Northern Livestock Video Auction – Early Fall Preview, Billings, Mont.

Sept. 7-8 – Superior Livestock Auction – Labor Day, Hudson Oaks, Texas

Sept. 13 – Western Video Market, Ogallala, Neb.

Sept. 15 – Cattle Country Video – Sandhills Roundup, Cheyenne, Wyo.

Sept. 19 – Northern Livestock Video Auction – Fall Premier, Billings, Mont.

Anyone wanting more information about AHA commercial programs, such as the Hereford Advantage or Premium Red Baldy Programs, should contact Trey Befort at tbeafort@herefordbeef.org.

Youth



Enter the Fed Steer Shootout

Plan to learn more about the cattle feeding sector and how your genetics perform in the feed yard by participating in the 2023 NJHA Fed Steer Shootout. The contest entry deadline is Nov. 1, 2022, and delivery for cattle to HRC Feed Yards in Scott City, Kan., is Dec. 10-14, 2022. For more information and planning your delivery of cattle, contact Trey Befort at tbeafort@herefordbeef.org.

Cattle can be entered individually or in pens of three and must meet the following qualifications:

- 2022-born steers
- Purebred Hereford and commercial Hereford-influenced steer categories
- 600 pounds weight minimum
- Be weaned at least 45 days prior to delivery
- Received two rounds of vaccinations

Visit Hereford.org/Youth/NJHA-Fed-Steer-Shootout to enter and learn more.

Scholarship deadline approaches

The HYFA Fall Scholarship Deadline is Sept. 1. Last fall the Hereford Youth Foundation of America (HYFA) awarded \$160,000 in scholarships during the AHA Annual Meeting and Conference in Kansas City, Mo. Scholarships must be submitted online through Submittable. To learn more, visit the website Herefordyouthfoundation.org/pillars-of-foundation/scholarships/.

Deadline for queen applications

National Hereford Queen applications are due Sept. 1. For more information, email nationalherefordwomen@gmail.com.

Edward Davidson Scholarship Endowment Underway

The Edward Davidson family recently announced plans to fund a scholarship endowment through the HYFA in memory of Edward Davidson, Senoia, Ga.

Ed passed away in June and was a past president of the Georgia Hereford Association. Ed worked many years in the engineering world, but his long-standing love of the outdoors and cattle ranching always drew him back to his farm, Seven Oaks Plantation, south of Atlanta, where he devoted many years to breeding and selling Hereford cattle. To make a tax-deductible contribution to HYFA in memory of Davidson please visit herefordyouthfoundation.org/howtogive/memorials.

Breed Improvement



Schultz elected BIF vice president

Kevin Schultz of Sandhill Farms, Haviland, Kan., was elected vice president of the Beef Improvement Federation (BIF) during the recent BIF Research Symposium and Convention in Las Cruces, N.M. Schultz is a past president of the AHA.

Shane Bedwell, AHA chief operating officer and director of breed improvement, also serves on the BIF board. BIF's mission is to help improve the industry by promoting greater acceptance of beef cattle performance evaluation. For more information, visit BIFSymposium.com.

Free genotypes for heifer tract scores

You can receive free genotypes by providing heifer reproductive tract scores for the ongoing fertility research project at the University of Missouri (MU). Jared Decker, Wurdak Chair in Animal Genetics, and his colleagues are researching how reproductive tract scores can predict pregnancy rate success. They developed a scoring rubric that evaluates the size and tone of the uterine horns as well as the size and development of the ovarian follicles.

This multi-breed research project is open to heifers only. Tract scoring must be conducted 30 to 45 days ahead of breeding. Decker's goal is to include at least 2,500 Hereford heifer reproductive tract scores and genotypes in the project.

You can find more details in a description provided at the inception of the two-year project here: [Blog. SteakGenomics.org/2020/02/HeiferRecruitment.html](http://Blog.SteakGenomics.org/2020/02/HeiferRecruitment.html). If you have additional questions, please contact Decker at deckerje@missouri.edu.

Staff Announcements

Paschoal serves as HPI intern

Payton Paschoal, Winters, Calif., joined the Hereford Productions Incorporated (HPI) team as the AHA production intern. Paschoal earned her bachelor's degree in agricultural communications and agricultural business from California Polytechnic State University, San Luis Obispo.

Growing up on her family's walnut ranch, Paschoal took every opportunity to expand her experience in the diverse agriculture industry. This included showing various livestock for 4H and FFA, working at a local Angus ranch, and helping on her family's diversified farm. Although not from a cattle background, Paschoal spent her college career gaining industry experience through her



Payton Paschoal

involvement with the Cal Poly Young Cattlemen's Association, the Cal Poly Bull Test and Sale and Cal Poly's Western Bonanza Junior Livestock Show. While at Cal Poly, Paschoal was involved with the College of Agriculture, Food and Environmental Sciences Ambassadors, Sigma Alpha Professional Agricultural Sorority and the Cal Poly Polo Team, and she worked as a public relations manager for the Agricultural Engineering Department on campus.

"My passion is being an advocate for farmers and ranchers," Paschoal says. "I am excited to be a part of a team that does an outstanding job of communicating with the industry and consumers."

As production intern, Paschoal will contribute to all communication outlets to spread the Hereford message in addition to media coverage for special events such as the Junior National Hereford Expo (JNHE) in Louisville, Ky.

At the end of the summer, Paschoal will begin her career as ag marketing specialist at Holt of California. Although leaving Kansas City, Paschoal has pledged herself to be a lifelong Hereford advocate.

McHone joins AHA team

The AHA welcomed Kelly McHone, Gladstone, Mo., as mail and inventory associate in June. McHone will contribute to daily operations using her years of specialized customer service and management experience.

"I am excited to be part of logistics with AHA. It is very satisfying to know I help facilitate one of the many integral parts in this association,"

McHone explains. "There is a lot to learn, but I am up for the challenge as a member of the team."

Prior to joining AHA, McHone served as an accounts manager, distributing funds and auditing accounts. She will manage product inventory and postal distribution for AHA.

"We are excited to have Kelly join the AHA with her wealth of organizational management experience," says Jack Ward, AHA executive vice president. "Her position is key to AHA membership communications." **HW**



Kelly McHone