

# 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](mailto:outreach@hereford.org). Archived issues are posted at [Hereford.org](http://Hereford.org).

## National Shows

Plan to attend these national Hereford shows in January.

### Cattlemen's Congress:

Jan. 4-7, 2023, Oklahoma City, Okla.

- "Hereford Eve in OKC"  
Frozen Genetics Sale:  
Jan. 5 – 6:30 p.m.
- "Hereford Night in OKC"  
National Hereford Sale:  
Jan. 6 – 6 p.m.

### National Western Stock Show:

Jan. 12-14, 2023, Denver, Colo.

### Fort Worth Stock Show:

Jan. 30, 2023, Fort Worth, Texas

## 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. To view a complete list of upcoming Hereford-influenced special sales visit [Hereford.org/commercial/programs/feeder-cattle-sales/](http://Hereford.org/commercial/programs/feeder-cattle-sales/). For commercial female listings visit [Hereford.org/commercial/marketplace/female-listings/](http://Hereford.org/commercial/marketplace/female-listings/).

### Mitchell Livestock Hereford-Influenced Bred Cow and Heifer Sale

Date: Dec. 20, 2022

Location: Mitchell Livestock - Mitchell, S.D.

Contact: Preston Burma  
605-680-0448

### Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 5, 2023

Location: Carthage Livestock Auction - Carthage, Ill.

Contact: Brent Lowderman  
309-221-9621

### Mitchell Livestock Hereford Influenced Feeder Cattle Sale

Date: Feb. 16, 2023

Location: Mitchell Livestock - Mitchell, S.D.

Contact: Preston Burma  
605-680-0448

### Cherokee Sales Co. Hereford Influenced Feeder Cattle Sale

Date: April 19, 2023

Location: Cherokee Sales Co. - Cherokee, Okla.

Contact: Jarrid Herrmann  
785-564-0869

## Youth

### HYFA Season of Giving

In December, the Hereford Research Foundation (HRF) and the Hereford Youth Foundation of America (HYFA) will present the first Hereford Season of Giving. Dedicated to the mission of scholarship, leadership, education and research, generous donors will rise to the challenge of giving a different amount each day of the week Dec. 12-16, 2022. If enough money is contributed by other donors throughout that day, the challenge value will be unlocked. Any amount helps unlock these challenges and raises funds for HYFA and HRF that will support generations to come.

## Association News

### 1881 surpasses 10,000 downloads

The AHA's podcast, 1881, recently celebrated reaching more than 10,000 downloads. 1881's mission is to share stories of the breed's rich history, connect listeners with breeders and promote Hereford's nationwide impact. Meant for cattlemen and women of all ages, the podcast can be found on Spotify, Apple Podcasts, iHeart Radio, Pandora and Podbean.

### AHA/HPI

#### Communications Internship

The AHA and Hereford Publications Inc. (HPI) are offering a dynamic communications internship for college sophomores, juniors or seniors to assist the AHA communications team and the *Hereford World* staff in the production of communication pieces for the Association and the *Hereford World* magazine.

The internship will provide experience in feature writing, social media management, photography, design, videography, event planning, editing and proofing. This comprehensive opportunity will provide the intern with experience communicating for the Association as well as covering events for the *Hereford World*.

To apply, please submit a cover letter, résumé, three writing samples or a portfolio and references to Taylor Belle Matheny, AHA director of communications and digital content, at [tmatheny@hereford.org](mailto:tmatheny@hereford.org). Applications are due Friday, Dec. 16, 2022. **HW**