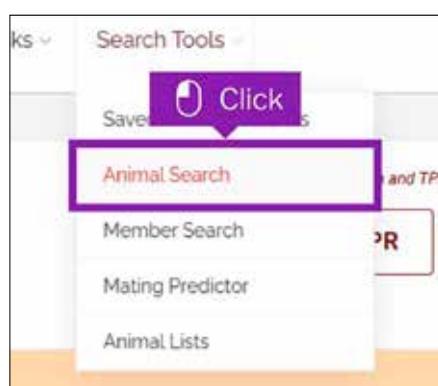


What's New? | Association News and Events

"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.

MyHerd Updates

The American Hereford Association (AHA) launched new animal and member search tools in *MyHerd.org*. You will be able to access the following searches from the MyHerd menu located in the upper part of the screen under "Search Tools."



Animal Search — This is comparable to the HerfNet EPD/animal search members have been using since 2001 when HerfNet was launched. The number and flexibility of search criteria has been greatly expanded as well as the ability to easily change the information seen in search results. It is also much easier to download data from search results to take offline as needed.

Animal Lists — This feature allows members to easily maintain multiple lists of animals for various purposes and download data on those animals to use in many ways. This is especially helpful with the weekly expected progeny differences (EPD) updates. Animal Lists varies from the saved searches because animals no longer have to have anything common to be added to a list. Up to 112 data points are included in a downloadable file for a list of animals, and animal lists can be incorporated into animal searches, which allows for very flexible downloads of other types of data on listed animals.

Saved Searches — This search tool saves time, because users don't have to start a search from scratch each time they are searching for a set of animals that meet a specific set of routinely-used criteria. Simply save the search and the display information, and results will load exactly as they were saved.

Different animals may show in the results depending on the criteria selected as things change over time (like EPDs).

Mating Predictor — You now have access to all animal search criteria when selecting animals for use in the mating predictor. You can also use saved searches and animal lists when selecting animals to use in this latest version. The calculation of the inbreeding coefficient has been changed so the tool performs more efficiently. The new mating predictor reduced the number of generations used in the inbreeding coefficient calculation to around 10.

All these features are inter-related, making them a bit easier to access. But, at first, getting to a specific location within the search options may be a bit more confusing, because there are multiple paths to each tool. Remember, you can always go back to the menu in the upper part of the screen.

If you have any questions, please reach out to myherd@hereford.org.

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/. For commercial female listings visit Hereford.org/commercial/marketplace/female-listings/.

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 5, 2023
Location: Carthage Livestock Auction - Carthage, Ill.
Contact: Brent Lowderman
309-221-9621

Events

Look for Hereford at NCBA

Be sure to stop by the AHA and Certified Hereford Beef® booth, No. 1217, at the Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show in New Orleans, La., Feb. 1-3. The tradeshow will be located in the Ernest N. Morial Convention Center.

AHA staff will be there promoting the breed, greeting old friends and making new acquaintances. The trade show begins Wednesday afternoon, Feb. 1, and ends Friday afternoon, Feb. 3.

For more about the NCBA convention, go to Convention.NCBA.org/trade-show. **HW**

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

Commercial Cattlemen's Luncheon at OKC

Along with Cattlemen's Congress, the AHA is excited to welcome commercial cattlemen and women from the region to a Certified Hereford Beef® luncheon during the Hereford Pen Show on Thursday, Jan. 5, in the Performance Arena at 11 a.m. All exhibitors are invited to attend and visit with those currently utilizing or seeking Hereford genetics.

Along with the commercial luncheon, AHA is excited to announce a new partnership with W-W Livestock Systems, which will be a special part of the pen show and commercial cattlemen's luncheon. W-W has graciously donated a Producer 640 Chute to be given away before the champion pens are selected, so be sure and stop by the booth in the Performance Arena on pen show day to get signed up for this exciting giveaway from our friends at W-W Livestock Systems.

Youth

Leadership development

The National Junior Hereford Association (NJHA) and Hereford Youth Foundation of America (HYFA) are proud to continue the BOLD Leadership Conference for the second year. This elite leadership opportunity expands on skills gained at the Faces of Leadership Conference and encourages the development of personal leadership skills.



The 2023 conference will be hosted by GKB Cattle in Desdemona, Texas, March 23-26, 2023. NJHA members in good standing between the ages of 18-21 are eligible for the conference. Applications close Jan. 15, 2023. Visit Hereford.org/BOLD to learn more.

HYFA

For the second year in a row, T/R Cattle Co. and HYFA are partnering to bring an exciting donor prospect to the National Hereford Sale in Oklahoma City, Okla., Jan. 6. Half of the proceeds from the sale of the heifer will benefit the Foundation One Campaign and the VitaFerm® Junior National Hereford Expo (JNHE). A huge thank you goes to Trent Ray and T/R Cattle Co. for his continued support of HYFA and the National Junior Hereford Association (NJHA).

Summer 2023 Youth Activities Internship

The AHA will be hiring one or two youth activities interns for the summer of 2023. The internship will provide a multi-faceted learning experience for students. During the internship, students will assist with the JNHE in Madison, Wis., and the Faces of Leadership Conference in Columbus, Ohio. Applications are due by Feb. 1, 2023. Visit Hereford.org/careers to learn more.

2023 JNHE Ambassador Program

College students may apply for the JNHE ambassador program. The ambassadors will assist the NJHA board and AHA staff during a three-week mini-internship, focusing on the JNHE in Madison, Wis. Applications are due by Feb. 1, 2023. Visit Hereford.org/careers to learn more.

