

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

Weinheimer joins AHA field staff

The American Hereford Association (AHA) recently welcomed Cord Weinheimer, Madisonville, Texas, as the organization's new Southwest region field representative.



Cord Weinheimer

Weinheimer will represent AHA members in the region and assist with Association activities and services. Along with attending Hereford sales and events, he will sell advertising for Hereford Publications Inc. and work to broaden relationships across the industry. Weinheimer will also help Hereford breeders and commercial users of Hereford genetics utilize AHA promotional and marketing programs.

"We are excited Cord is joining our team as the AHA Southwest region field representative," says Joe Rickabaugh, AHA director of seedstock marketing. "Cord hails from a longtime Hereford family and has deep roots in the Hereford breed. He also has a wealth of commercial cattle management experience and great enthusiasm for the Hereford seedstock and commercial industries."

A native Texan, Weinheimer is a fifth-generation cattle producer with a love for Hereford cattle and Hereford people. He graduated with a bachelor's degree in animal science from Texas A&M University in 2017. Weinheimer formerly managed several ranches in Texas and is a former director for the Stonewall Chamber of Commerce, along with the South Texas Hereford Association.

"I am very excited about the opportunity to work for the AHA," Weinheimer says. "My longtime passion for the Hereford breed and its people will be my catalyst for building a positive impact across the industry. As I embark on this new career, I look forward to working with producers and promoting Herefords in all facets of the beef industry."

Weinheimer began his duties Feb. 1. He can be contacted at 830-456-3749.

Increase in TSU price

The AHA was recently informed that Allflex will be increasing their tissue sample unit (TSU) price. Because of the increase in costs, the AHA Board of Directors recently voted to increase the cost of the TSUs to \$2.75 on March 1. Members will still receive the \$4 credit if DNA is submitted through a TSU.

Register now for the 2023 BIF Research Symposium and Convention

Registration is now open for the 2023 Beef Improvement Federation (BIF) Research Symposium and Convention. This year's event will be hosted July 3-6 in Calgary, Alberta, Canada. The deadline for early registration is Feb. 28. Attendees can save \$50 by registering early. Registration includes a student and media option. Online registration and hotel information is available at BIFSymposium.com.

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/.

Mitchell Livestock Hereford Influenced Feeder Cattle Sale

Date: Feb. 16, 2023
Location: Mitchell Livestock - Mitchell, S.D.
Contact: Preston Burma
605-680-0448

Tennessee Hereford Marketing Program Feeder Calf Sale

Date: April 12, 2023
Location: United Producers - Columbia, Tenn.
Contact: Richard Brown
931-239-9785

Cherokee Sales Co. Hereford Influenced Feeder Cattle Sale

Date: April 19, 2023
Location: Cherokee Sales Co. - Cherokee, Okla.
Contact: Jarrid Herrmann
785-564-0869

Kentucky Certified Hereford Influenced Sale

Date: May 11, 2023
Location: Bluegrass Stockyards South - Stanford, Ky.
Contact: L.W. Beckley, DVM
859-779-1419

HYFA

Thank you

The Hereford Youth Foundation of America (HYFA) would like to thank everyone who participated in the first-ever HYFA Season of Giving. Donors raised \$135,000 for the youth of the Hereford breed. Find the list of donors at HerefordYouthFoundation.org/hereford-season-of-giving/.



Spring scholarship applications due April 1

HYFA and National Hereford Women team up each spring to offer various scholarships and prestigious junior awards that will be awarded at the VitaFerm® Junior National Hereford Expo in Madison, Wis. More than \$35,000 of scholarships will be awarded. The application link can be found at Hereford.org/youth/scholarship-opportunities.

National shows



View Cattlemen's Congress and NWSS results

Results from the 2023 Cattlemen's Congress in Oklahoma City can be found at Hereford.org/events/national-shows/cattlemens-congress/. Results from the 2023 National Western Stock Show (NWSS) in Denver can be found at Hereford.org/events/national-shows/national-western/. Official AHA press releases from both events are available at Hereford.org/media/news/. **HW**

