

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

Join us Oct. 20-22, in Kansas City, Mo., for the 2023 American Hereford Association (AHA) Annual Meeting and Educational Forum. This year's meeting is a can't miss opportunity for progressive cattlemen and women focused on the numbers that matter.

The weekend schedule will include an educational forum and industry trade show on Friday, Oct. 20. The Annual Meeting and Hereford Honorees breakfast will take place Saturday morning, Oct. 21, and will honor the 2023 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. 20, in conjunction with the educational forums. The national show award winners will be recognized before the Ladies of the Royal Sale on Saturday, Oct. 21. The new National Hereford Queen will be crowned on Sunday, Oct. 22.

2023 AHA Board of Directors candidate slate

The AHA nominating committee is pleased to announce the six candidates nominated for election to the AHA Board of Directors. The candidates are:

Tom Boatman, Rockford, Ill.
404-372-6754
tomtammy@perksranch.com

David Burns, Pikeville, Tenn.
615-477-5668
burnsda2@gmail.com

Jerry Delaney, Lake Benton, Minn.
507-820-0661
jdh@delaneyherefords.com

Cindy Pribil, Hennessey, Okla.
405-853-5232
rpribil65@pldi.net

Linda Sidwell, Carr, Colo.
970-381-6811
office@sidwellherefords.com

Scott Sullivan, Grannis, Ark.
870-584-8990
sullivanscott@n@yahoo.com

Hereford World

Glossy advertising rate change

Hereford World advertising rates will be same for both glossy and commercial issues beginning with the September 2023 issue. The pricing is as follows:

- Full-page, four-color - \$1,320
- Half-page, four-color - \$990
- Quarter-page, four-color - \$770
- Full-page, black-and-white - \$880
- Half-page, black-and-white - \$550
- Quarter-page, black-and-white - \$330
- Seedstock directory (per inch, per year) - \$385

Greiten starts summer internship

Riley Greiten, Midlothian, Texas, joins the Hereford Publications Inc. (HPI) and AHA as the communications intern. Greiten is currently a senior at Texas Tech University (TTU), where she is pursuing a bachelor's degree in agricultural communications, with a minor in agricultural leadership.

During her time at TTU, Greiten has had many different opportunities, including being a member of the 2022 Texas Tech meat judging team. Outside of school, she interned at the Four Sixes Ranch, Houston Livestock Show and Rodeo and H-E-B. Greiten will graduate in December 2023. Post-graduation, she plans on pursuing a master's degree in agricultural communications.

CHB

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 CHB Instagram page (@certifiedherefordbeef) or Facebook page (@certifiedherefordbeef) for more details.



Caughman begins CHB internship

Tate Caughman, Fayetteville, Ark., serves as the *Certified Hereford Beef* summer intern. Caughman graduated in May 2023 from Oklahoma State University (OSU), earning a bachelor's degree in animal science, with a focus in production.

During her time at OSU, Caughman was heavily involved in the Oklahoma Collegiate Cattlemen's Association, where she served as the treasurer for the organization. Aside from her involvement in extracurricular activities, Caughman also excelled in the classroom, earning a spot on the Dean's List and President's List. After her internship, Caughman plans on pursuing a master's degree in agricultural communications.

As the *Certified Hereford Beef* intern, Caughman will help market the brand to various food services as well as to different retail business partners.

Youth



Faces of Leadership

The 2023 Faces of Leadership Conference will be in Columbus, Ohio, July 23-26. The complete schedule and a link to register are available online at *Hereford.org/youth*. July 1 is the final registration deadline.

Coffey, LeRow named youth activities interns

Laramie Coffey, Morrison, Okla., and Kase LeRow, McGregor, Texas, are serving as summer NJHA/HYFA youth activities interns.

Coffey is currently a senior at OSU, where she is pursuing a bachelor's degree in agricultural communications, with a minor in agribusiness.

While attending OSU, Coffey has been involved in the Oklahoma Collegiate Cattlemen's Association and Collegiate Farm Bureau.

Coffey also acts as a mentor and tutor for other students in the Ferguson College of Agriculture. Outside of the classroom, Coffey had the opportunity to intern at the Oklahoma Youth Expo and Cattlemen's Congress, as well as work for the Oklahoma 4-H Foundation.

In her role as a youth activities intern, Coffey will assist with all facets of youth programs throughout the summer. Her role includes working to manage youth educational contests at the VitaFerm® Junior National Hereford Expo (JNHE), as well as assisting with the Faces of Leadership Conference. In her role, she helps manage the JHNE Ambassador team.

LeRow is currently a senior at TTU pursuing his bachelor's degree in animal science, with a focus on production. Prior to his time at TTU, LeRow attended Blinn College, where he graduated with his associate degree in animal science.

During his time at Blinn College, LeRow was an active member of the livestock judging team. LeRow is currently on the TTU livestock judging team. Besides his involvement in school, he interned for Genesource and the State Fair of Texas. LeRow plans to graduate in May 2024. Post-graduation, he hopes to obtain a master's degree in ruminant nutrition.

As a youth activities intern this summer, LeRow will assist with all youth activities and events. Specifically, he will oversee the entry process and plan show logistics for the JNHE. Additionally, LeRow will help manage the JHNE Ambassador team.

Junior National Hereford Expo

Tune-in to the JNHE

Walton Webcasting will broadcast the 2023 JNHE July 8-14 in Madison, Wis. Watch by visiting *WaltonWebcasting.com*.

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Queen Service Project

National Hereford Queen Madison Katzenberger is excited to host Herefords in her home state and give back to the community by hosting a Penny War. There will be five separate containers for five Hereford celebrities. Place any loose change or bills in the container of your choice. The winner will be announced during the Thursday afternoon awards ceremony where they will be “crowned” with a cheese head — in true Wisconsin fashion. Be ready to empty that cupholder full of change; the Penny War will start during trailer check-in and will end Wednesday morning. All proceeds will go to TUGS: Talking, Understanding, Growing, Supporting, an organization specializing in mental health coaching and support for struggling individuals.

HYFA welcomes club members

HYFA is excited to welcome club members to the “Mad Dash to the Hereford Bash” at the 2023 JNHE in Madison, Wis. Club members and HYFA supporters will have the best seats in the house at the Alliant Energy Center. Members’ VIP experience includes access to the HYFA Club, which will be open Tuesday through Friday, 10 a.m. to 5 p.m., in Veterans Memorial Coliseum with refreshments provided. Join the club and purchase your passes online at HerefordYouthFoundation.org.

Ambassadors headed to Madison

The JNHE hosts a team of ambassadors each year. This year’s

group of ambassadors assisting with the “Mad Dash to the Hereford Bash” are: Myka Blissard, Big Spring, Texas; Paiton Owensby, Folsom, N.M.; Kylie Peck, Stockport, Iowa; and Emma Preston, Reynolds, Ill.

Staff Announcements

Friedt joins the AHA as North Central Region field representative

Aaron Friedt, Mott, N.D., joined the AHA as the North Central region field representative May 8.

As an AHA field representative, Friedt represents Association members in the region and assists with AHA activities and services. In addition to attending Hereford sales and events, he serves as a resource for Hereford breeders interested in using advertising and other marketing services provided by HPI, while continuing to build relationships industry-wide. Friedt helps Hereford breeders and commercial users of Hereford genetics use AHA promotional and marketing programs to add value to their cattle.



Aaron Friedt

“Aaron is a great young man with extensive knowledge of the breed and marketing Hereford genetics,” says Joe Rickabaugh, AHA director of seedstock marketing. “We are excited for the talent and promotional experience he brings to the AHA team of field representatives. Growing up in a Hereford family, he knows the value of Hereford genetics for the entire cattle industry. We are eager to welcome Aaron to the AHA team.”

Friedt has a variety of livestock marketing skills, from the auction block to the pasture. He is a former

online sales manager for the online bidding platform The Livestock Link. Friedt graduated from the Western College of Auctioneering in 2016 and has marketing, sales and consulting experience. He has deep roots in the Hereford breed and helps manage his family’s ranch, Friedt Herefords.

“As the newest Hereford field representative, I’m excited to assist in the breed’s advancement and use my past experiences in the auction industry to help producers market their Hereford genetics,” Friedt says. “I believe the Hereford breed provides benefits to all facets of the cattle industry, and I look forward to helping promote the breed. The current market environment will provide plenty of opportunities for the Hereford breed in both the commercial and seedstock sectors, and I’m excited to be part of it.”

Friedt’s territory includes the states of Kansas, Minnesota, Nebraska and South Dakota. He can be contacted at 701-590-9597 or at afriedt@hereford.org.



Commercial Programs

2023 cattle feeding deadline

Now is the time to start planning your participation in the fast-growing NJHA Fed Steer Shootout and Hereford Feedout Program. The entry deadline for both programs is Nov. 1, 2023. Delivery to HRC Feed Yards in Scott City, Kan., will take place Dec. 9-13. **HW**