

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. 19-22 in Kansas City, Mo., for the 2023 American Hereford Association (AHA) Annual Membership Meeting and Educational Forum held at the Kansas City Marriott Downtown. This is a can't-miss opportunity for progressive cattlemen and women focused on numbers that matter.

New this year, activities begin on Thursday, Oct. 19, with afternoon workshops for all attendees, which are geared toward learning about the many AHA tools and resources available. The schedule also includes the educational forum and industry trade show on Friday, Oct. 20. 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 Annual Membership Meeting and Hereford Honorees breakfast takes place Saturday morning, Oct. 21, and will honor the 2023 Hereford Heritage Hall of Fame and Hereford Hall of Merit inductees as well as the Hereford Commercial Producer of the Year. The national show award winners will be recognized before the Ladies of the Royal sale on Saturday, Oct. 21. The National Hereford Queen will be crowned for the coming year on Sunday, Oct. 22.

2023 AHA Board Candidates

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@yahoo.com

Member Services

HerfNet will end Dec. 1, 2023

The AHA recently released dynamic search features in MyHerd to allow members and commercial producers access to a more robust set of information. These MyHerd features are capable of the same functions as HerfNet, plus so much more. HerfNet will be retired on Dec. 1, 2023. AHA encourages producers to start learning the capabilities of the new MyHerd search function. Tutorials, webinars, short videos and other resources are available at Hereford.org/member-services/register-an-animal/myherd-tutorials.

MyHerd mobile updates launched

The AHA is excited to announce the launch of the mobile-friendly version of MyHerd. MyHerd's

dynamic search features allow members and commercial producers to access a more robust set of information. These features include downloadable search results, lifetime dam production summary, saved searches, animal lists and a mating predictor.

Industry News

Kevin Schultz named BIF president

Kevin Schultz, Sandhill Farms, Haviland, Kan., is the new president of the Beef Improvement Federation (BIF). Schultz, a past AHA president, was elected to the BIF post in July, during the organization's annual Research Symposium and Convention in Calgary, Alberta.

Youth

Scholarship deadline

The HYFA fall scholarship deadline is Sept. 1. HYFA will award more than \$200,000 in scholarship money throughout the year, including \$165,000 in scholarships during the AHA Annual Meeting and Conference in Kansas City, Mo. Scholarship applications must be submitted online through Submittable. To learn more, visit the website: HerefordYouthFoundation.org/scholarships.

Deadline for queen applications

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

Hereford Feedout Programs

Plan to learn more about the cattle feeding sector and how your genetics perform in the feedyard by participating in the 2024 NJHA Fed

Steer Shootout and Hereford Feedout Programs. The entry deadline for both programs is Nov. 1, 2023, and delivery for cattle to HRC Feed Yards in Scott City, Kan., is Dec. 9-13, 2023. For more information and planning your delivery of cattle, contact Trey Befort at tbefort@herefordbeef.org. To participate in the programs, cattle must meet the following qualifications:

- Purebred Hereford and commercial Hereford-influenced cattle accepted
- 600-pound weight minimum
- Weaned at least 45 days prior to delivery
- Received two rounds of vaccinations

For specific information about each program visit: Hereford.org/Youth/NJHA-Fed-Steer-Shootout and Hereford.org/genetics/breed-improvement/feedout-program.

National Shows

Order JNHE photos

Be sure to order your favorite memories captured at the 2023 VitaFerm® Junior National Hereford Expo (JNHE). To view and purchase photos taken at the 2023 JNHE, visit the Hereford Gallery at HerefordGallery.shootproof.com.

Marketing

Hereford Shines at 2023

Ag Media Summit

The AHA is a longtime supporter of the Livestock Publications Council (LPC). LPC was founded nearly 50 years ago to serve and advance the livestock publishing industry. In July, Hereford earned several top LPC awards during the annual Agricultural Media Summit in Palm Springs, Calif.: first place - Association website (Hereford.org); first place - general excellence newsletter (*The Advantage*); first place - national show coverage (Sept. 2022 *Hereford World*); first place - event/show program (2022 JNHE show program); first place - one-color, less than full page ad (Coal Creek Land & Cattle); first

place - feature video, under three minutes (2022 JNHE); second place (tie) - brochures, flyers, direct mail (1881 - A Historic Opportunity); second place - newspaper cover (Jan. 2022 *Hereford World*); second place (tie) - podcast (1881 | The Brand); honorable mention - in-depth reporting, multiple (Beef Production Sustainability Series); honorable mention - livestock affiliated website (HerefordYouthFoundation.org); honorable mention - feature video, over three minutes (Come Home to Hereford | 6X Ranch).

As well, several photos by Sydnee Shive, *Hereford World* managing editor, placed in the LPC People's Choice photography awards.

An added highlight came when Caryn Vaught, longtime *Hereford World* production manager, was elected to the LPC board of directors.

Keep engaging

Hereford breeders and commercial users of Hereford genetics continue

to fuel widespread social media conversation about the breed and related events.

For instance, AHA Facebook and Instagram content has reached 1.6 million distinct users since Sept. 1, 2022, via organic and paid distribution. Shared content includes posts, images, videos and advertisements.

During the same period, the AHA's social media has garnered 4,626 new Facebook followers and 1,644 new Instagram followers.

Moreover, AHA achieved more than 2 million impressions through paid social media advertising during the past 12 months.

Engagement with AHA video content also continues to grow. For posts with video content, there were 829,900 video views. Each view is defined as a viewer watching a video for a minimum of three seconds. Plus, there were 31,200 reactions, comments or shares for posted video content. **HW**