

# 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).

## Association news

### Nominate AHA Board of Directors

The American Hereford Association (AHA) Board of Directors nominating committee is requesting volunteers to serve a four-year term as a director. Members are encouraged to contact representatives in their respective regions to submit nominees. This year's nominating committee is:

**Ryan (chairman) and Prairie Topp**  
(Northwest region)  
Grace City, N.D.  
701-674-3152  
[info@toppherefords.com](mailto:info@toppherefords.com)

**Chris Beck**  
(Southwest region)  
Minden, Nev.  
618-367-5397  
[chris.genoalivestock@gmail.com](mailto:chris.genoalivestock@gmail.com)

**Becky Spindle-King**  
(Southwest region)  
Moriarty, N.M.  
505-252-0228  
[bspin123@aol.com](mailto:bspin123@aol.com)

**John and Randa Starnes**  
(Southeast region)  
Fort Payne, Ala.  
256-996-5559 (John)  
256-996-5545 (Randa)  
[randastarnes@gmail.com](mailto:randastarnes@gmail.com)

**Tod and Sondra Brancel**  
(Northeast region)  
Endeavor, Wis.  
608-697-9026  
[brancel@nextgenerationgenetics.com](mailto:brancel@nextgenerationgenetics.com)

### Check out the new *Hereford.org*

AHA is excited to unveil its updated website, providing Hereford breeders, commercial users of Hereford genetics and visitors a fresh and dynamic experience. Users will encounter a robust, mobile-friendly website with accessible, relevant breed and industry information. See Page 26 for more details and visit [Hereford.org](http://Hereford.org) to look around.

### Hall of Fame/Hall of Merit nominations due June 1

Nominations for the AHA's prestigious Hall of Fame and Hall of Merit are due June 1. Deserving recipients for the 2024 induction will be honored at the AHA Annual Meeting and Conference in Kansas City, Mo., in October.

The Hall of Fame honors recognizes Hereford breeders who have dynamically influenced the direction and advancement of the breed. The Hall of Merit commends individuals who have greatly influenced the cattle industry.

You can submit your nomination online by going to [Hereford.org](http://Hereford.org). You will find the nomination forms under the "About" tab. Please contact Emily Wood at [ewood@hereford.org](mailto:ewood@hereford.org) or 816-842-3757 for more information about submitting your nomination.

## Youth

### Spring scholarship applications due April 1

The Hereford Youth Foundation of America (HYFA) and National Hereford Women team up each spring to offer various scholarships and prestigious junior awards that will be presented at the VitaFerm® Junior National Hereford Expo (JNHE) this year in Grand Island, Neb. The application link is at [Hereford.org/youth/scholarship-opportunities](http://Hereford.org/youth/scholarship-opportunities).

### Sale of Champions March 20

The Sale of Champions, hosted on Sale Day Inc., will be March 20, later than originally scheduled. The Sale of Champions offers buyers access to lots featuring past JNHE champions, as well as unique opportunities during the 2024 JNHE. Sale proceeds help ensure the JNHE is funded each year and provide memorable moments for junior Hereford members. Beyond supporting the JNHE, this sale gives buyers the chance to add traditionally unavailable genetics to their herds. Find more information about the sale and lots at [agsaleday.com](http://agsaleday.com) and look for the National Junior Hereford Association on Facebook. **HW**