

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.

Youth



Grand Drive to 25

To celebrate 25 years of the Junior National Hereford Expo (JNHE), it is only fitting to look ahead to the next 25 years to sustain the event's legacy. To commemorate this milestone, the Hereford Youth Foundation of America (HYFA) is offering special Grand Drive to 25 donor packages to all of their valued partners who make up the history and future of the JNHE.

Twenty-five years of the JNHE would not be possible without HYFA's circle of donors, and the foundation tips its hat to each and every supporter since the first show in Tulsa, Okla., in 2000.

Help grow the lasting legacy of the JNHE. One-, two-, three-, four- and five-year packages are available and may be customized to fit each donor. Please contact HYFA today to learn about the Grand Drive to 25 and pledge your annual support.

HYFA lots in National Hereford Sale

HYFA is excited to be partnering on not one, but two lots during the National Hereford Sale in Oklahoma City, Okla., Jan. 5. As part of the Foundation 1 Campaign, C&L Hereford Ranch and Oleson Family Farm are offering a percentage of the proceeds from lot 1, pick of their pen of heifer calves. Alongside them, and for the third consecutive year, T/R Cattle Co. will also be offering a percentage of lot 2, an exciting young female. HYFA's percent of proceeds will continue to support its pillars, JNHE and the future of the National Junior Hereford Association (NJHA).



Leadership development

The NJHA and HYFA are proud to host the third annual BOLD Leadership Conference. This elite leadership opportunity expands on skills gained at the Faces of Leadership Conference and encourages the development of personal leadership skills.

The 2024 conference will be hosted by GKB Cattle in Desdemona, Texas, April 4-6. NJHA members in good standing between the ages of 18-21 are

eligible for the conference. Applications close Jan. 15. Visit Hereford.org/BOLD to learn more.

National Shows

Commercial cattlemen's luncheon at OKC

Along with Cattlemen's Congress, the AHA is excited to welcome commercial cattlemen and women to a Certified Hereford Beef® luncheon during the Hereford pen show on Thursday, Jan. 4, 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 proud to announce a partnership with W-W Livestock Systems. For the second year in a row, W-W will be a special part of the pen show and commercial cattlemen's luncheon. The company has generously donated a Producer 640 Chute to be given away before the champion pens are selected. Be sure to 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.

Association News

Applications for AHA internship open

The AHA and Hereford Publications Inc. (HPI), a subsidiary of the AHA, are offering a dynamic communications internship for college sophomores, juniors or seniors to assist with AHA

communication efforts and production of the *Hereford World* and *Baldy Advantage* publications. To apply, please submit a cover letter, résumé, three writing samples or a portfolio, and references to Taylor Belle Matheny, AHA director of communications and digital content, at tmatheny@hereford.org, by Jan. 15. Find the full internship posting at Hereford.org/careers.

Apply for 2024 youth activities and foundation internship

The AHA will hire one or two youth activities interns for the summer of 2024 to assist with event planning, management and coverage, including the JNHE and Faces of Leadership Conference. Applications are due Jan. 15. Apply online and find more information at Hereford.org/careers.



JNHE ambassador program accepting applicants

College students are invited to apply for the JNHE ambassador program. The ambassadors assist the NJHA board and AHA staff during a three-week long internship. Ambassadors will arrive in Kansas City, Mo., prior to the JNHE and will work through the duration of the event, including the wrap-up. Applications are due Jan. 15. Apply online and find more information at Hereford.org/careers. BA

Committed to Hereford

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