

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.

Member Services

HerfNet ends Dec. 1, 2023

The American Hereford Association (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, and more. HerfNet is retired as of Dec. 1. AHA encourages producers to learn the capabilities of the new MyHerd search functions. Tutorials and other resources are available at Hereford.org/member-services/register-an-animal/myherd-tutorials.

Youth

HYFA Season of Giving

In December, the second annual Hereford Youth Foundation of America (HYFA) Season of Giving will take place. Dedicated to HYFA's pillars, generous donors will rise to the challenge of giving a different amount each day of the week from Dec. 4-8. If enough money is brought in by other donors throughout that day, the challenge value will be unlocked. Any amount helps unlock these challenges and raises funds for HYFA that will support generations to come.

Grand Drive to 25

To celebrate 25 years of the Junior National Hereford Expo (JNHE), 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. Help grow the lasting legacy of the JNHE. One-

to 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.

National Shows

Plan to attend these January 2024 national shows

Cattlemen's Congress: Jan. 3-6, 2024, Oklahoma City, Okla.

- Hereford Eve in OKC Frozen Genetics Sale: Jan. 4 – 6:30 p.m.
- Hereford Night in OKC National Hereford Sale: Jan. 5 – 6 p.m.

National Western Stock Show: Jan. 11-13, 2024, Denver, Colo.

- National Western Hereford Sale: Jan. 12 – 4 p.m.

Fort Worth Stock Show: Jan. 29, 2024, Fort Worth, Texas

Association News

DNA pricing changes

The AHA will have a new pricing structure for DNA testing, effective Jan. 1, 2024. DNA test pricing will be based on animal age, similar to how registration fees are structured. DNA test prices will be based on the calf's age when the test is ordered from AHA:

- Up to 6 months – \$30
- 6-12 months – \$46
- More than 12 months – \$60

The AHA also adopted a new pricing policy based on DNA sample type. Effective Jan. 1, 2024, AHA members will no longer receive a monthly Tissue Sample Unit (TSU) credit. Members submitting DNA via hair will be charged \$4 per sample, which will be billed at the end of every month to the member's

account. There is no surcharge for members who submit DNA via TSUs or blood cards.

2024 AHA/HPI communications internship applications open

The AHA and Hereford Publications Inc. (HPI) are offering a dynamic communications internship for college students 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, tmatheny@hereford.org, by Jan. 15, 2024. Find the full posting at Hereford.org/careers.

Apply for 2024 youth activities and foundation internship

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

JNHE ambassador program accepting applicants for 2024

College students are invited to apply for the JNHE ambassador program. Ambassadors assist the National Junior Hereford Association board and AHA staff during a three-week long internship. Ambassadors will arrive in Kansas City prior to the JNHE and will work through the duration of the event. Applications are due Jan. 15, 2024. Apply online and find more information at Hereford.org/careers. **HW**