

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. 24-27, in Kansas City, Mo., for the 2024 American Hereford Association (AHA) Annual Meeting and Educational Forum. The weekend schedule will include an educational forum and industry trade show on Thursday, Oct. 24, and Friday, Oct. 25.

The Annual Meeting and Hereford Honorees breakfast will take place Saturday, Oct. 26, and will honor the 2024 Hereford Heritage Hall of Fame and Hereford Hall of Merit inductees. The Hereford Youth Foundation of America (HYFA) scholarship recipients, as well as the National Junior Hereford Association (NJHA) Fed Steer Shootout winners will be recognized at a special awards luncheon on Friday, Oct. 25, in conjunction with the educational forums. The national show award winners will be recognized before the Ladies of the Royal Sale on Saturday, Oct. 26. The new National Hereford Queen will be crowned on Sunday, Oct. 27.

2024 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:

Don Brumley, Orovada, Nev.
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David Burns, Pikeville, Tenn.
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Danny Fawcett, Ree Heights, S.D.
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Steve Lorenzen, Chrisman, Ill.
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Grant McKay, Marysville, Kan.
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Jim Williams, Kearney, Neb.
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Association News

Underwood joins editorial team

The AHA and Hereford Publications Inc. (HPI) added editorial designer, Megan Underwood, Kansas City, Mo., to the *Hereford World* and *Baldy Advantage* team on May 6. In her role, she will predominately assist with the layout, production and design of *Hereford World* and *Baldy Advantage*.

Underwood is a Kentucky native, former NJHA member and lifelong Hereford enthusiast. In her previous position, she served as the American Gelbvieh Association's communications coordinator. She has completed internships with the Red Angus Association of America, Beef Improvement Federation and *Farm Journal*. Underwood holds bachelor's and master's degrees from Kansas State University.

"I am excited to come home to Hereford and use my

communication skills and talents to serve the breed that built me," Underwood says. "I look forward to working with the talented *Hereford World* and *Baldy Advantage* staff to produce these prestigious publications to advance the message of the Hereford breed for years to come."

In addition to working with the editorial team to set the visual style of publications and design layouts for *Hereford World*, *Baldy Advantage* and other projects, Underwood will collect and format show and sale reports from AHA field staff and manage the archiving process for *Hereford World* and *Baldy Advantage* editorial.

"We're excited to have Megan join our team," says Wes Ishmael, executive editor of *Hereford World* and *Baldy Advantage*. "Her industry experience and history in the Hereford breed, combined with her talents, will bolster both publications and our overall communications efforts."

Underwood can be reached at munderwood@hereford.org.

AHA welcomes three summer interns

Three interns recently joined Team Hereford for the summer. The AHA welcomed Denver Drake, Greenville, Texas; Hannah McElrath, Calhoun, Ga.; and Riley Greiten, Midlothian, Texas, to Kansas City, Mo., on May 6.

Denver Drake – youth activities intern

Denver Drake is serving as one of two youth activities interns this summer. Drake is currently a senior at Texas Tech



Megan Underwood

University (TTU) where she is pursuing a bachelor's degree in agricultural communications with a minor in public relations and strategic communications.

During her time at TTU, Drake has been involved in many organizations and internships outside of the classroom. She is an active member of the TTU Agricultural Communicators of Tomorrow. Prior to her time in Kansas City, Drake served as a marketing intern at ICEV Marketing, as well as a livestock intern for the State Fair of Texas.

This summer, Drake will assist the NJHA with the planning and execution of the 25th annual VitaFerm® Junior National Hereford Expo (JNHE). She will work alongside staff to carry out various projects for the JNHE and other youth events.

"I could not be more thankful or excited to be here in Kansas City with the NJHA this summer," Drake says. "I grew up showing Hereford cattle, and this internship has been a dream of mine for years."

Hannah McElrath – youth activities intern

Hannah McElrath will be working alongside Drake this summer as a youth activities intern. McElrath is a senior at Texas A&M University (TAMU) where she is studying agricultural communications. Prior to her studies at TAMU, McElrath earned her associate degree in agricultural communications from Northern Oklahoma College (NOC).

McElrath is an active member of the TAMU livestock judging team and a former member of the NOC livestock judging team. Aside from livestock judging, McElrath has completed multiple internships across the nation, recently serving as a livestock intern at the North American International Livestock Exposition. McElrath also has interned at the State Fair of Texas, the American Junior Maine-Anjou and Chianina Associations and the International Brangus Association.

"Growing up, I always looked up to the NJHA board and staff," McElrath says. "I am excited to be a part of such an impactful organization."

Serving as a youth activities intern, McElrath will assist with all NJHA events, including the JNHE and the Faces of Leadership conference.

Riley Greiten – HPI and AHA communications intern

Riley Greiten is joining the AHA for her second summer serving as the HPI and AHA communications intern. Greiten recently earned her bachelor's degree in agricultural communications from TTU and will be attending Oklahoma State University (OSU) this fall to pursue a master's degree in agricultural communications.

While at TTU, Greiten was active inside and outside of the classroom. Most recently, she served as a livestock media intern at the San Antonio Stock Show and Rodeo. Aside from her time in San Antonio, Greiten also interned at H-E-B and the 6666 Ranch.

"I am beyond grateful to be back with the AHA this summer," says Greiten. "Serving as the AHA communications and HPI intern last summer was an outstanding experience, and I am excited to be working alongside the talented staff again this year."

In her role this summer, she will complete various communications and HPI projects. She will assist with social media content creation, email marketing projects and event planning for the 2025 World Hereford Conference. Additionally, Greiten will write stories and provide photography for the *Hereford World* and *Baldy Advantage* publications.

The AHA is excited to welcome another group of summer interns into the office. To learn more about the summer internship programs please visit Hereford.org – applications will open in the fall.

Cowan and Clanton earn award



Amy Cowan (center), AHA director of youth activities and foundation, and Bailey Clanton (left), AHA national shows coordinator and youth activities assistant, were recognized with the American Royal Livestock Golden Crown award. The duo assists during the American Royal in Kansas City, Mo., helping to line-up exhibitors, tail cattle, take placings and announce results. As the American Royal staff touted during the awards presentation, "Amy and Bailey are an integral part of the American Royal steer show and are invaluable members of the livestock committee."

Junior National Hereford Expo

Tune-in to the JNHE

Walton Webcasting will broadcast the 2024 JNHE July 6-12 in Grand Island, Neb. Watch by visiting WaltonWebcasting.com.

Youth

Even leadership is bigger in Texas

The NJHA's annual Faces of Leadership Conference mission is to empower NJHA members with the skills they need to reach their leadership potential. Through the Faces of Leadership Conference, young leaders are exposed to opportunities in the industry and the conference cultivates communication skills, encourages working in team settings and focuses on individual development.

The 2024 Faces of Leadership will be held in Fort Worth, Texas, July 28-31. Find the schedule, registration and more information at Hereford.org. **HW**