

# 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

### Breed improvement adopted changes and initiatives

The Board reviewed suggestions presented by the DNA policy task force (Dave Bielema, Sam Shaw, Mark Cooper, Mark Squires and Charlie Boyd) and unanimously supported the following:

1. In addition to AI sires, all embryo transfer (ET) donor dams and walking sires born after Jan. 1, 2026, will be required to have a genomic profile completed at the American Hereford Association (AHA) official lab and be fully parent verified and tested for all recognized genetic conditions.
2. The Board voted unanimously to purge all DNA samples starting Jan. 1, 2026, after the requested testing is complete.

For other accepted DNA policy changes, please see Performance Matters (Page8) or [Hereford.org/Hereford-Handbook](http://Hereford.org/Hereford-Handbook).

### 2025 AHA/HPI communications internship applications open

The AHA and Hereford Publications Inc. (HPI) are offering a communications internship for college sophomores, juniors or seniors to assist the AHA communications team and the HPI editorial staff with Association communication and the *Hereford World* and *Baldy Advantage* magazines.

The internship will provide experience in feature writing, social media management, photography, design, videography, event planning, editing and proofing. 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](mailto:tmatheny@hereford.org). Applications are due Wednesday, Jan. 15, 2025.

### Apply for 2025 youth activities and foundation internship

The AHA will be hiring one or two youth activities interns for the summer of 2025, with the potential for one extended internship through the fall for the World Hereford Conference (WHC) and Young Breeders Competition, hosted in Kansas City, Mo., in October 2025. These internships provide a multi-faceted learning experience for a college student interested in beef breed association work, public relations and leadership, while assisting the AHA with event planning and management, junior show coverage and leading the National Junior Hereford Association (NJHA) board of directors and membership.

Applications are due Jan. 15, 2025. Learn more at [Hereford.org/careers](http://Hereford.org/careers).

### JNHE ambassador program accepting applicants for 2025

Don't have the schedule for a full summer internship? College students may apply for the VitaFerm® Junior National Hereford Expo (JNHE) ambassador program. The ambassadors will 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, 2025. Learn more at [Hereford.org/careers](http://Hereford.org/careers).

## National Shows

### Plan to attend these national shows in January 2025

Cattlemen's Congress: Jan. 8-11, 2025, Oklahoma City, Okla.

- "Hereford Eve in OKC"  
Frozen Genetics Sale: Jan. 9 – 6:30 p.m.
- "Hereford Night in OKC"  
National Hereford Sale: Jan. 10 – 6 p.m.

National Western Stock Show: Jan. 16-18, 2025, Denver, Colo.

- Stockyards Beef Festival: Jan. 15 – 5:30 p.m.
- National Western Hereford Sale: Jan. 17 – 4 p.m.

## Youth

### 2024 HYFA Season of Giving

The third annual HYFA Season of Giving will take place Dec. 18-20, 2024. Visit [HerefordYouthFoundation.org/Hereford-Season-of-Giving](http://HerefordYouthFoundation.org/Hereford-Season-of-Giving) to learn more.

### Apply for the 2025 BOLD Conference

The 2025 Building on Leadership Development (BOLD) Conference will be held April 3-6, at GKB Hi Point Ranch, Desdemona, Texas. This elite leadership event offered by NJHA and HYFA develops personal leadership skills and builds upon experiences from the Faces of Leadership Conference.

Applications are due Feb. 1, 2025. Visit [Hereford.org/youth/NJHA/BOLD](http://Hereford.org/youth/NJHA/BOLD) to learn more. **HW**