

"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 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*.

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. Members of this year's nominating committee are:

Lou Ellen Harr, chairman
Jeromesville, Ohio
419-685-0549
jlcattleserv@aol.com

Chad Breeding (Southwest region)
Miami, Texas
806-570-9554
chadebreeding@gmail.com

Guy Colyer (Northwest region)
Bruneau, Idaho
208-599-0340
guy@hereford.com

Josh Mansfield (Southeast region)
Liberty, Tenn.
615-394-3423
ridgetopfarms.2012@gmail.com

Marty Lueck (Northeast region)
Mountain Grove, Mo.
417-838-1482
martylueck@missouristate.edu

Delegate selection process information

A nominating committee selects a slate of AHA Board nominees. However, all active adult AHA members may provide input to the election process via their selection of state voting delegates. Active adult AHA members should receive information about how to nominate themselves or another active adult AHA member to serve as a voting delegate.

Take part in the Board election process by nominating the active AHA member(s) from your state who will represent you in electing the next AHA Board members. The process will begin April 1, when the AHA will send out an email to all eligible active adult members to ask them whether they would like to participate in the election of voting delegates electronically or by traditional mail. Eligible members must respond to that email by April 22 if they wish to participate electronically. If they wish to participate by mail, they do not need to respond to the email. Eligible members are adult AHA members that have had at least one animal registered in the preceding calendar year where they were identified as the original owner of the animal.

On or before May 1, eligible members will receive information about how to nominate voting delegates. Replies will be due by June 1.

Hall of Fame/Hall of Merit nominations due May 5

Nominations for the AHA's prestigious Hall of Fame and Hall of Merit are now open and due May 5. Deserving recipients for the 2026 induction will be honored at the AHA Annual Meeting in Kansas City in October.

The Hall of Fame honor 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 may submit your nomination online by going to *Hereford.org*. You will find the nomination forms under the "About" tab. Contact Claire Norris at cnorris@hereford.org for more information about submitting your nomination.

Century and Golden Breeder nominations due June 1

Celebrating generational Hereford breeders is a highlight during the AHA Annual Meeting. The Century Breeder recognition honors families and operations in the Hereford business for 100 years. Golden Breeders recognizes those in the business for 50 years. You will find the nomination form at *Hereford.org*, along with a list of those previously recognized. For questions or more information, contact Claire Norris at cnorris@hereford.org.

Apply for the 2026 Hereford Seedstock Academy

The AHA will welcome its fourth class to the annual Hereford Seedstock Academy Sept. 7–11. During four intensive days of networking and interactive educational sessions, members of the Seedstock Academy will delve into: the role of Hereford genetics in the current and future commercial cattle sector, adding value to Hereford cattle and enhancing client experience, value points in the cattle feeding sector, AHA breeder and commercial Hereford user tools and services, and the evolution of Certified Hereford Beef® (CHB).

Complete the application online at *Hereford.org* by July 1.

Miller named AHA director of commercial programs



Justin Miller

Justin Miller, Canyon, Texas, joined the AHA as director of commercial programs March 16.

With more than 25 years of experience working in cattle procurement, feedyard marketing, carcass data analysis and branded beef programs, Miller will bring a relationship-driven and data-focused approach to his position. Miller received his bachelor's degree from Oklahoma State University and holds a master's in agricultural business and economics from West Texas A&M University. He was a cattle buyer for the JBS USA processing facility in Cactus, Texas, for more than 22 years.

"I'm excited to return to the production side of the cattle industry after spending more than 25 years working with packers and feedyards. During that time, I've built strong relationships with feedyards and feeder cattle buyers which I look forward to bringing to AHA members and their commercial customers," Miller says. "I'm eager to offer a perspective that connects the seedstock, commercial, feeding and packer sectors of our industry. I've always enjoyed thinking outside the box, and I look forward to helping users of Hereford genetics capture more value throughout the supply chain."

As the director of commercial programs, Miller will lead the strategic growth and development of Hereford-influenced feeder calf and commercial female marketing opportunities and oversee the Hereford Feedout programs. He will collaborate with the *Certified Hereford Beef* team to coordinate ranch tours, audit CHB packers and manage the CHB affidavit program. Additionally, he will organize and analyze performance data received from CHB packing partners.

"Justin brings a wealth of industry experience to his role with the AHA," says Jack Ward, AHA executive vice president. "We are excited to have

him join Team Hereford and we look forward to seeing how he further develops and leverages the demand for Hereford-influenced genetics."

Miller can be reached at jmiller@hereford.org.

Youth

Spring scholarship applications due April 15

The Hereford Youth Foundation of America and National Hereford Women team up each spring to offer various scholarships and prestigious awards that will be presented at the VitaFerm® Junior National Hereford Expo (JNHE), held this year in Madison, Wis.

The application link can be found at Hereford.org/youth/scholarship-opportunities.

Advertise in the JNHE show program

Advertising in the JNHE program gets your operation in front of a variety of audiences. Between spectators and attendees, the pages of the program are flipped through a countless number of times.

Upon event check-in, each exhibitor's family receives a copy of the show program. Included in the program is the schedule, judges, awards program, showmanship breaks, all cattle entered in the JNHE, exhibitor listing, etc. Additionally, it's published online.

For advertising specs, more information or to reserve your space, reach out to Bailey Clanton at bclanton@hereford.org.

JNHE steer DNA reminder

JNHE exhibitors must submit DNA for their steers. All steers showing at the JNHE must be registered by the AHA and are required to be parent verified to both sire and dam. A DNA profile of the steer, along with its sire and dam must be completed through the official AHA lab by the entry deadline. No steer certificates will be accepted, only registration papers.

Request a DNA test kit through your MyHerd account or send an email to aha@hereford.org. Make sure to include your member number, the animal's registration number and the reason for DNA testing in the email.

Please plan ahead to ensure registrations and transfers are handled before the May 15 (early bird) and June 1 JNHE entry deadlines. Exhibitors are encouraged to submit their DNA sample(s) before April 1 to allow ample time for the results to be received by the AHA. **HW**

MIDDLE TENNESSEE

Hereford Association, Inc.



April 25, 2026
11:30 a.m. CT
KY-TN Livestock Market
Cross Plains, Tennessee

Cow-Calf Pairs • Bulls • Bred & Open Heifers • Semen • Commercial

Selling 58 Lots

Catalog available for viewing at hereford.org & mthereford.org



For additional information contact
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