

"What's New?" is a column designed to keep you in-the-know about Hereford happenings. You can also sign up for Hereford eNews, a weekly electronic newsletter from the American Hereford Association (AHA). Send an e-mail to eNews@hereford.org to subscribe. Archived issues are posted at Hereford.org.

Watch for delegate nomination postcards

The postcards will be mailed to all American Hereford Association (AHA) members in late April. Replies must be postmarked by May 31, 2015.

AHA seeks Board nominations

The nominating committee is requesting volunteers who are willing to serve a four-year term on the board of directors of the AHA. Committee members encourage interested members and state leaders to contact them regarding prospective candidates within their state and region.

This year's nominating committee:
Chairman Marty Lueck
Mountain Grove, Mo., 417-838-1482
mvlueck@centurytel.net

Kevin Jensen
Courtland, Kan., 785-243-6397
jensenks@courtland.net

Bill King
Stanley, N.M., 505-832-4330
bspin123@aol.com

Norris Fowler
Jonesville, S.C., 864-674-5147
nrfowler@brecwb.com

Bob Morrison
Lexington, Ohio, 419-362-4471
morrisonbk@embarqmail.com

Hall of Fame, Merit nominations due June 1

Nominations for the Hereford Heritage Hall of Fame and the Hereford Hall of Merit are due June 1.

The Hall of Fame honors recognizes Hereford breeders who have dynamically influenced the direction and advancement of the Hereford breed. Hall of Merit recipients aren't necessarily Hereford breeders but have, in their own ways, greatly influenced the Hereford breed and the cattle industry.

For more information on how to nominate deserving individuals for the 2015 induction at the AHA Annual Meeting in November, contact Anne Stuart at astuart@hereford.org or 816-842-3757.

Enter now for JNHE

The online entry process is ready for the VitaFerm® Junior National Hereford Expo (JNHE) June 27 to July 3 in Grand Island, Neb. Visit JrHereford.org to enter online or to download entry information.

Also, entry packets have been mailed to all active junior members. If you have any questions about the online entry process or anything relating to the JNHE, contact AHA Youth Activities Director Amy Cowan at 816-842-3757 or acowan@hereford.org or AHA Shows Coordinator Bailey Clanton at bclanton@hereford.org.

JNHE participants must pay \$5 to participate in showmanship. All showmanship contestants must pre-enter by June 1 and pay the \$5 entry fee.

Entry deadlines:

- Early bird (save \$20): May 1
- Final ownership and entry deadline: June 1.
- Paper entries will only be accepted until May 1. All entries after the early bird entry deadline must be completed online.

Join the club

Hereford Youth Foundation of America (HYFA) supporters will have the best seats in the house at the 2015 JNHE in Grand Island, Neb.

Hereford enthusiasts can join the Hereford Foundation Club and have access to the "club" in Grand Island as well as earn other perks for their support of Hereford youth.

The "club," located in the 5 Points Bank Arena, overlooks the showing.

There are four levels of membership, and benefits include a special membership pin, access to the VIP parking area and admittance to the club area.

Visit HerefordYouthFoundation.org or contact Amy Cowan, HYFA director, at acowan@hereford.org or 816-842-3757 for more information or to become a member.

JNHE sponsorship, trade show opportunities available

Final plans are coming together for the 2015 JNHE. See Page 20 or visit JrHereford.org for a schedule of events and other information.

The JNHE fundraising team is currently soliciting trade show and show program advertisers. For trade show questions or to place an ad in the show program, please contact Darla Aegerter at 402-643-8122 or daegerter@neb.rr.com.

For information on how you can support the largest Hereford event of the year, visit JrHereford.org and click on the "JNHE" tab.

HYFA to host golf tournament

HYFA will host its sixth annual golf tournament with all proceeds to benefit HYFA. Hosted in conjunction with the JNHE, the event will kick off at 8:30 a.m. June 29 at the Indian Head Golf Course, Grand Island, Neb.

The tournament will be a four-man scramble with shotgun start.

To register, visit JrHereford.org, or for more information or to sponsor this event, contact Bailey Clanton at bclanton@hereford.org or Amy Cowan at acowan@hereford.org.

July Hereford World deadlines are approaching

Don't miss your chance to be a part of the July *Hereford World*. To receive a 5% discount, get your ad to the AHA office by the early bird deadline — April 24.

Final deadline for all ad materials is May 16. Any ads received after May 22 will be assessed a 10% late fee. To reserve your ad space, contact your AHA field representative today.

Don't miss the Hereford Register

The ninth edition of the *Hereford Register* will be published as a special section in the July 2015 *Hereford World*. These "yellow pages" of Hereford breeders throughout the U.S. and Canada will include basic listings of July 2015

advertisers with a quarter-page or larger ad and July seedstock advertisers.

Hereford Register listings include name, address, telephone number, e-mail address and website. Listings can be purchased for \$50 if you are not a July advertiser. Listings are organized by state, then alphabetically by ranch or farm name. Seedstock ads are added at the end of the section and are available for \$350 per inch per year.

The section will be printed on special paper and bound in the magazine and is also posted on *HerefordMarketplace.com*. Reprints will be available upon request. Deadline for submissions is May 2.

Contact your field representative, Alison Marx, amarx@hereford.org; Joe Rickabaugh, jrick@hereford.org; or Caryn Vaught, cvaught@hereford.org, for more information or call 816-842-3757.

Consider breeder pages

Are you looking for an efficient and economical way to market your cattle? The July *Hereford World* will again include a section that features state inch ads available for \$150 per ad.

Plan to attend BIF Symposium

The 2015 Beef Improvement Federation (BIF) Research Symposium and Convention is set for June 9-12 in Biloxi, Miss.

For nearly 50 years, BIF has hosted its annual research symposium and convention. The convention serves to facilitate discussion and to provide education on current issues facing the beef industry.

For the latest information about the 2015 BIF Symposium and Convention, go to the BIF website, Beefimprovement.org. **HW**



If you want to do a state ad and also want to be listed in the *Hereford Register*, the cost is \$200. For more information, contact Marx or Vaught at 816-842-3757.

Take advantage of Hereford-influenced feeder calf sales

Consigning Hereford and Hereford-influenced calves to a special Hereford sale not only provides a great outlet for buyers interested in Hereford genetics but also may result in a premium for the seller. Contact these organizers today for the specific requirements of each sale.

Many have a consignment deadline, and the earlier you commit your stock, the better advertisement your calves will get. Whether you have one head or 100,

one of these sales may be the perfect marketing outlet for you:

Tennessee Hereford Marketing Program Feeder Calf Sale (spring)

Thursday, April 16
Tennessee Livestock Producers, Columbia
Contact: John Woolfolk 731-225-2620
or woolfolkfarms@yahoo.com, Darrell Ailshie 931-212-8512
Tennesseelivestockproducers.com

Kentucky Certified Hereford-influenced Sale

Thursday, May 14
Bluegrass Stockyards South, Stanford, Ky.
Contact: Lowell Atwood 606-669-1455,
John Meents 419-306-7480
Bgstockyards.com **HW**