

"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](mailto:eNews@hereford.org) to subscribe. Archived issues are posted at [Hereford.org](http://Hereford.org).

**Annual Meeting approaches**

The 2015 American Hereford Association (AHA) Annual Membership Meeting will be Saturday, Oct. 31, at the Kansas City Marriott Downtown in Kansas City, Mo.

The weekend schedule will include an educational forum on Friday afternoon. That evening Hereford breeders will celebrate 20 years of the Certified Hereford Beef (CHB) program and recognize this year's Hereford Heritage Hall of Fame recipients as well as the Hereford Youth Foundation of America (HYFA) scholarship winners. The event, Celebrate the Brand at 1501 Wyandotte, will be hosted at the AHA office starting at 5 p.m. with food and drinks followed by the awards program that will begin at 7 p.m. Buy your tickets before Oct. 20 at [Hereford.org/AnnualMeeting](http://Hereford.org/AnnualMeeting).

Saturday will be the Annual Meeting, Ladies of the Royal Sale and the junior show. The weekend will end with the American Royal National Hereford Show on Sunday.

Bus service will be available Friday evening from the Marriott to the AHA office and Saturday from the Marriott to the American Royal complex for the sale and junior show.

The AHA nominating committee has announced six Hereford breeders vying for positions on the Board. The candidates are Pete Atkins, Tea, S.D.; Craig Bacon, Siloam Springs, Ark.; Jim Bellis, Aurora, Mo.; Glen Klippenstein, Maysville, Mo.; Gary Buchholz, Waxahachie, Texas; and Kyle Perez, Nara Visa, N.M. See Page 36 for candidate bios.

A weekend packed full of events is planned for Hereford enthusiasts. For a complete schedule, see Page 35.

**Submit spring analysis data by Nov. 1**

All data need to be submitted prior to Nov. 1 to be included in the next genetic evaluation. The AHA performance department requests all breeders submit cow weights and body condition scores when sending weaning weights. These weights and scores are imperative to the development of longevity and fertility genetic selection traits.

**Hereford offers internship**

The Hereford Publications, Inc. (HPI) department has been selected to host the 2016 LPC student intern. The internship will provide experience in editorial planning and story development along with being involved in the publication of three *Hereford*

*World* issues by writing feature stories and proofing and editing editorial content. Opportunities to learn editorial design will also be available.

The intern will attend the Junior National Hereford Expo (JNHE) as part of the communications team and will assist in reporting on the week's events and results, taking photos and writing articles for the publication. The intern will also assist in the Creative Services department, communicating with clients, organizing projects, editing and proofing, and working with various HPI staff.

The summer 2016 paid internship will last 10 weeks, spanning from mid-May to mid-August.

Applicable college juniors or seniors who are members of Agricultural Communicators of Tomorrow will have until Dec. 1 to send their résumés, work examples, three letters of recommendation and a statement of interest in agricultural communications to Crystal Albers, program coordinator, at [calbers@angus.org](mailto:calbers@angus.org).

**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**

[www.tennesseelivestockproducers.com](http://www.tennesseelivestockproducers.com)  
**Date:** Thursday, Oct. 15  
**Location:** Tennessee Livestock Producers, Columbia, Tenn.  
**Contact:** John Woolfolk, 731-225-2620, [woolfolkfarms@yahoo.com](mailto:woolfolkfarms@yahoo.com); Darrell Ailshie, 931-212-8512

**Miles City Livestock Commission Hereford Influenced Sale**

**Date:** Tuesday, Oct. 20  
**Location:** Miles City Livestock Commission, Miles City, Mont.  
**Contact:** Denise Loyning 406-425-2252

**Missouri Hereford Association Hereford Influenced Feeder Calf Sale**

**Date:** Wednesday, Nov. 11  
**Location:** South Central Regional Stockyards, Vienna, Mo.  
**Contact:** Joe Kaczmarek 417-894-1505, Matt Reynolds 660-676-3788, Dave Patton 573-308-6655

**Fredonia Livestock Hereford Influenced Sale**

**Date:** Thursday, Nov. 17  
**Location:** Fredonia Livestock, Fredonia, Kan.  
**Contact:** Cody Mathes 620-288-0034

**Montana Hereford Association Hereford Influenced Feeder Calf Sale**

[www.mhafeederalfsale.com](http://www.mhafeederalfsale.com)  
**Date:** Wednesday, Nov. 18  
**Location:** Headwaters Livestock Auction, Three Forks, Mont.  
**Contact:** Denise Loyning 406-425-2252

**Kentucky Certified Hereford Influenced Winter Sale**

[www.bgstockyards.com](http://www.bgstockyards.com)  
**Date:** Thursday, Dec. 3  
**Location:** Bluegrass Stockyards South, Stanford, Ky.  
**Contact:** Lowell Atwood, 606-669-1455, John Meents, 419-306-7480

**Greater Midwest Certified Hereford Feeder Calf Sale**

[www.carthagelivestock.com](http://www.carthagelivestock.com)  
**Date:** Monday, Jan. 4, 2016  
**Location:** Carthage Livestock Auction, Carthage, Ill.  
**Contact:** Brent Lowderman 309-221-9621

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**Jensens, Evans donate heifer to benefit Hereford youth**

The Jensen family of Courtland, Kan., and Dylan Evans, Lebo, Kan., have graciously donated KJ BJ DWE 686Z Salsa 364C ET to sell as Lot 1, the foundation female, Jan. 15, 2016, during the Mile High Night Sale at the National Western Stock Show (NWSS) in Denver. All proceeds will benefit the Hereford Youth Foundation of America (HYFA) and the "Growing a Lasting Legacy" campaign, supporting leadership and education for the next generation of Hereford youth.

"A big thank you goes to Dylan Evans and Kevin, Sheila, Brady, Brooke and Ben Jensen for donating this phenomenal heifer calf to highlight the Mile High Night Sale," says Amy Cowan, American Hereford Association director of youth and foundation.

All three Jensen youth and Dylan have been active in the National Junior Hereford Association (NJHA). Both Brady and

Brooke have served on the NJHA Board. Brady retired in July as the NJHA chairman. Brooke was the 2013-14 National Hereford Queen.

"The Hereford Association has done so much for our family," Kevin says. "Sheila and I have raised our kids in the Hereford breed and we're so grateful for the experiences and opportunities they have had because of the NJHA and HYFA. Donating a female to support Hereford youth is our chance to say thank you to the Association for making such an impact on our family."

Salsa (registration no. 43585785) is a March 29, 2015, daughter of CRR 719 Catapult 109 and out of KJ 968R Zsa Zsa 686Z ET by MSU TCF Revolution 4R.

"As a donation lot we wanted to choose one of our best," Brady says. "Salsa's blend of unmatched EPDs and outstanding phenotype along with her added power, balance and style will

allow her to make an elite impact on any operation. It is hard to see Salsa go as we consider her as an 'ideal' female for our program."

Salsa's dam, Zsa Zsa, is a lead donor in the Jensen program. She was division champion at the 2013 Junior National Hereford Expo, division champion at the 2014 National Western Stock Show and reserve division champion at the 2013 NWSS. Zsa Zsa is a full sib to KJ 968R Polled Solution 668ZET who sired the high-selling, \$56,000 female in Jensen's inaugural online female sale.

Visit [Herefordyouthfoundation.org/foundation-female/salsa](http://Herefordyouthfoundation.org/foundation-female/salsa) for more information on the lot, or contact Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org) or 816-842-3757. **HW**



**KJ BJ DWE 686Z Salsa 364C ET**

### Order JNHE photos at HerefordPhotoShop.com

Have you checked out HerefordPhotoShop.com? You can view backdrop, contest and candid photos from the showing and barns. Order your Junior National Hereford Expo (JNHE) memories today.

### Hereford banner, flag available for purchase

Hereford breeders can order the Profitabull Hereford banner and the Hereford flag that were displayed in

Denver. The 8' x 3' banner costs \$125 and the 1' x 4' flag is \$50.

To order, visit [Hereford.org](http://Hereford.org) and under the "Marketplace" tab is the "Hereford banner, flag" link. To order, you will be directed to the Boelte-Hall website. On that site select "Boelte-Hall Greeting Cards," and then it should take you to a page with Hereford cards. Scroll to the bottom of the page to find the banner and flag options. **HW**

## Nicodemus joins AHA, Hereford World staff as field rep

The American Hereford Association (AHA) and Hereford World (HW) are excited to announce Lander Nicodemus, Cheyenne, Wyo., has joined the Hereford team. Nicodemus started Sept. 17 as the Western region field representative.

In this position, Nicodemus will attend Hereford sales and events as well as assist breeders with marketing and genetic selection. He will also assist in educating members and commercial producers about AHA programs and other beef industry opportunities.

He will serve as the communication link between the AHA and breeders in Montana, Colorado, Wyoming and western Canada.

"We are extremely pleased to be able to hire an experienced and talented individual like Lander as the Western region field representative," says Joe Rickabaugh, AHA director of field management and seedstock marketing. "Lander brings to our team knowledge and experience in the marketing and feeding business. He will be an excellent addition to our field staff."

Nicodemus graduated from the University of Wyoming with a bachelor's degree in animal and veterinary sciences in 2008. Since then, he has been pursuing a master's degree and working in the livestock industry.

Most recently he worked as a field rep for Torrington Livestock Markets in Torrington, Wyo. He's also worked in the feedyard industry as the sales coordinator for Adams Land and Cattle Co. He's a talented meat evaluator; winning accolades in college before serving as the University of Wyoming meat judging team coach for nearly three years.

"There's no doubt the past few years have been an exciting time to be involved in the cattle business," Lander says. "I've seen first hand the benefits of Hereford-influenced cattle. I'm proud to get to represent an iconic breed of America. Hereford cattle have so many advantages to offer the commercial cattleman as he meets the challenge of feeding the world beef. I look forward to serving the Hereford breeders in the Western region. Ben Brillhart did a great job representing the Association in this area for many years. I have big boots to fill."

Lander will continue to reside in Cheyenne and can be reached at [lnicodemus@hereford.org](mailto:lnicodemus@hereford.org). **HW**



## Bacon tops 'Juniors in Action' photo contest



Congratulations to Amanda Bacon, Siloam Springs, Ark., with "A Developing Passion," winner of the August "Juniors in Action" photo contest. This photo will compete for the overall award in December with the other monthly winners.

For more information about the "Hereford Shots" photo contest, see Page 15 of the May/June *Hereford World*, or go to [Hereford.org](http://Hereford.org).

Here's a list of upcoming themes and deadlines:

### • Nov. 1 — The Sale Ring

Images of Hereford or Hereford-influenced cattle in a sale ring. Can be from a production sale or a sale barn. Can include any image related to sale day.

### • Dec. 1 — Calving and Calves

Images of new babies to preweaning. Can include the cow.

Note: all photos submitted become the property of the AHA. AHA staff reserves the right to use any images submitted in the *Hereford World* or for any AHA or Certified Hereford Beef marketing purpose. To submit an entry, email or Dropbox images to [adenton@hereford.org](mailto:adenton@hereford.org). **HW**