



# **2011 HEREFORD HANDBOOK**

*A resource guide for American  
Hereford Association members.*

## AHA office contacts

### American Hereford Association 816-842-3757

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P.O. Box 014059, Kansas City, MO 64101-0059

#### Physical address:

1501 Wyandotte St., Kansas City, MO 64108-1222

816-842-6931 fax • [Hereford.org](http://Hereford.org)

### AHA Records Department 816-842-3757

Questions about registrations, transfers, performance and account balances, contact Records Department

- Questions about DNA and blood typing, ask for Cindy Coleman or Beverly Kincaid
- Questions about expected progeny differences (EPDs), sire summaries and carcass data, ask for Jack Ward or Stacy Sanders
- Questions about Whole Herd Total Performance Records (TPR™), ask for Jack Ward
- To inquire about online registrations, ask for Stacy Sanders

### Hereford World/Creative Services 816-842-8878

Questions about Hereford World (HW), contact Hereford Publications Inc. (HPI) office

- To place advertisements, ask for Amy Myers
- To provide news articles, obituaries or notes from the field, ask for Christy Benigno or call Angie Stump Denton at 785-363-7263
- Calendar listings, ask for Christy Benigno or Joe Rickabaugh
- Sale or show reports, ask for Christy Benigno
- HW accounts or ordering subscriptions, ask for Debbie Rush
- AHA's field staff, ask for Joe Rickabaugh
- General questions on Creative Services projects, ask for Caryn Vaught or Heather Yoho
- For quotes on Creative Services projects, ask for Joe Rickabaugh or Caryn Vaught

### Communications Department 785-363-7263

- Information for news releases, call Angie Stump Denton at 785-363-7263
- To request promotional materials, call Angie Stump Denton at 785-363-7263
- Show photographs, call Denton Designs at 785-363-7263
- State association resource requests, call Angie Stump Denton at 785-363-7263

### Certified Hereford Beef LLC 816-842-3758 • [info@herefordbeef.org](mailto:info@herefordbeef.org)

General questions about program specifications, contact CHB office

- To feed cattle with a CHB feedyard or to market CHB-eligible fed cattle, call Craig Huffhines at 816-842-3757
- Questions about listing feeder cattle or commercial females, call Heidi Tribbett at 970-580-4503
- Questions about Hereford Verified, call Heidi Tribbett at 970-580-4503

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## Committed to Customer Service

The American Hereford Association (AHA) mission is to provide the leadership to record, protect, promote and facilitate the production and consumption of Hereford beef. The staff is dedicated to fulfilling that mission and to meeting the needs of the membership.

The records department and membership service team process registrations, transfers and

performance records. Visiting the Hereford website, [Hereford.org](http://Hereford.org), browsers have access to expected progeny differences (EPDs), registration forms, sire summaries and other Hereford information.

The AHA is the second largest beef registry in the U.S., registering 64,907 cattle in fiscal year (FY) 2010, with 3,441 active members and 2,244 junior members.

## AHA senior office staff contacts

**Executive vice president:**  
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**Chief financial officer:**  
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785-363-7263

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**Lata Taula**  
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## AHA Board of Directors contacts

### OFFICERS

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### DIRECTORS

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Manhattan, MT 59741-8019  
dale@churchillcattle.com

### AHA FEES

#### AHA membership fees

\$15 annually

#### AHA member service fee

\$100

#### Member registration rates

	Regular	Electronic
Up to 4 months	\$12	\$10
4-8 months	\$18	\$15
8-12 months	\$25	\$20
>12 months	\$50	\$50



# AHA Leaders



John Woolfolk



David Breiner



Jerry Huth



Jim Milligan



Paul Funk



Jimmie Johnson



Cliff Copeland



Marty Lueck



Dale Micheli



Keith Fawcett



Steve Lambert



Dale Venhuizen

## 2011 Committee Appointments

**Executive:** John Woolfolk, chairman; Jerry Huth; Jim Milligan and David Breiner

**Financial/audit:** Jimmie Johnson, chairman; Paul Funk; Dale Micheli; Dale Venhuizen and Woolfolk

**Breed improvement:** Huth, chairman; Breiner; Keith Fawcett; Funk; Marty Lueck and Micheli

**Marketing:** Cliff Copeland, chairman; Fawcett; Johnson; Lueck and Venhuizen

**Show and sale:** Breiner, chairman; Copeland; Fawcett; Steve Lambert; Micheli and Milligan

**Certified Hereford Beef LLC board:** Micheli, chairman; Breiner; Venhuizen and Woolfolk

**Hereford Publications Inc. board:** Lueck, chairman; Huth; Johnson and Lambert

**Building:** Milligan, chairman; Breiner; Johnson and Woolfolk

**Hall of Fame/Merit:** Milligan, chairman; Copeland; Funk and Huth

**Member service:** Funk, chairman; Copeland; Huth; Lambert; Lueck and Milligan

**Hereford Youth Foundation of America (HYFA) board:** Ray Ramsey, president; Ruth Sims, vice president

## Certified Hereford Beef LLC contacts

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Sean Jersett

**PRODUCTION ASSISTANT:**  
Debbie Rush

## CHB LLC Drives Demand



Certified Hereford Beef (CHB) LLC drives the demand for Hereford and Hereford/English baldie feeder cattle through an alliance of feeders, processors, distributors, retailers and foodservice providers.

Participating producers enjoy high carcass acceptance and easily attainable premiums for their Hereford-influenced fed cattle. Hereford Verified, the genetic, source and age verification program, is available to producers and feedlots through CHB LLC. For more information and to enroll your cattle, visit [HerefordVerified.com](http://HerefordVerified.com), [HerefordBeef.net](http://HerefordBeef.net) (click on "Cattleman's Corner") or call the CHB LLC office. Live weight, carcass weight and carcass grid purchasing programs are available. Premiums for CHB® and feeder calves are market driven and are not set in any way by CHB LLC. Information on selling or purchasing Hereford feeder cattle can be found at [HerefordMarketplace.com](http://HerefordMarketplace.com) or by calling 970-580-4503.

### CHB specifications:

- Hereford and Hereford/English cross steers and heifers
- Yield Grades: 1, 2, 3 or 4
- Quality Grades: Choice and Select
- A maturity
- 600-1,000 lb. carcass weight

### CHB licensed packers:

- Greater Omaha Packing Co. Inc. (1999), Omaha, Neb., [greateromaha.com](http://greateromaha.com)
- National Beef Packing Co. LLC (2003), Liberal, Kan., and Dodge City, Kan., [nationalbeef.com](http://nationalbeef.com)

CHB is available through retail and foodservice outlets across the country. Visit [HerefordBeef.net](http://HerefordBeef.net) for a complete listing of CHB retail supermarkets and foodservice providers. To order CHB gift boxes, visit [bellcreekbeef.com](http://bellcreekbeef.com) or contact Bell Creek Beef at 877-478-4222.

## HPI Staff Produces *Hereford World*, Provides Marketing Services

Hereford Publications Inc. (HPI) staff coordinates publications and communication services to benefit American Hereford Association (AHA) members and their customers.

*Hereford World* is the official voice of the AHA. Produced 11 times per year, seven glossy issues are mailed to 5,500 subscribers. A tabloid issue is produced in January, February, August and October and is mailed to an additional 15,000 commercial cattlemen.

Timely articles and editorial columns provide readers with information to help them make sound management and marketing decisions. From basic how-to articles to in-depth reports on cutting-edge technologies, *Hereford World* is a solid package of beef industry information. The tabloid is an advertising vehicle editorially

centered to reach commercial producers interested in Hereford genetics.

*The Whiteface* is a newsletter produced by the HPI staff with a focus on the commercial cattle business and the role of Herefords in this sector.

Special advertising sections are printed several times per year. *The Hereford AI Book* mails with the March issue and the *Hereford Register* (yellow pages) is included in the July issue.

The Creative Services Department has been assisting Hereford members meet their promotional goals since 1989 by producing sale books, brochures, posters, letterhead, business cards, directories and newsletters.

Six field representatives represent the AHA and *Hereford World* throughout the U.S. and Canada.

## AHA/HPI Field Representatives

### Western Region: Mark Holt

Ariz., Calif., Idaho, Nev., Ore., Utah and Wash.  
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### Mountain Region: Ben Brillhart

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### Central Region: Contact the AHA

Iowa and Mo.

### Northeast Region: Contact the AHA

Conn., Del., D.C., Maine, Mass., N.H., N.J., N.Y., R.I., Vt. and eastern Canadian provinces



Ben Brillhart



Dustin Layton



Mark Holt



Levi Landers



Tommy Coley



John Meents

# Hereford World Editorial at a Glance

## July 2010 – “Tracking Technology”

- 46 It's a Digital World** – With new technologies redefining communication, producers must redefine their approach to reaching customers.
- 48 Working the Web** – Creating a quality website can increase connections with current and potential customers.
- 50 The Most Bang for Your Banner** – Following a few simple tips can help your banner advertisement stand out from the rest.
- 62 Log On For Herefords** – When looking for Hereford genetics, the first place to go is *HerefordMarketplace.com*.
- 64 Matching Buyers and Sellers** – *BuyHereford.com* is a marketing tool for producers, regardless of size, looking to buy or sell Hereford genetics.
- 66 Registration Made Easy** – Got a question about registering online? AHA staff members have an answer.
- 88 Marketing in Action** – Capturing video of cattle for sale is the latest advancement in the marketing world.
- 91 Lights, Camera, Action!** – By utilizing YouTube, you can put your cattle in the spotlight.
- 93 Tweet Your Way to the Top** – Keep your operation on the top of customers' minds with Twitter.
- 94 Put On Your Best Face** – Facebook can provide marketing tools to help you make the most of your customer relationships.
- 96 Blogging for Business** – Telling your story through a blog can connect your business with customers and the public.
- 98 Liking the List** – Hereford breeders across the country have discovered *craigslist.org* as a powerful tool to market their cattle.
- 114 Red Jacket** – Celeste Settrini says no matter where life takes her, it's her experiences as an American Junior Hereford Association (AJHA) board member that made her the woman she is today.

**146 Managing Genetic Abnormalities** – DNA tools aid producers dealing with genetic abnormalities.

**148 Avoid Mistakes When Collecting DNA Samples**

**151 AHA Releases Heifer Calving Rate EPDs**

**152 Calf Gender Made-to-Order** – Sexed semen helps cattlemen produce offspring that fit a producer's marketing demand.

**180 Serene Scenes** – Artist C.J. Brown believes she was meant to paint cattle.

**184 Destined** – Doug Gallier's Hereford connection goes back centuries.

## August 2010 – “Feeder Calf Marketing”

**Cover Not Equal** – Hereford provides added heterosis when compared to other British breeds.

**22 All Calves Are Not Created Equal** – Profitable feeder calf marketing requires planning ahead, extra effort.

**24 The Art of Arbitrage** – The King Ranch examines how the principles of arbitrage and asset turnover ratio can be useful marketing tools rivaling retained ownership.

**25 A Dozen Marketing Tips** – Management and information can add value to your 2010 calf crop. Here's a checklist to consider.

**34 The Debate Continues: What's the Right Size of Cow?**

**32 BIF Highlights** – Progressive beef producers and academia attended the 2010 Beef Improvement Federation (BIF) Symposium. Hereford breeder Sandhill Farms was named the 2010 BIF Seedstock Producer of the Year.

**44 Herefords Through the Generations** – Commercial producer Merv McDonald has been using Hereford bulls for 50 years.

**46 In Good Company** – Forming accurate contemporary groups is one of the keystones of good data collection.

**51 Protect Cattle from Heat Stress**

## September 2010 – “JNHE Highlights”

**33 Strategic Plan** – The AHA Board of Directors and eight advisors met in April for a strategic planning session to discuss and establish goals and objectives for the Association. In August the Board approved seven core strategies and corresponding objectives for the future.

**42 Ambassador** – Jackson Alexander is a young Hereford enthusiast and beef industry advocate.

**49 Hereford Youth Head “Home Again in 2010” for JNHE** – National Junior Hereford Association (NJHA) members and their families were in Indianapolis July 4-10 for the VitaFerm® Junior National Hereford Expo (JNHE). This 44-page section includes features on the top senior showman and Herdsman of the Year as well as highlights of the cattle shows, contests and other activities during the week. You can find a table of contents for JNHE coverage on Page 49.

**105 Hereford Youth Out West** – Leadership development, Hereford cattle and fun highlighted the 2010 Program for Reaching Individuals Determined to Excel (PRIDE) Convention in Idaho.

**114 Hereford Breeders to Convene in Kansas City** – AHA members will be in Kansas City Oct. 30-Nov. 1 for the 2010 Annual Meeting.

## October 2010 – “Annual Meeting Preview”

**Cover Performance Herefords: Sound and Solid** – For its excellence, innovation and dedication, Sandhill Farms was named 2010 BIF Seedstock Producer of the Year.

**8 Hereford.org Banner Ads Drive Traffic**

**9 New Ad Campaign Released**

**13 Research in Crossbreeding Leads to Start of Hereford Program at Chico State**

**24 Show Others** – Animal handling expert Temple Grandin urges livestock producers to reach out to the public.

- 30 **Education Focus of 2010 Annual Meeting** – AHA members will gather in Kansas City Oct. 30 to Nov. 1 to conduct Association business.
- 42 **Hiding Value** – Brands can mean a major discount in the value of hides.
- 54 **How to Thrive in the Future** – Management consultant shares advice for adapting to change.

#### November 2010 – “Hereford Strategy for Success”

- 23 **2010 Annual Report: Hereford Strategy for Success** – Highlights of fiscal year 2010, featuring the new American Hereford Association (AHA) strategic plan as well as survey and research project results. Also includes year-end registration, transfer and membership numbers, as well as financial reports.
- 38 **Serving the Breed** – Marshall Ernst discusses his time on the AHA and Certified Hereford Beef (CHB) LLC Boards, speculates on the future.
- 48 **Speaking Out** – Several Hereford breeders from across the country are speaking out for the beef industry, taking a stand against the false negativity that surrounds cattle production.
- 55 **Hereford and Brahman Breeders Host F1 Field Day**

#### December 2010 – “Annual Meeting”

- 16 **Enthusiast** – Dave Shelberg loves Hereford cattle and helping children.
- 18 **Hereford Dons a Black Hat** – Denver-area steak house Black Hat Cattle Co. proudly serves Certified Hereford Beef (CHB®).
- 19 **A Hereford Reunion** – Hereford breeders gathered in Kansas City Oct. 30-Nov. 1 for the 2010 American Hereford Association (AHA) Annual Meeting. Highlights of the weekend included the election of new officers and directors, recognition of Hall of Fame and Merit inductees, and the American Royal National Hereford Show. See Page 19 for a section index.
- 40 **Sylvia Powerload, Stonewall Win Keystone** – Results of the 2010 Keystone International Livestock Exposition (KILE) National Hereford Show.
- 84 **Killian Passes on Crown** – 2009-10 National Hereford Queen Katie Killian ended her reign during the American Royal National Hereford Show.

#### January 2011 – “Forage”

- Cover **Simply Value** – When the J.R. Simplot Co. needed to add consistency and value to its cow herd, the choice was simple: Herefords.
- 10 **National Hereford Feedout Tests Hereford Efficiency**
- 18 **If Your Operation Is Forage-Dependent, This ‘Top 10’ Is For You**
- 20 **A Better Way to Feed Hay** – Bale grazing offers options for cutting costs and chores.

- 22 **Mob Grazing 101** – Start with a high stock density for a short period of time, allow for ample recovery of the plants, and you might yield some impressive pasture results.
- 24 **Planned Grazing** – A good grazing strategy can help producers improve their bottom lines.
- 26 **Drought Management Mistakes**
- 30 **Proving Efficiency** – Measuring residual feed intake allows producers to select for more efficient animals.
- 36 **Corn Driving 2011 Economic Outlook** – Could corn prices continue to go up while cattle numbers shrink?
- 40 **La Niña Strengthening for Winter 2011** – Cold and wet forecast for Northern Plains; South will stay warm and dry.
- 46 **Ironman, Remetee Top Louisville National Hereford Show**
- 68 **Cut Back on Hay Costs During Winter Feeding** – Innovative hay bale feeders eliminate the waste inherent in traditional hay rings.

#### February 2011 – “Animal Welfare”

- Cover **Healthier and Heavier with Hereford in the Mix** – An F1 Hereford-Angus cross helps the Montana Circle B Ranch keep business booming.
- 20 **Buyhereford.com Matches Buyers and Sellers** – Online service features monthly consignment sales, individual producer sales.
- 32 **Through a Different Lens** – Producers need to consider outside views.
- 34 **Doing the Right Things** – An animal welfare checklist for your cow-calf operation.
- 36 **Working Together for Industry Quality**
- 44 **Herefords Sell** – Hereford feeder calf sales spread across the country.
- 50 **Getting Bulls Ready** – Nutrition considerations before, during and after the breeding season.
- 58 **Things to Do Before Purchasing a Bull**
- 68 **Management Factors Affecting Fertility**
- 70 **Domino 955W, New Era, Notice Me Nitro 9161, Ladysport 51W Named Reno Champions**
- 76 **2010 State Tours in Review** – Hereford breeders host tours and field days.
- 80 **Trace Mineral Supplements Enhance Calf Health and Cow Reproductive Performance**
- 83 **Prepare For Calving Season Now**

#### March 2011 – “National Western Highlights”

- 18 **AHA’s DNA Policy for Walking Herd Sires**
- 22 **Kuehn on Herefords** – Cattleman Bill Kuehn’s lifelong dedication to feeding Herefords earned him this year’s American Hereford Association (AHA) Hereford Innovator Award.
- 25 **Yearning for Eurasia** – For Hereford producers in Montana and the Dakotas, Russia and Kazakhstan are providing a new market for purebred genetics.

- 30 **The Grounds of Opportunity** – For many international Hereford breeders, the NWSS isn’t just a cattle show. It’s the location for developing cross-cultural bonds, business relationships and educational opportunities.
- 40 **Dominating Denver** – The Hereford breed again boasted the largest numbers at the National Western Stock Show (NWSS) in Denver. A total of 645 Herefords competed in the 105th annual event Jan. 12-15. With more than 20 pages of event highlights and winner recognition, the section has its own table of contents on Page 39.
- 73 **Hereford Breeders Believe in Family** – Gary and Kathy Buchholz of GKB Cattle believe strong cow families are important to the foundation of a cow herd.
- 76 **More Than a Brewery** – Brady’s Brewhouse creates a fun-loving atmosphere with fresh-brewed beer and great-tasting Certified Hereford Beef®.
- 78 **Hereford Bulls Average \$3,345 in 2010**
- 80 **Trich Update**

#### April 2011 – “Dams of Distinction”

- 17 **The Winning Ticket?** – Embryo transfer (ET) can provide many benefits to Hereford breeders. But is an ET program the winning choice for you?
- 24 **Kickin’ It In Kansas** – 2011 Junior National Hereford Expo (JNHE) schedule is announced.
- 26 **1,945 Dams of Distinction Honored** – The American Hereford Association (AHA) recognizes cows that meet the highest standards of production and the producers who manage them through the Dams of Distinction program.
- 30 **74 Bulls Recognized as Sires of Distinction** – AHA recognizes the Hereford bulls that sire efficient, fertile and productive females with the Sires of Distinction program.
- 40 **Pied Piper Farms, J.C. and Jo Anne Rogers Honored at Fort Worth** – Results of the 2011 Fort Worth National Hereford Show.
- 44 **Rocky Mountain Round-Up** – Highlights of the 2011 Cattle Industry Convention and National Cattlemen’s Beef Association (NCBA) Trade Show.

#### May/June 2011 – “JNHE Preview”

- 40 **Kick Up Your Heels in Kansas City** – America’s heartland will host the Vita Ferm® Junior National Hereford Expo (JNHE) July 9-16.
- 42 **Kickin’ It In Kansas** – The 2011 JNHE promises to be a fun-filled event for the whole family. The whole schedule is inside, with information on the golf tournament and contest updates.
- 46 **Family Business** – Coborn’s Inc. supermarkets provide a wholesome, valuable marketplace for Certified Hereford Beef (CHB®).

## AHA Member Advertising Information

Hereford Publications Inc., 816-842-8878

### GLOSSY MAGAZINE ADVERTISING RATES

Full page, four color .....	\$1,150
Half page, four color .....	\$875
Quarter page, four color .....	\$440
Full page, black and white .....	\$725
Half page, black and white .....	\$450
Quarter page, black and white .....	\$250
Seedstock directory (per inch, per year) ...	\$350

- Four-color ad includes one photo, each additional photo: \$20/photo
- Black and white ad rate includes one photo, each additional photo: \$10/photo
- Please call for two color advertising rates.
- **Ad contracts and print and Web packages available.**

### TABLOID ADVERTISING RATES

Full page, four color .....	\$1,200
Junior page, four color .....	\$1,000
Half page, four color .....	\$900
Quarter page, four color .....	\$700
Full page, black and white .....	\$800
Junior page, black and white .....	\$600
Half page, black and white .....	\$500
Quarter page, black and white .....	\$300
Seedstock directory (per inch, per year) ...	\$350

- Four-color ad includes one photo, each additional photo: \$20/photo.
- Black and white ad rate includes one photo, each additional photo: \$10/photo.
- Please call for two color advertising rates.
- **Ad contracts and print and Web packages available.**

### DEADLINES

Issue	Submission Deadline
September 2011 .....	July 27, 2011
*October 2011 .....	August 25, 2011
November 2011 .....	September 26, 2011
December 2011 .....	October 25, 2011
*January 2012 .....	November 25, 2011
*February 2012 .....	December 27, 2011
March 2012 .....	January 25, 2012
April 2012 .....	February 27, 2012
May/June 2012 .....	March 26, 2012
July 2012 .....	Early bird: April 9, 2012
.....	Final deadline: May 15, 2012
*August 2012 .....	June 25, 2012
September 2012 .....	July 25, 2012

\*Indicates tabloid issue

### SUBSCRIPTION RATES

(Included with member service fee)

One year .....	\$35
Foreign, 2nd class .....	\$60
Foreign, 1st class .....	\$110

## Creative Services

Creative Services offers a talented creative team for your next promotional project. Our experienced staff can take your next sale book, directory, brochure, flyer or other project to the next level. From photo retouching to a complicated directory, Creative Services is your source for affordable promotion.

### Offering customized mailing and online services

When your project is produced by Creative Services, you will have access to the newest mailing technology. Our mailing list system can return a list customized to your specifications. Search categories include a combination of the following: recent bull transfers, recent female transfers, radius searches, active AHA members, active NJHA members and commercial tabloid recipients.

Hereford Publications Inc. has teamed up with Denton Designs

LLC to provide producers online marketing options. Services include Web design, hosting, updates and other online marketing services. For more information and pricing, contact Denton Designs at 785-363-7263; e-mail [info@dentondesigns.net](mailto:info@dentondesigns.net); or visit [dentondesigns.net](http://dentondesigns.net).

### Data integrity

Creative Services uses a direct link to the AHA database to retrieve pedigree and expected progeny difference (EPD) information. This link ensures accuracy of information and access to the most current EPDs.

### Services

To receive a bid or if you have questions regarding the information needed to create a bid for your project, please call Joe Rickabaugh or Caryn Vaught at 816-842-3757.

Project	Price	Project	Price
Catalogs .....	Per bid basis	Catalogs .....	Per bid basis
Directories .....	Per bid basis	Logo design .....	\$50/hour
Brochures .....	Per bid basis	Ad design .....	\$50/hour
Flyers .....	Per bid basis	Photo retouching/editing .....	\$25/hour
Business cards .....	Per bid basis	Other projects (stickers, posters, etc.) .....	Per bid basis

Information needed for a bid: number of color pages, number of black and white pages, desired paper type for cover and inside pages, estimated number of photos, desired deadline or timeline, and quantity estimate. Please call if help is needed to decide on these key planning items.

## Online Advertising Opportunities

The American Hereford Association (AHA) website provides visitors the latest updates and announcements affecting the Hereford breed. It is also the site to visit when you are buying or selling Hereford cattle.

*Hereford.org* serves as the communication vehicle for new Association programs and services and is the Hereford breeders' direct link to the extensive database of sires and dams.

The website is more than a place for information, it is home to the *Hereford World*, National Junior Hereford Association, *HerefordMarketplace.com*, *ShopHereford.com*, Certified Hereford Beef LLC, Hereford Verified and the Hereford Youth Foundation of America websites.

### Web marketing opportunities

- AHA website Banner Ads
- E-newsletter Banner Ads
- Online sale catalogs posted in flip, PDF and searchable formats
- website design, hosting and maintenance
- e-mail plans

### AHA Website Banner Ads

Banner advertisements rotate throughout *Hereford.org*.

Hereford breeders can advertise their operations via banner ads that show logos, contact details, brief breeding philosophies, sale dates, etc. Banner ads serve as direct links to the breeders' websites. Banner ads are also offered to corporate entities. In March 30 banner ads, 15 square

and 15 rectangle, had a total of 94,961 impressions on the AHA website and were clicked on 870 times.

In an effort to offer affordable advertising rates, the AHA automatically rotates Web banners from page to page. This rotational method allows for multiple banner ads to be shown in a specific place on a specific page for a specific amount of time, giving the advertiser more exposure on more pages. Only one ad is shown in a particular place upon each request by a reader to view a page; however, when another reader requests the page, he is presented with another banner ad. There is no limit to the number of potential ads in the ad rotation.

**Pricing options:**

- 1-month banner ad — \$500 with 4 appearances in *eNews* or *Sales Digest*
- 2-month banner ad — \$900 with 4 appearances in *eNews* or *Sales Digest* (a \$1,000 value)
- 1 year banner ad — \$1,500 with 20 appearances in *eNews* or *Sales Digest* (a \$6,000 value)
- HPI contract — \$5,500 (a \$6,100 value)

- 4 1-page *Hereford World* ads (4-color). You determine in which issues ads are published
- 1 banner ad on the AHA website for 1 year (Does not include *eNews* or *Sales Digest*)

**Creative Services contract**

- 1 catalog — per bid basis
- 1 banner ad for one month for \$400 (a savings of 20%)
- 4 appearances in *eNews* or *Sales Digest* (top spot is not guaranteed. To guarantee a top spot an additional \$100/issue)

For more information about banner advertising options, contact Caryn Vaught at [cvaught@hereford.org](mailto:cvaught@hereford.org) or 816-842-3757.

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**E-Newsletter Banner Ads**

*Weekly Hereford Sales Digest* and *Hereford eNews* provide affordable banner advertising opportunities. If you are interested in advertising in *Sales Digest* or *Hereford eNews*, contact Caryn Vaught at [cvaught@hereford.org](mailto:cvaught@hereford.org) or 816-842-3757.

**Weekly Hereford Sales Digest**

This electronic newsletter is e-mailed to nearly 6,000 potential buyers

around the world and is sent directly to Hereford producers and commercial cattlemen. There are currently four positions for banner ads.

**Banner ad rates:**

- Top position — \$200 per week
- Bottom three positions — \$100 per week

**Hereford eNews**

*Hereford eNews* is a weekly newsletter distributed by e-mail to AHA members and other interested individuals. The newsletter keeps readers up-to-date on Hereford and other beef industry news. Three banner ad positions are available in the newsletter and are sold on a first-come, first-served basis.

**Banner ad rates:**

- Top position — \$200 per week
- Bottom two positions — \$100 per week

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**Online Sale Catalogs**

Hereford breeders can post production sale and private-treaty sale catalogs at *HerefordMarketplace.com*. Catalogs can be posted in three formats — PDF, flip and data.

Creative Services customers' catalogs are posted in all three formats at no extra cost. Hereford breeders who do their own catalog or utilize another organization to produce their catalog, can be listed on the *Marketplace* at a low cost. As an added benefit, the catalogs will also be listed in the *Weekly Hereford Sales Digest*.

**Online catalog rates:**

- PDF version — \$200 — Customer will provide a low resolution PDF to post to the site.
- Data version — \$2 per lot or \$5 per lot if Creative Services staff provides the data entry. The data will need to be submitted on an Excel template provided.
- Flip version — \$250 — Customer will provide a low resolution PDF\*.
- All three options — \$500 for 100 lots or less, \$600 for more than 100 lots.

\* *Note if the PDF file is not optimized or if the flip generator determines errors, it is the customer's responsibility to fix the errors and resubmit a new PDF. If the Creative Services team incurs additional hours due to technical issues those hours will be billable at \$40/hour.*

For more information, contact Caryn Vaught or Heather Yoho at 816-842-3757 or send an e-mail to [cvaught@hereford.org](mailto:cvaught@hereford.org).

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**Web Services**

The American Hereford Association (AHA) and Denton Designs LLC have teamed up to provide AHA members and associations with a suite of Web services. Options include website design, hosting and e-mail plans.

For more information, contact Angie or John Denton at 785-363-7263 or 785-562-6197; e-mail [info@dentondesigns.net](mailto:info@dentondesigns.net); or visit [dentondesigns.net](http://dentondesigns.net).

**Custom websites \***

\$300 for first page, \$100 each additional page

**Association websites (adult, women and junior) \***

- \$150 Home page (news and events)
- \$100 Members page
- \$50 Newsletter page (Does not include newsletter formatting. Association is responsible for providing Web-optimized PDFs for posting.)
- \$50 Officers, Juniors, Women, Classifieds, Links, Contact Us pages

Generate revenue for your association by selling banner ads and microsities.

For details, call 785-363-7263 or e-mail [info@dentondesigns.net](mailto:info@dentondesigns.net).

**Microsites \***

- \$100 per page (includes first-year hosting). Template based on subsite of *HerefordBreeders.com* (i.e. *HerefordBreeders.com/yourfarm*). Includes hosting and one photo per page.
  - Additional photos: \$10 per photo
  - Sale book posted as PDF file: \$35
- \* *Updates billed at \$35 per hour*

**Domain registration — yourfarm.com**

\$45 per year or \$85 for five years.

**E-mail plans — yourname@yourranch.com**

- \$35/year — 1 e-mail address with 30GB storage
- \$5/year — for each additional address
- E-mail forwarding — \$20/forwarding e-mail address one time setup fee

**Hosting and Statistics**

- Website hosting — \$150/year
- In-depth website statistics — \$70 one time setup fee



## NJHA contacts

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Kansas City, MO 64101  
816-842-3757 • 816-842-6931 fax

### OFFICERS

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mrw216@msstate.edu

### DIRECTOR OF YOUTH ACTIVITIES

**Amy Cowan**  
acowan@hereford.org

# NJHA Develops Leaders

## 2010-2011 National Junior Hereford Association Board of Directors



Front row (l to r): Danielle Starr, Manawa, Wis., vice chairman; Justin Bacon, Prairie Grove, Ark., fundraising chair; Kevin Ernst, Windsor, Colo.; Matt Woolfolk, Columbia, Tenn.; and Rossie Blinson, Buies Creek, N.C., chairman. Second row (l to r): Jake Metch, Bainbridge, N.Y., leadership chair; Mallorie Phelps, Grandview, Texas, communications chair; Andrew Albin, Newman, Ill., membership chair; Tamar Adcock, Assumption, Ill.; and Jaime Hanson, Comfrey, Minn. Third row (l to r): Austin Buzanowski, Pompeys Pillar, Mont., and Hunter Grayson, Watkinsville, Ga.

### Mission statement

*To create and promote enthusiasm for the Hereford breed while providing opportunities through leadership, education and teamwork, thus ensuring a brighter future for youth and the cattle industry.*

The National Junior Hereford Association (NJHA) is one of the largest, strongest and most active junior programs in the country. Through the years, members of this association have gone on to earn domestic and international respect as models for youth breed organization success. The NJHA continues to lay the foundation for the beef industry's future leaders. The traditions of the past coupled with the energy of today's board of directors have created a progressive approach to developing meaningful education and program planning. The NJHA benefits the Hereford breed as well as the beef and agricultural industries.

A 12-member board of directors governs the NJHA, with each person serving a three-year term. The members of the NJHA board of directors serve as ambassadors for the Hereford industry. As directors they motivate their peers and promote the Hereford breed. They strive to carry out the positive traits that an association of such caliber possesses.

"Advantage, Opportunity" is the NJHA logo. These are the building blocks toward the NJHA's goal of providing educational and leadership development programs, assisting with

breed promotion and serving as hosts for a variety of activities.

### Junior National Hereford Expo

One of the largest junior breed shows in the U.S., the Junior National Hereford Expo (JNHE) is a highlight of the NJHA's activities. Held each July, it is co-sponsored by the American Hereford Association (AHA) and affiliated junior and state Hereford associations.

A family vacation for many, the show provides an opportunity for competition of both junior members and their animals. A hands-on program provides educational, leadership and motivational information. Social events such as dinners, dances and educational tours to local attractions are highlights for juniors and adults.

### PRIDE Convention

The NJHA's Program for Reaching Individuals Determined to Excel (PRIDE) Convention focuses on leadership development. Junior members, parents and advisors from all over the country participate each year. During the three-day event, participants listen to nationally-known speakers

...continued on page 10



Hereford Youth Foundation of America

## Hereford Youth Foundation contacts

P.O. Box 014059  
Kansas City, MO 64101-0059  
816-842-3757 • 816-842-6931 fax  
[HerefordYouthFoundation.org](http://HerefordYouthFoundation.org)

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**Joe Walker**  
Morgan, Texas, 817-595-1121  
[joe@jmwalkerlp.com](mailto:joe@jmwalkerlp.com)

# Foundation Continues to Grow

## Mission statement

*To provide financial support for youth scholarship, leadership and education within the Hereford breed.*

## What is the HYFA?

The Hereford Youth Foundation of America (HYFA) was established in 1989 and is a not-for-profit 501(c) (3) corporation dedicated exclusively to scholarship and educational support of youth in the business of raising Hereford cattle. HYFA is governed by a board of directors who are involved in the Hereford industry and who have a vested interest in and passion for educating youth, developing leadership and encouraging young people to return to production agriculture.

## HYFA history

The HYFA was originally established to support the educational needs of National Junior Hereford Association (NJHA) members. NJHA is a membership organization that was formally established in 1965 as the young cattlemen arm of the American Hereford Association (AHA). The NJHA is one of the largest, strongest and most active junior breed organizations in the country. In 2000, as a result of the amalgamation of two youth foundations, including the American Hereford Youth Foundation and the American Polled Hereford Youth Foundation Inc., the new HYFA was started.

## Investment opportunities

The success of HYFA is a shared responsibility beginning with each and every Hereford producer. Breeder, industry and corporate support are vital to the success of the capital endowment campaign. We ask you to consider financial support of this project, sharing in the foundation's momentum to assure continued support for the youth – the future – of the Hereford breed.

There are many opportunities available to support the HYFA while gaining beneficial tax and income credit. To make a gift effective, producers may want to consider one of the following investment opportunities.

- **Cash:** Cash gifts are the most common campaign gifts and may be pledged over a five-year period. A pledge often enables you, as a donor, to contribute a larger gift if it is spread over a longer period of time.
- **Stocks and Bonds:** Stocks, bonds or other forms of securities, which have appreciated in value, are the next most

common types of campaign gifts. The tax advantages to the individual make these gifts highly attractive. Money market funds also make excellent gifts.

- **Real Estate:** A gift of real estate is another convenient way to contribute. If you are hesitating to sell some real estate because of potential large capital gains taxes, you may transfer the property to HYFA and derive substantial benefits.
- **Gifts Through Your Will:** While current gifts are needed, you are not limited to this form of giving. By making bequests to the HYFA in your will, you can help ensure the future of the HYFA. Or, you may consider leaving your assets in Trust, assigning the income to one or two beneficiaries and the trust principal to the HYFA.
- **Other Forms of Giving:** These include life insurance plans and trusts, family business gifts, and commemorative or memorial gifts. A variety of plans can bring immediate benefits to you. We urge you to consult your own legal or financial counsel to determine which plan is best for you.

Through these opportunities, you will be able to receive the maximum benefit of your investment, while supporting the HYFA.

To learn more about the HYFA \$5 Million Capital Endowment Campaign, visit [HerefordYouthFoundation.org](http://HerefordYouthFoundation.org) or contact Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org).

## Hereford Research Foundation

The Hereford Research Foundation (HRF) was established in 2009 as a division of HYFA to support breed improvement projects outside the scope of the AHA budget.

HRF was developed to support programs that enhance beef cattle production. These projects will be conducted throughout the U.S. in conjunction with universities, private firms and ranches and shall be funded by donations. Extensive time and resources are spent each year by the AHA to enhance beef cattle production through various ongoing projects. You can visit [Hereford.org/heterosisresearch](http://Hereford.org/heterosisresearch) to see the value of these projects.

Contact the AHA for more information on how to make tax-deductible contributions.



## Whole Herd TPR contacts

### Mailing address:

P.O. Box 014059, Kansas City, MO 64101

### Physical address:

1501 Wyandotte St., Kansas City, MO 64108

816-842-8878 • 816-842-6931 fax

[hereford.org](http://hereford.org)

### CHIEF OPERATING OFFICER AND DIRECTOR OF BREED IMPROVEMENT:

**Jack Ward**, [jward@hereford.org](mailto:jward@hereford.org)

### DIRECTOR OF RECORDS DEPARTMENT:

**Stacy Sanders**, [ssanders@hereford.org](mailto:ssanders@hereford.org)

### RECORDS SUPERVISOR:

**Cindy Coleman**, [ccoleman@hereford.org](mailto:ccoleman@hereford.org)

### WHOLE HERD DEADLINES:

#### July 15, 2011

Completion and return of fall 2011 herd inventories by this date will provide a \$.25 per head discount on every female maintained on the fall inventory.

#### July 31, 2011

Final date to submit all dam reproductive status and weaning information for the fall 2009 calf crop.

#### Sept. 1, 2011

Completion and return of fall 2011 herd inventories after this date will incur an additional \$2 per head surcharge on every female maintained on the fall inventory.

#### Nov. 1, 2011

Closing date for all birth, weaning, yearling and ultrasound data to be included in the Spring 2012 Sire Summary.

#### Dec. 31, 2011

Final date to submit all dam reproductive status and weaning information for the spring 2010 calf crop.

#### Jan. 15, 2012

Completion and return of spring 2012 herd inventories by this date will provide a \$.25 per head discount on every female maintained on the spring inventory.

#### March 1, 2012

Final date to nominate sires for spring 2012 breeding in the National Reference Sire Program.

#### March 1, 2012

Completion and return of spring 2012 herd inventories after this date will incur an additional \$2 per head surcharge on every female maintained on the spring inventory.

#### June 1, 2012

Closing date for all birth, weaning, yearling and ultrasound data to be included in the fall 2012 EPD evaluation.

# Whole Herd TPR™ — Your Performance Partner

The basic concept of beef cattle performance records is to measure genetic differences between animals for traits of economic importance. The American Hereford Association (AHA) recognizes the importance of performance records in today's beef industry and through Whole Herd Total Performance Records (TPR™) can provide a system flexible enough to meet the needs of the most sophisticated record-keeping breeder or those who desire to keep only the basics.

Within herd and contemporary group records generated through Whole Herd TPR are measures for calving intervals, birth weights, weaning weights, yearling weights, scrotal circumference, hip height/frame measures and ratios for most of these measures.

Good within herd records include information obtained at birth, weaning, yearling and ultrasound carcass data as well. These within herd and contemporary group records are adjusted for known environmental sources of variation in animal performance such as age of dam, age of calf, etc.

Today's commercial cattleman has available to him the germ plasm from multiple beef breeds and numerous breeders and animals within each of the breeds to select his herd replacements. Competition for the commercial industry purchasing power between and within breeds is keen, and those breeders who can document their seedstock's performance for the commercial man's investment have a distinct advantage in today's beef industry as it moves toward "specification production" from conception to slaughter.

Whole Herd TPR is a system of registration and performance tracking whereby every participating breeder updates his/her cow herd inventory annually and is charged for performance data on a per cow basis as opposed to a per calf basis. The system is positively endorsed by the Beef Improvement Federation (BIF), a North American

umbrella organization of beef breed associations, beef producers, researchers and the academic community. With this system, the AHA measures economically relevant beef production traits such as fertility, longevity and reproductive efficiency. Furthermore, the greater volume of data reported from each herd for measured growth and carcass traits enhances the accuracy of Hereford expected progeny differences (EPDs).

Participation in Whole Herd TPR is voluntary and breeders may choose to maintain pedigree records without recording performance information. With this option, known as pedigree registry, breeders do not have EPDs or other performance information printed on their registry certificates.

If you aren't presently participating in the performance registry program, call the AHA to get your herd enrolled and up-to-date. If you are currently enrolled but still have concerns and/or questions, please call, and let AHA staff walk you through the process and show you how easy and rewarding it can be.

## WHOLE HERD TPR STEPS:

### Step 1:

- Show an accurate inventory record of each female in your herd that is expected to calve in your selected season.
- AHA invoices the breeder for his inventory costs in accordance with the number and kind of animals reported.
- Following data submission, AHA provides a Dam Production Summary Report for each enrolled female.
- AHA returns Birth Information Worksheets (Form 1)

### Step 2:

- As calving is completed, breeders are required to return to AHA a Birth Information Worksheet (Form 1) with the birth information for every female enrolled in that season, including

data on any that failed to calve, lost a calf, etc. (Calves should be registered using this form in order to receive the least expensive registry costs — up to four months of age.)

- AHA returns Birth Report/Weaning Worksheet (Form 2)

### Step 3:

- Member submits completed Birth Report/Weaning Worksheet (Form 2) reporting weaning weight information or a disposal code for animals not weighed.
- AHA returns to the breeder the Weaning Report/Yearling Worksheet (Form 3) when all inventoried females have been reported.
- Note: Yearling information is not mandatory.

### Step 4:

- When the breeder returns Form 3 to AHA, a yearling worksheet is provided and the breeder reports yearling weights on those still in his possession and codes the balance as disposed of.
- If ultrasound carcass data is collected, technician submits carcass data directly to an AHA-approved ultrasound lab that will process the data and forward results to AHA for database inclusion.
- As an alternative, breeders can choose to return the form with no yearling information and request the Calf EPD Summary (Form 5), thereby completing the reporting requirements on that calf crop.

### Alternate breed inventory

The AHA offers an alternate breed inventory program to collect crossbred data as well as information on recipient dams so that it might be possible to utilize the information of crossbred and embryo transfer (ET) calves in future genetic analyses.

It also allows AHA to record information on crossbred calves with some portion of known Hereford genetics so that the performance data from these animals might be used in future genetic analyses.

Possible schemes might be for progeny testing young sires, aiding commercial cattlemen by benchmarking performance on their commercial cow herd, utilizing alternate breed sires on Hereford heifers and preserving their production history.

Finally this program collects several years worth of these types of data and then analyzes this information to see what the effect might be to the North American Hereford Cattle Evaluation of EPDs.

### Online registry

The AHA offers online registration, so throw away those handwritten paper forms and start updating your herd data online. You can update your herd inventory, record and register calves, and submit weaning and yearling data online.

The online system has several advantages. First, the system enables quicker, more efficient processing of your data once it is received by the AHA, which means you will receive the results you need quicker. You will not have to wait for traditional mail service to deliver your information to the AHA or to receive reports of updated information from the AHA once your work has been processed.

If you do not have time to sit down and record all your data at once or complete information on your calf crop, just log on to the online registry and record the information you currently have; then return at a later date to finish entering your data and submit your information for processing.

### Profit indexes

The AHA publishes four profit selection indexes as part of the Whole Herd TPR system. These indexes enable breeders and their commercial customers to select sires that maximize profit under specific commercial production situations.

Profit indexes combine the information from an animal's EPDs into one number that reflects its overall economic value in a specific situation. Hereford \$Profit Indexes include: Baldy Maternal Index (BMI\$); Brahman Influence Index (BII\$); Calving EZ Index (CEZ\$); and Certified Hereford Beef Index (CHB\$).

and participate in workshops, which assist in the enhancement of the attendees' leadership talents, communication and beef industry knowledge. The highlight of the event is participating in leadership and team building activities that prepare junior members for the real world.

### State field days and regional shows

Throughout the summer, approximately 30 state affiliates sponsor field days and/or regional shows. The NJHA board helps in planning and organizing activities, such as judging contests, junior cattle shows, and various educational and fun-filled contests and competitions.

### AHA Junior AI Program

Junior members may obtain free semen and artificial insemination (AI) certificates on top bulls in the breed through the Junior AI Program. Junior members can qualify females for the program by exhibiting their heifer(s) at any AHA-sponsored show. The program was established to provide juniors the opportunity to further enhance their breeding programs as well as to encourage managerial and marketing skills.

### Scholarships

The NJHA is an organization devoted to the development of outstanding leadership potential, and the NJHA encourages members to seek advanced education. The NJHA, through cooperation with the Hereford Youth Foundation of America (HYFA) and the National Hereford Women (NHW), awards more than \$65,000 in scholarships to NJHA members each year.

# Visit Hereford Websites

## Hereford.org features:

The **Event Central** page gives you information on upcoming events. This information can be viewed in four ways by clicking on “Dateline,” “Calendar,” “Timeline” or “Map” at the top of the page. The menu on the left allows you to filter the events by clicking on the event type and/or a certain state.

The **Hereford Marketplace** is easily accessible from any page by clicking on the “Marketplace” link at the top of the page. Here you’ll find sale information on production sales, private treaty sales, commercial females and feeder calves as well as semen catalogs. Sale catalogs can be viewed in three ways: flip format, PDF or in a searchable-EPD format. The Marketplace also includes links to Hereford Photoshopping, *ShopHereford.com* and sale results.

The **Education Center** is a resource for information about managing Herefords and beef cattle. The page includes links to fact sheets on body condition scoring, whole herd TPR, EPDs and much more.

By clicking on the **“HW Magazine”** link at the top of any page, you can view the current *Hereford World* issue, as well as back issues. Issues will be posted in a flip-style, allowing you to turn each page just like you would read the actual magazine, as well as as PDFs of the editorial content.

**“National Shows Results”** is an option under “Favorites” or you can find it under the Seedstock tab and “Shows and Events.” Once clicking on the “National Show Results” you can select the show from which you would like to see results. Click on the arrows to drill down within each show to see division winners and class placings. You can click on a picture to see it enlarged.

## Other sites:

**HerefordBeef.net** — This site is the home of Certified Hereford Beef (CHB) LLC. A consumer-based website that also contains information for CHB® retail and foodservice customers. The site showcases exciting new recipes and contains a complete list of CHB retail supermarkets, retail distributors and foodservice distributors by state. In addition, you’ll find information about the CHB® brand, how to market your cattle through CHB, and CHB LLC staff information.

**HerefordVerified.com** — Here you’ll find information about the Hereford Verified program, a way to market your cattle through CHB, including frequently asked questions, benefits of the program and how to get started.

**HerefordResource.com** — This password-protected site was developed for state Hereford associations as well as individual breeders to be able to download communication tools to help promote Herefords. Visitors to the site can download the AHA’s national ad and radio script. To request a password, e-mail [adenton@hereford.org](mailto:adenton@hereford.org).

**HerefordPhotoShop.com** — Hereford Photo Shop was started as an online show photo store for Hereford exhibitors. The site also includes a password-protected area where media professionals can download press releases and photos for publication use.

The screenshot shows the Hereford Association website homepage. At the top, there is a navigation bar with links for CHB, HW Magazine, Hereford Foundation, NJHA, Hereford News, and National Hereford Women. Below this is a search bar and a main navigation menu with categories like Seedstock, Commercial, Auctions, Marketplace, Event Central, Education Center, Media Center, EPD Search, Records/TPR, Contact Us, and Links. On the left, there is a 'Favorites' sidebar with links for Register your animals, EPD/Animal Search, Authorized User Login, National Show Results, Event Central, Hereford World, The Whiteface, AHA Membership Search, and Forms Library. The main content area features a large image of a Hereford calf with a text overlay: "And Herefords boost crossbreeding programs. Due to Hereford purity, whiteface crosses pack extra hybrid kick. A Hereford bull and an Angus cow create one of the most efficient, covered products of the beef cattle industry." Below this is a table of 'Upcoming Events & Sales' with columns for Date, Event, Location, and details. On the right, there are sections for 'Premium Genetics From The Brand' and 'Latest News'. At the bottom left, there is a 'Quick Links' button.

In the top right-hand corner of any page, you will notice the **search** function. Type in whatever you are looking for and it will find the information anywhere on the site.

The **“Juniors”** area is full of information for junior members and junior advisors.

Looking for a particular page? Click on **“Quick Links”** at the bottom of any page for a drop-down menu of all the pages on the site listed by category.



## **American Hereford Association**

### **Vision Statement**

To be the preferred beef breed for producers and consumers.

### **Mission Statement**

AHA will provide the leadership to record, protect, promote and facilitate the production and consumption of Hereford beef.

### **Strategic Intent Statement**

The American Hereford Association will grow its herd book cow numbers by 1% a year, registrations 3-5% per year and its commercial bull market share to 22% by 2015. This will be achieved by delivering practical tools, trusted documentation, targeted education, innovative marketing and member services to progressive, profit-oriented seedstock producers, commercial cow-calf producers, feeders and packers who value increased efficiency, predictability and differentiation.

### **Core Strategies**

- I. Improve the overall quality, consistency, predictability and profitability of Hereford genetics.
- II. Build strategic alliances.
- III. Continue to grow the Certified Hereford Beef (CHB®) program.
- IV. Increase investment in member and customer education and service.
- V. Increase focus of communicating the profitability advantage of Hereford genetics.
- VI. Grow non-traditional revenue.
- VII. Cultivate the growth and development of juniors and young breeders.



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