



Iowa Hereford Breeders Association

every calf deserves a white face

DECEMBER 2018

NEWSLETTER



From the President

by Marilyn Lenth, IHBA President

2018 has been a challenging year for those of us in agriculture, with weather patterns that have had dramatic swings and commodity prices with tight margins. As I write this, winter has made an early appearance with snow on the ground and single-digit wind chills. I've heard so many times, "If it was easy, everyone would do it." I guess that rings true in farming and raising Hereford cattle, but I think it's a common thread of our passion for the breed and our "way of life" that probably keeps us all going. Despite this year's challenges, hopefully most or all of you have your spring calves weaned, fall calves on the ground and enough feed stockpiled for the season ahead of us.

Your Iowa Hereford Breeders Association has a lot of momentum going and we have already been making plans for the year ahead. It was exciting to see such a great turnout this fall for the Iowa tour, with many regular faces and a lot of new faces, too. Preliminary plans are already underway for the 2019 tour to be held in southeastern Iowa. Joe Rickabaugh is wrapping up the screening process for the upcoming 2019 Iowa Select Hereford Sale at the Beef Expo and details will be coming out on the great cattle being offered in that sale. Along with the Expo will be our annual banquet, again being held at Diamond Jack's restaurant on the State Fairgrounds. We hope to see a large turnout again. Please register ahead with Becky so that we can be prepared. We will be inducting new member(s) into our IHBA Hall of Fame at the Expo banquet. If you have anyone you would like to nominate for this honor, please contact any of your directors prior to our next board meeting on December 9.

Having attended the AHA annual meeting in Kansas City last month, it's easy to get caught up in the excitement and momentum our association is taking as it moves forward in so many ways. As a state association, we hope to spread that same optimism and forward thinking for our local members. If you have ideas or suggestions for our association and programs or initiatives you would like us to take on, please share them with me or any member of our board of directors. We are YOUR board and we are here to serve and represent you.

Simpsons Recognized as Golden Breeders



Becky and Mike Simpson receive their Golden Breeder medallion from AHA President Kevin Schultz.

In celebration of 50 years in the Hereford business, 12 Hereford breeders nationwide were recognized for their commitment as Golden Breeders during the American Hereford Association Hereford Honorees Reception in Kansas City.

Among them were Mike and Becky Simpson of Simpson Polled Herefords, Redfield, Iowa. Both Mike and Becky got their start in the Hereford business at a young age, he in Ohio and she in Illinois. They had the great fortune to exhibit and be around several state and national champions. They met in the early 1970's when both were employed by the American Polled Hereford Association. Mike's most notable achievement was originating and developing the National Junior Polled Hereford Heifer Show, the predecessor to and prototype for the current National Junior Hereford Expo.

The Simpson herd has been developed with performance as the top priority. Their major focus is on calving ease, low birth weights and high growth traits. The herd is recognized as a Gold Whole Herd Total Performance Record (TPR) breeder and has had several Dams of Distinction in the bloodlines.

Dec. 5 – Goehring Herefords Female Sale, Keosauqua  
Dec. 6-7 – Iowa Cattlemen's Association Meeting, Des Moines  
Dec. 9 – IHBA Board Meeting, Ames  
Jan. 16-19 – National Western Stock Show Hereford Shows & Sale, Denver  
Jan. 19 – Anita Sale Barn Hereford-Influence Calf Sale, Anita  
**Jan. 21 – Newsletter Deadline**  
Jan. 25-26 – Cornbelt Cow-Calf Conference/KIIC Farm Show, Ottumwa  
**Feb. 1 -- Expo Banquet reservation deadline**  
Feb. 13 – IHBA Banquet, Diamond Jack's, Iowa State Fairgrounds, Des Moines  
Feb. 14 – Iowa Select Hereford Sale, Iowa Beef Expo, Des Moines  
March 10 – IHBA Board Meeting, Ames  
**April 1 – Steer Futurity Nomination deadline**  
July 6-13 – Junior National Hereford Expo, Denver

### Expo Banquet Reservations Due February 1

The Iowa Hereford Breeders Association banquet is set for Wednesday, Feb. 13, at Diamond Jack's on the Iowa State Fairgrounds. This come-as-you-are event will be held on the eve of the Iowa Select Hereford Sale at the Iowa Beef Expo.

A social hour will begin at 6:00 p.m., followed at 6:45 by a sumptuous prime rib dinner. The 2019 Hall of Fame induction will be the feature of the post-dinner program.

All Hereford enthusiasts are invited to attend. The IHBA will again subsidize the cost of the meal **for those who register by Feb. 1**. Those who make reservations by that date will pay just \$20; meals reserved after Feb. 1 will cost around \$28. A children's menu will also be available for \$10.

To reserve your dinner at the reduced price, simply call or e-mail Becky Simpson at 515-833-2991; becky@iowahereford.org **by Feb. 1**. You do not need to send payment when making reservations, but prepayment will speed up the check-in process at the event.

Please note that seating is limited and while reservations (for the full price) will be accepted until Feb. 6, we cannot guarantee the availability of meals that are not reserved.

### Expo Offering Shaping Up

Joe Rickabaugh has completed the screening process and the elite offering for the 2019 Iowa Select Hereford Sale is being assembled. Plans are for the catalog to be available at the National Western Stock Show in Denver and the Cornbelt Cow-Calf Conference/KIIC Farm Show in Ottumwa.

The IHBA board will meet Dec. 9 in Ames. If you have any suggestions, concerns or items you would like the board to address, please contact President Marilyn Lenth **by Dec. 5**.

### Seeking Hall of Fame Nominations

At its Dec. 9 meeting, the IHBA board of directors will select the 2019 Hall of Fame honoree(s). If you know someone who has made a significant impact on the Hereford breed in Iowa, nominate them by contacting any IHBA board member and providing a brief biography outlining the nominee's contributions **by Dec. 7**.

### Directory Heading to Production

The 2019-20 Iowa Hereford Directory is in its final stages and will be heading to Creative Services shortly. It should make its first public appearance at the Farm Show in Ottumwa and will be direct-mailed to some 6,000 cow-calf producers in Iowa as well as all IHBA and IJHA members, county Extension offices and major sale barns.

THANK YOU to all who supported the directory with advertising and to those who paid their 2019 dues by the deadline in order to be listed in the new publication.

### Come to Ottumwa in January!

Once again, the Iowa Hereford Breeders Association will sponsor a booth at the Cornbelt Cow-Calf Conference/KIIC Farm Show in Ottumwa on January 25-26. Thanks to Lisa and Mark Keeton and Dave Larson for overseeing this promotion.

### Steer Futurity Nomination Deadline Is April 1

4-H'ers weighing in steers for 2019 are encouraged to ask the breeders to nominate them for the IHBA-sponsored steer futurity to be held at the Iowa State Fair. The steer must qualify as born and bred in the state of Iowa via the American Hereford Association (AHA) registration paper. The breeder's AHA membership must include an Iowa address in order to qualify.

Additional information and rules will be in the next newsletter and on the IHBA website. **Nomination deadline is April 1.**

**FOR SALE:** 30-40 good young cows (2-5 years old) and 14 replacement heifer calves. Nearly all cows will calve by the end of March. Extra Deep and Wrangler bloodlines. **Johnson Hereford Farm, Milford, IA** Call Jack, 712-260-3650; or Lynne, 712-330-7470; jjljfarm@hotmail.com

## **American Hereford Association Annual Meeting**

"Advancing the Breed. Strengthening the Industry" was the theme of the American Hereford Association's (AHA) educational forum and annual meeting, held Oct. 26-28 during the American Royal Livestock Show in Kansas City. Kicked off by a Friday morning open house at the new AHA headquarters, the weekend was chock-full of educational sessions, food, fellowship and great cattle. Attendees also enjoyed a lot of interaction with AHA staff and board leadership.

Iowa was represented at the Saturday morning annual meeting by voting delegates Marilyn Lenth, Charly Rife, Mike Simpson and Chance Wiese. Following are three of the delegates' perspectives on the weekend:

### **Marilyn Lenth**

It was an honor to once again represent our Iowa Hereford breeders as a voting delegate to the annual meeting. As I've experienced in the past, the annual meeting always has a very positive message and is a great way to talk with other producers, share ideas and learn about current programs and new developments coming within our association. Sitting through the annual meeting's departmental updates, I was inspired by the continued growth in registrations, transfers, cow inventories, adult and youth memberships, and CHB sales. It's obvious we are a part of a strong and continually growing industry.

Our association is working to stay on the leading edge of technology, too. The MyHerd system continues to be enhanced, with new updates coming that will make it even more user friendly, faster, mobile friendly and more efficient to use. A new option called "Hereford on Demand" will be rolled out the end of January that will offer new technology where online sale catalogs can be linked to real-time, updated EPD's. Producers are encouraged to continue to DNA test as many animals as possible. A new Platinum TPR level of whole herd reporting will be kicked off soon. It will recognize those producers that go beyond the Gold TPR level by also genotyping 85% of their calf crop. In today's widespread use of social media, the AHA marketing team was recognized with a first place award for website design; and Facebook and Twitter are being used more than ever.

The entire annual meeting was very upbeat and left an impression that our association is moving forward, looking at how we can continue to push and improve, and certainly not being complacent in any area. The Ladies of the Royal Sale was well attended and Iowa was very well represented among the cattle consigned. Both the junior show on Saturday and the open show on Sunday also had a good crowd attending and a strong showing of cattle being exhibited. I would strongly recommend anyone who hasn't had the opportunity to attend the annual meeting or the Royal to do so, if you have the chance. I thank the members in Iowa for allowing me to be one of your representatives that weekend.

### **Mike Simpson**

This was my first time in several years to serve as a delegate and frankly, it exceeded my expectations as compared to past meetings. The meeting was only about two hours long and the topics were covered quite efficiently. Compared to past meetings I attended, a lot of things like show animal awards, Hall of Fame, etc., were moved and covered in other events throughout the weekend.

Really, the only point of business for a delegate was to vote on three of the six director candidates. With this as the only role, there were several states that could not fill their delegate quota. I would have to say that with the information I had previous to the meeting that I had three top candidates selected, but after hearing from them on-site, I changed to a different person on one of the three I voted for. The three that got elected are good people with at least a couple having good leadership experience, which helps when this class comes around for an AHA officer potential.

The highlight for Becky and me was the recognition banquet on Friday night where we were recognized as 50 years or more Hereford breeders. The program for all the honorees and Fed Steer Shootout and scholarship winners was well done. Unfortunately, one negative memory was that one of the honorees was too long-winded in his acceptance comments, which took as much time as all the others combined.

It was a good chance for any breeder to network with Hereford breeders across the country.

### **Chance Wiese**

Another year, another successful annual meeting and we as breeders have a lot to be excited for going forward! I attended the educational seminars Friday afternoon, where the American Hereford Association announced a revamp to the MyHerd online program with a focus to become more user friendly along with a fresh and clean design. Not only did they announce a revamp to the MyHerd program, but also introduced a new online marketing tool to assist breeders in not only selling their cattle, but in seeking specific genetics and directing them to other breeders that may offer what they're seeking. To cap off the seminars, Shane Bedwell and Trey Befort both gave great presentations which expanded on certain genetics, EPD's and Certified Hereford Beef.

Later that evening at the Hereford Honorees program, many great individuals and operations were recognized, with Greg Shaw, John Loewen, Dale and Mary Barber and Clifford and Barbara Copeland being inducted into the Hall of Fame and Jay George getting the Hall of Merit. Congratulations to Iowa's very own Simpson Polled Herefords for being awarded the Golden Breeder Award for being in production for over 50 years. On top of the awards and Hall of Fame inductions, over \$173,000 worth of scholarships was awarded to the next generation of Hereford breeders.

The following morning at the annual meeting, reports seemed promising with registrations, cow inventory, members and CHB product sold all increased from the previous fiscal year! At the conclusion of the meeting, it was announced that Bruce Everhart, Craig Beran and Andrew Matheny were elected to the board. They should serve as great assets for the breed for years to come. Following the annual meeting Iowa was well represented in the Ladies of the Royal Sale with JJB Cattle Co., Landt Herefords, PAW Livestock LLC and R & R Cattle Co. all consigning to the sale.

Overall, we as breeders have a lot to be proud of as the Hereford breed is in a great position to thrive for many years to come. Not only is this attributed to the efforts of the American Hereford Association staff, but what you all have done as breeders to develop quality Hereford genetics that speak for themselves.

## **Iowa Ranks 11<sup>th</sup> in Registrations**

In the AHA's 2018 annual report, Iowa ranked 11<sup>th</sup> nationwide in registrations, with 2,429. Texas had the largest number for the fiscal year at 9,877.

Other information provided by AHA shows that among Iowa breeders, Wiese & Sons, Manning, registered the most animals, 290. The remaining top ten, in order, were: Bill Goehring, Libertyville; Graham Brothers, Benton; Lenth Herefords, Postville;; Johnson Hereford Farm, Milford; Israel Cattle Co., Lenox; K7 Herefords, Lockridge; Heim Livestock, Logan; Sheriff Polled Herefords, Orient; and Jackson Hereford Farms, Mechanicsville.

## **Iowans Top Steer Shootout**

Winners of the 2018 National Junior Hereford Association (NJHA) Fed Steer Shootout were announced during the AHA's annual meeting weekend. The program doubled in size in its second year, with 37 youth from 13 states entering 149 steers. Juniors have the opportunity to collect actual feed yard performance and carcass merit data during the contest, ultimately learning about the importance of ultrasound technology, genetics and health.

Wyatt Johnson of Boone, Iowa, had the champion purebred pen of three in group two. The calves were bred by his grandparents, Jack and Lynne Johnson of Johnson Hereford Farm, Milford. Because Wyatt was unable to be in Kansas City, he will receive his prizes during the IHBA banquet in February.

The champion purebred pen of three in group one belonged to Molly Biggs of Dixon, Ill., whose family, Biggs Polled Herefords, are longtime IHBA members.

MacKenzie Trowbridge, Tabor, entered the champion commercial pen of three in group one.

## **Schmitt is Scholarship Winner**

Of the nearly \$150,000 in scholarships awarded by the Hereford Youth Foundation of America during the Honorees Reception, \$10,000 of that total went to Peyton Schmitt, Birmingham, Iowa. She was a recipient of one of the 10 Jack and Donna Vanier Family Scholarships.

## **Photo Contest Winner**



Julie Van Langen of Iowa Falls submitted the winning entry in the IHBA's latest Facebook photo contest. She will receive a \$25 beef certificate and her picture will be displayed on the association Facebook page.

## **Obituary**

**Derry Pitsenbarger**, 71, of Perry, passed away July 31. A partner in Pitsenbarger-Orman Herefords, he had served on both the Dallas County and Iowa State Fair Boards, was a High School Rodeo director and a member of the Dallas County Cattleman's Association. He is survived by his wife, Joyce; daughters Wendi Moody, Jodi Jenkins and Mandi Orman; nine grandchildren and two siblings.

The IHBA also extends condolences to the Landt family on the passing of Steve's mother, Shirley; and to Randy and Anna Golightly, Silver Bullet Herefords, on the death of Randy's father, Dale Golightly.

## **Welcome, New Members!**

CKW Herefords – Cole, Kimberly, Caroline, Anna & Avery Wagner, Hull, Iowa  
Dolieslager Show Cattle – Kyle Dolieslager, Doon, Iowa  
Moore's Miniature Herefords – Chase Moore, Bloomfield, Iowa  
Twin Oaks Herefords – David & Carol Beelman, Montrose, Iowa

## 36 Receive County Champion Awards

Herefords were popular youth projects at county fairs this year, as evidenced by the increased number of exhibitors earning the custom-made County Champion Awards presented annually by the Iowa Hereford Breeders Association. In all, 36 exhibitors from 26 counties showed a total of 40 purple ribbon winners in either horned, polled or combined shows. Three counties reported Hereford winners for the first time. Most of the awards were sent to their respective county Extension offices for presentation at their awards day.

Congratulations to the following exhibitors:

### Buchanan County

Collin Wilson, horned heifer

Collin Clayton, horned steer

### Butler County

Kinsey Mohwinkle, polled heifer

### Clayton County

Cassie Larson, heifer

### Clinton County

Emma Davisson, heifer

### Dallas County

Kennedy Montag, heifer

Jarrett Orman, steer

### Davis County

Jenna White, horned heifer

### Des Moines County

Elijah Grier, horned steer

### Fayette County

Alissa Rose, heifer

### Harrison County

Grant Brix, horned heifer

### Iowa County

Madalynne Yenter, home-raised horned heifer &  
home-raised steer

Brody Ward, home-raised polled heifer

Carlee Cremeens, polled heifer

### Jasper County

Emily Zahurones, heifer

### Jefferson County

Miles Gerleman, heifer

### Jones County

Carly Manternach, polled heifer

Lilly Stoll, steer



### Louisa County

Kennedy Rife, horned

heifer

### Mahaska County

Logan Schroeder, polled heifer

### Marion County

Austin Bishop, polled heifer

Addison Wall, polled steer

### Monroe County

Sydney Hoskins, horned heifer

Curtis Clark, polled heifer

### Muscatine County

Jada Rock, heifer

Tyler Mach, steer

### Plymouth County

Brady Allan, horned heifer & polled heifer

### Ringgold County



Riley Jones (left), horned heifer

MaKayla Jones (right), polled heifer

### Scott County

Grant Wilson, heifer & steer

### Tama County

Kayla Heck, polled heifer

### Warren County

Selia Becker, heifer

Aiden Pals, steer

### Washington County

Carter Harmsen, heifer

### Webster County

Cole Lundgren, polled heifer

Maggie Anderlik, polled steer

### West Pottawattamie County

Jonathan Casson, polled heifer

## Just Married...



Grant Seuferer and Kyleigh King were married June 2 at St. Ambrose Church, with the reception held at the Temple of the Performing Arts, both in Des Moines. Grant is the son of Rande and Linda Seuferer, Milo, Iowa; Kyleigh's parents are Dan and Jennifer King of Aurora, Colo. The couple are both CPA's with Deloitte Tax in Des Moines.



## New Names In the News

Former Iowa Hereford Queen and current queen coordinator Alecia Bruns and her husband Clayton became first-time parents on Oct. 9, with the birth of their son, William Russell. Grandparents are Chris and Shannon Knapp and Jeff and Tammy Bruns, all of Waverly.

## Have You Paid Your Dues?

Even though the directory deadline is past, it is still time to pay 2019 dues. Just complete the membership form on the IHBA website and return with \$50 to IHBA administrative secretary Becky Simpson, 13359 280<sup>th</sup> St., Redfield, IA 50233-6014. Don't miss out on all the association's news, activities and other benefits of membership.

See this newsletter in color  
at [www.iowahereford.org](http://www.iowahereford.org)

## Many Thanks...

Thank you for sponsoring the 2018 JNHE. Without continued support from breeders like you, we'd be unable to hold this incredible event. The NJHA truly appreciates your contribution.

*Bailey Jones*  
NJHA director

We would like to thank you for your sponsorship of the Breeding Beef cash award. Thanks to you we are able to reward our members for all of their hard work. We look forward to working with you again.

*The 2018-2019 Iowa FFA State Officers*

Thank you for donating money. I really appreciate it. I have put that money into another steer in Iowa to have another great year of showing. I enjoy my experiences at Hereford shows.

*T.R. Putz*  
(T.R. received \$500 for having the reserve champion in this year's Hereford Steer Futurity.)

Thank you for sponsoring my County Hereford Champion Award. I look forward to collecting a wall full!

*Kennedy Rife*

Thank you so much for my award for my champion Hereford. I really appreciate the recognition and the opportunity to represent my breed.

*Jenna White*

"May Your Days Be Merry & Bright"



Merry Christmas  
&  
Happy New year!

## MEET YOUR DIRECTORS



**Brent Petersen** of DeWitt was elected to his second term on the IHBA board at the annual meeting in September.

With his family's Petersen Herefords herd, Brent is carrying on a family tradition started by his grandfather, Earl Haring, who raised and showed Herefords in the 1940's, '50's and '60's. When Brent joined 4-H in the 1970's, his family started showing Hereford cattle and he has had his own small herd since graduating from high school in 1981. The Petersens raise both polled and horned Herefords, selling heifers, steers and bulls

privately and at a few sales.

From the late 1980's through the 1990's, Brent was a member of the Iowa (horned) Hereford Association board, serving as president in 1998. He has been on the IHBA's Beef Expo sale committee for several years and enjoys helping promote Herefords.

The other three partners in Petersen Herefords LLC are Brent's wife Robin, who is vice president of Ag Spectrum Co.; son Dylan, 25, an engineer with Hagie Sprayers; and daughter Nicole, 21, a senior at the University of Iowa studying accounting. Nicole has had considerable success at the Junior National Hereford Expo, including two class winners and a division champion heifer. Brent served as a club leader when the kids were in 4-H and is currently on his church council.

Currently in his second year on the IHBA board, **Chance Wiese** of Manning is the fifth generation of the Wiese & Sons herd that was officially established in 1912. Having been born into the cattle operation, Chance's interest in and love of Hereford cattle began at an early age. Throughout high school, he was actively involved with 4-H and FFA and competed in cattle shows at the local and state levels. His passion for the animal industry led him to Iowa State University, where he earned a degree in 2015.



Although he had the opportunity to "test the waters" of the agricultural industry, Chance opted to return to the family operation immediately after graduation, where he continues to work full time. He says that his knowledge of the cattle industry and the Hereford breed have grown immensely as he works alongside his grandfather Gene, father Dave and now brother Shayne. His goal is to prepare the operation for the sixth generation and pass along his love for Herefords like the previous generations have done for him and his brothers.

Chance and Kelsey Grote were married this past June. Although she did not grow up directly with livestock, Kelsey has strong ties to agriculture as her family runs a row crop operation outside Breda, Iowa.

As a member of the IHBA board, Chance has helped increase the association's social media presence. He initiated the Facebook photo contest, which will be conducted four times each year. In addition to his IHBA role, Chance is actively involved with the Iowa Foundation for Agricultural Advancement (IFAA), which runs the Sale of Champions at the Iowa State Fair and also provides roughly \$300,000 worth of scholarships to incoming and current college students. He is also a member of Iowa State CALS Young Alumni Council (Curtiss League), which actively promotes the College of Agricultural and Live Sciences and assists with recruitment events for the university.

Iowa Hereford Breeders Association  
13359 280<sup>th</sup> St.  
Redfield, IA 50233-6014

## ADDRESS SERVICE REQUESTED

### **Iowa Hereford Breeders Association**

#### **Officers & Directors**

*(year term expires; \* denotes 2<sup>nd</sup> term)*

President: Marilyn Lenth, Postville (2019\*)  
319-269-3146

Vice President: Bill Goehring, Libertyville (2020\*)

Secretary: Amanda Heck, Chelsea (2020)

Treasurer: Chance Deppe, Spragueville (2019)

Directors:

Willy Black, Chariton (2019)

Crystal Blin, Independence (2020)

Chris Knapp, Waverly (2019\*)

Brent Petersen, DeWitt (2021\*)

Scott Powell, Blue Grass (2021)

Charls Rife, Columbus Junction (2021\*)

Mike Simpson, Redfield (2021)

Chance Wiese, Manning (2020)

Beef Breeds Council Representatives:

Chris Knapp, Waverly

Mike Dierenfeld, Northwood

#### **Administrative Secretary**

Becky Simpson

13359 280<sup>th</sup> St.

Redfield, IA 50233-6014

515-833-2991

becky@iowahereford.org

**Website:** [www.iowahereford.org](http://www.iowahereford.org)

**Website Administrator:** Marilyn Lenth  
lhfarms1@netel.net

### **Iowa Junior Hereford Association**

#### **Officers & Directors**

President: Lindsay Black, Chariton

Vice President: Jacob Smith, Newton

Secretary: Jenna Smith, Newton

Treasurer: Evan Espenscheid, Marshalltown

Directors: Abby Anderlik Payne, Dayton

Maggie Anderlik, Dayton

Nick Deppe, Maquoketa

Ethan Espenscheid, Marshalltown

Abby Greiman, Perry

Delaney Rife, Columbus Junction

Payton Vogel, Hartley

IJBBA Representatives:

Jenna Smith

Ethan Espenscheid

#### **Advisors**

Tim & Melinda Anderlik, Dayton

515-547-2453

Lonnie & Tammy Cherry, Winthrop

319-981-4831

### **Iowa Hereford Queen**

Maggie Anderlik, Dayton

**Queen Coordinator:** Alecia Bruns, Shell Rock