



Iowa Hereford Breeders  
**Association**  
*every calf deserves a white face*

## **November 2008 Newsletter**

# **LAST CALL FOR DIRECTORY INFORMATION!**

The **December 1** deadline is rapidly approaching for members wishing to be included in the 2009-2010 Iowa Hereford Breeders Association Directory, which will reach approximately 6,700 people.

All ad copy (including pictures) and payments must be submitted by Dec. 1. Costs are: full page, \$300; half page, \$200; and quarter page, \$125. You may send either a rough sketch or camera-ready copy. Creative Services can design your ad for you; proofs will be sent to those breeders purchasing a half page or larger.

In addition, members paying their \$40 2009 dues by the deadline (again, Dec. 1) will receive a free basic listing in the directory. For an additional \$20, more detailed information (an "expanded listing") can be included. A membership listing form is printed at the end of this newsletter.

The directory will be direct-mailed to some 5,600 cow-calf producers in Iowa, 150 county and state Extension staff and primary sale barn operators and 200+ to Iowa Hereford junior and adult members. It will also be available at the Iowa Beef Expo.

**Be sure you're a part of this excellent promotional tool - send your information (membership form, advertising) TODAY to Mike & Becky Simpson, 13359 280<sup>th</sup> St., Redfield, IA 50233-6014.**

**THANK YOU** to the following herds who were successful bidders in our "prime pages" claim sale:

Woodland View Farms - outside back cover  
WEBCOWS (Deppe Brothers) - inside front cover  
St. Clair Hay & Cattle - inside back cover and opposite page (2-page spread)  
Jackson Hereford Farms - opposite inside front cover

Thanks also to Stream Cattle Co., contending bidder on several prime pages.

## Mark Your Calendar!

- Dec. 1 - IHBA Directory Membership & Advertising Deadline
- Dec. 4 - Greater Midwest Certified Hereford Calf Sale, Carthage, IL
- Jan. 14-17 - National Western Stock Show, Denver
- Jan. 16 - National Hereford Sale, Denver
- Jan. 20 - Newsletter Deadline
- Jan. 24 - Hereford-Influence Feeder Calf Sale, Anita
- Feb. 12 - Iowa Select Hereford Sale, Iowa Beef Expo, Des Moines
- June 6-7 - IJHA Summer Show, Indianola
- July 4-11 - Junior National Hereford Expo, Tulsa, OK

## King Elected AHA President

Bill King, Stanley, NM, was announced as the new president of the American Hereford Association during the annual membership meeting. He owns Bill King Ranch, which includes a 300-head registered Hereford cow-calf operation along with other cattle, farming and feedlot enterprises.

King was elected to the board in 2005 and for the past year served as vice president and chairman of the finance committee. He also served on the executive and building committees.

Bob Harrell Jr., Baker City, OR, was selected to serve as vice president. He and his family operate Harrell Hereford Ranch, which consists of 300 registered cows, 400 commercial cows, an 800-head feedlot and 20 Quarter Horse brood mares.

The AHA membership elected three new directors during the membership meeting - David Breiner, Alma, KS; Paul Funk, Copperas Cove, TX; and Jimmie Johnson, Clinton, OK. Retiring directors were Hank DeShazer, Hearne, TX; Bill Cox, Pomeroy, WA; and Lee Haygood, Canadian, TX.

## AHA Annual Meeting Notes

*Iowa was represented by four delegates to the American Hereford Association's annual meeting, held Nov. 3 in Kansas City during the American Royal Livestock Exposition: Jim Hansen, Colfax; Steve Landt, Union; Steve Rau, Stanley; and Dave Wiese, Manning. Each was asked to share their observations and insights on the proceedings. The responses received by press time follow.*

### Highlights of the Presidents' Meeting

Saturday, Nov. 1  
by Steve Landt

We talked about the branded beef market that is being marketed in the Hispanic districts in California for the lower cuts of meat. It is known as Nuestro Rancho in the Los Angeles, CA, area.

It was also discussed about making online registrations more user-friendly.

They talked about the national Hereford feedlot. Reports were very favorable for feed efficiency, etc.

It was mentioned that in the future the National Hereford Women and National Poll-ettes would consider merging into one organization.

Registrations on the national level were down this year.

Also, it was mentioned that with the economic situation, the offices of the American Hereford Association are going to be able to stay in the current location and are not being forced to move to the new site.

This year, the board of directors were present at the presidents' meeting. It had been suggested in the past that it would be nice to have the board of directors at the meeting so they could take questions from people in attendance. This is likely to become an annual part of the presidents'

meeting. One of the directors mentioned to the audience that if any of the breeders ever had any questions, they should feel free to contact any of the directors.

There was a lot of good information presented at this meeting on Saturday. They had a strong group of candidates again this year for the three directors' positions.

### **My Annual Meeting Experience**

*by Steve Rau*

Saturday morning I attended the delegate orientation. Each candidate gave a 10-minute speech on why they would like to be on the AHA board of directors.

I attended the sale that afternoon. I thought Iowa was well represented with the cattle sold. That evening, Steve and Jinny Landt and I attended an open house at the AHA headquarters. If you have a chance to stop here, there is a lot of memorabilia to look at.

Sunday was the American Royal National Hereford Show. Once again, Iowa had several participants.

On Monday, I attended the annual membership meeting. The candidates introduced themselves and the delegates were given the opportunity to vote. While the votes were being tabulated, various reports were read (marketing, breed improvement, Hereford Publications, Certified Hereford Beef and secretary/finance). One major concern was that CHB had lost money within the past year, but they had put a lot of money into advertising and marketing of the product. Registrations were down 8% from 2007 to 2008. AHA is working on making the registration on-line process easier and user friendly. Show awards were passed out.

I appreciated the opportunity to represent the state of Iowa. It was an enjoyable experience.

## **Iowans Fare Well At American Royal**

Iowa cattle represented the state well in the 176-head Hereford show at the American Royal, which was judged by Bob Goble of Alto, MI.

Stream Cattle Co., Chariton, led their class-winning youngster, STRM The Umpire 141U ET, to the reserve champion spring bull calf title.

Two Iowa-bred heifers went home with some hardware, as well. Sladek Farms, Iowa City, bred the reserve grand champion female, Sldk Miss Roxy V-31 ET, who was shown by Laken Lierle of Ft. Cobb, OK, and Luke Schroder, Anita, bred the reserve champion spring yearling heifer, Purple Cotton 40T ET, exhibited by William Passwaters, Bridgeville, DE.

Other Iowa exhibitors were K7 Herefords, Lockridge; Landt Herefords, Union; Peyton & Logan Schmitt, Nichols; Luke Schroder & Kaden Wilson, Atlantic; and Woodland View Farms, Bondurant.

At the "Ladies of the Royal" sale on Saturday, Amos Hereford Farm, Indianola, consigned one of the top-selling steer calves, which brought \$3,900. Among the heifer offering, which averaged \$3,738 for 20 lots, were a heifer from K7 Herefords that sold for \$4,400; a heifer offered by Sladek Farms that went for \$4,000 and a heifer from Stream Cattle Co. that had a \$3,100 price tag. Sorensen Farms, Greenfield, and St. Clair Hay & Cattle, Jefferson, earned \$4,400 for a guaranteed heifer pregnancy that will produce a full sib to the reigning Denver champion female. Woodland View Farms was also a consignor.

## COUNTY FAIR CHAMPIONS

As part of its ongoing support of youth, the IHBA annually presents a County Champion Award to any junior who exhibited a champion Hereford (horned or polled) heifer or steer at their county fair. The certificates are mailed to the exhibitor's county Extension office and presented during the county's 4-H awards day.

Congratulations to the 2008 County Fair Champion exhibitors:

Adair County - Mike Tiernan, polled heifer  
Adams County - Briana Israel, polled heifer  
Boone County - Allyson Ladd, steer  
Buchanan County - Jacob Wenger, steer  
Cedar County - Bryant Mente, steer and horned heifer  
Cherokee County - Kirk Stowater, polled heifer  
Clayton County - Matt Althoff, heifer  
Clinton County - Dylan Petersen, polled heifer  
                    Brandon Boussetot, steer  
Crawford County - Tom Buresh, heifer  
Dallas County - Kiersten St. Clair, polled heifer  
Delaware County - Matt Maurer, heifer  
Fayette County - Haylee Lau, polled heifer  
                    Travis Kelly, steer  
Franklin County - Jackie Wenzel, heifer  
Hardin County - Ryan Mesch, polled heifer  
                    Collin Johnson, steer  
Iowa County - Ella Meyer, polled heifer  
                    Seth Meyer, steer  
Jackson County - Chance Deppe, polled heifer  
Johnson County - Thomas Viner, polled heifer  
                    Greg Wall, steer  
Jones County - Devan Francksen, steer  
Lucas County - Colton Black, polled heifer  
Marion County - Shelby Williams, steer  
Muscatine County - Derek Kline, polled heifer  
Plymouth County - Tyler Welch, polled heifer  
Scott County - Mitchell McCaughey, polled heifer  
                    Jacob Arp, steer  
Shelby County - Nathan Eggers, polled heifer  
Wapello County - Alexis Brandt, polled heifer  
Warren County - Jordan Brand, polled heifer  
                    Trenton Cheers, steer

**Don't Miss Out!**

**Send in your dues and directory listing form today  
to be included in the 2009-2010 IHBA directory!**

## OBITUARIES

**Joyce Jackson**, 64, passed away Sept. 27, at her home in Mechanicsville following a courageous battle with cancer.

A past member of the Iowa Hereford Auxiliary and a former Iowa Junior Hereford Association advisor, Joyce had attendee Paris Cosmetology Academy in Cedar Rapids and for 20 years was employed by Wal-Mart in Tipton. She was a member of St. Paul Lutheran Church in Stanwood, where services were held on Oct. 1.

Joyce is survived by her husband of 44 years, LeRoy; daughter Nicole, Cedar Rapids; three sons – Brian, North English; Brad, Tipton; and Craig, Mechanicsville; her mother, Evelyn Clark of Tipton; four grandchildren; a sister; a brother; and in-laws Buell and Helen Jackson, Mechanicsville.

Hall of Fame member **Harold Schmitt**, 89, died Oct. 27 at his home in Nichols due to a house fire.

He farmed in the Nichols and Lone Tree area his entire life. A member of the Farm Bureau and Iowa Cattlemen's Association, he was a past president of the Iowa Polled Hereford Association. He attended Our Redeemer Lutheran Church in West Liberty and was also a 4-H leader.

Harold's wife, Ruby, preceded him in death. They were inducted into the IHBA Hall of Fame in 2000. He is survived by two sons – Gary and Ron, both of Nichols; a daughter, Cindy Monserud of Denver, CO; and five grandchildren.

## **Seuferer Heifer Sells Well At SWCC Sale**

The 2008 version of the Southwestern Community College's Breeders Classic Sale was held Nov. 9 on the Creston, IA, campus. The all-breeds sale consisted of 58 lots, which averaged \$1,218. Twenty-eight heifers averaged \$1,407 and 27 steers averaged \$1,051. Three promotional bulls averaged \$2,407.

The only Polled Hereford in the sale was BWS GTS 525R Reba 3U, consigned by Seufferer Farms, Milo. Going to Tony Arp of DeWitt, she garnered the third highest heifer price at \$2,200, and was the fifth best-seller overall.

The sale benefits students in the Ag Club and the ag business program by funding education and competitive trips for the following year and allowing SWCC to purchase new equipment and genetics for the cattle program.

### **FOR SALE PRIVATE TREATY**



Nice set of Polled Hereford steer & heifer prospects sired by BBH KLB 417L Raider 525L. Available on a first come, first served basis.

### **SEUFFERER FARMS**

Rande Seufferer  
13411 200<sup>th</sup> Ave. • Milo, IA 50166  
Cell Ph: 515-971-5135

## **Expo Offering Being Finalized**

Screening has been completed and the offering will soon be set for the 2009 edition of the Iowa Select Hereford Sale, to be held Thursday, Feb. 12, 2009, at the State Fairgrounds in conjunction with the Iowa Beef Expo.

Look for advertisements in major livestock publications in January and February. Catalogs will be mailed to all IHBA and IJHA members in mid- to late January.

## **Anita Calf Sale A Week Later**

Due to the holidays, the annual Hereford-Influence Feeder Calf Sale at the Anita Livestock Auction has been moved from the third to the fourth Saturday in January.

January 24, 2009, is the new date for this popular event. Any size groups of calves, both purebreds and baldies, will be accepted and breeders are encouraged to bring them in on Friday evening, accompanied by health/management information.

For additional information, contact Bernard Vais, 712-762-3330; or Charles Anstey, 712-779-3643. To get maximum exposure from advertising, they will need to know your consignments two weeks ahead.

## **Time to Pay Junior Dues**

Junior advisors Dennis and Tena Biddle remind all junior members that their \$10 annual dues are now due. Directors need to have them paid prior to the meeting on Dec. 7. Mail to the Biddles at 6487 New Liberty Rd., Walcott, IA 52773.

## ***Congratulations!***

...to Hall of Fame breeder and IHBA member Cliff Johnson of Council Bluffs, who celebrated his 98<sup>th</sup> birthday on Sept. 22. Cliff writes, "I live on my 15-acre town 'ranch' and enjoy the wildlife around me and the beauty of the bluffs. My dad, L.W. Johnson & Sons, started in the Hereford business in 1921. I enjoy seeing Herefords at fairs and along the road."

...to IHBA members Marv and Ruth Espenscheid of Owego Stock Farm, Argyle, WI, who were recognized by the AHA as Golden Breeders in celebration of 50 years in the Hereford business. Ruth is completing her term on the board of directors of the National Organization of Poll-ettes, which she currently serves as secretary and reporter.

## ***Thank You!***

IJHA Members & Advisors,

We would like to thank you very much for the woven Hereford throw that you presented to us at the Iowa State Fair. We have really enjoyed serving as junior advisors. We have had a lot of fun and made a lot of friends over the past few years attending the IJHA shows, Junior Nationals and the Iowa State Fair. We would also like to thank all the parents for their help and support. The IJHA is truly a great organization and you are a great group of kids.

Thanks again,  
*Steve & Jinny Landt*

## **Junior Show Is Earlier**

Please note that the 2009 IJHA Summer Show will be **June 6-7** in Indianola.

**IOWA HEREFORD BREEDERS ASSOCIATION  
2009-2010 MEMBERSHIP & DIRECTORY INFORMATION**

**Deadline: Dec. 1, 2008**

*Please type or print clearly.*

**\$40 Membership (Basic Listing)**

*Example of basic listing: ABC Herefords (HP), John & Jane Doe, 1234 Country Rd., Hometown, IA 00000; home: 555-123-4567; office: 555-123-9876; e-mail: jdoe@internet.com; website: www.yourname.com*

Farm Name \_\_\_\_\_

Owners/Family Members to List \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Phone: *(If listing more than one number, please identify who each belongs to)* \_\_\_\_\_

Fax: \_\_\_\_\_ E-Mail \_\_\_\_\_

Website: \_\_\_\_\_

Primary Breeding (circle):    Horned                      Polled                      Both

+++++

**\$20 Additional – Expanded Listing Information**

*Example of expanded listing: ABC Herefords (HP), John & Jane Doe, 1234 Country Rd., Hometown, IA 00000; home: 555-123-4567; office: 555-123-0000; e-mail: jdoe@internet.com; website: www.yourname.com. Location: 4 miles straight out of town on paved road. Cow Herd: 50 cows, mostly Popular Bloodline breeding. Herd Sires: He's the One, Our Best Bull #1. AI Sires: U Pick Em, Great Shakes and other nationally known bulls. Performance testing since 1950. Show calves & bred heifers for sale. Visitors Welcome!*

Location/Brief Directions to Farm: \_\_\_\_\_

Cow Herd Information: \_\_\_\_\_

Number of cows \_\_\_\_\_ Bloodlines \_\_\_\_\_

Sires Used: \_\_\_\_\_

Herd Sire(s): \_\_\_\_\_

A.I. Sire(s): \_\_\_\_\_

Additional Information – 12-word maximum

*(Examples: TPR herd, Dams of Distinction, date herd established, animals for sale, etc.)*

Information submitted by: \_\_\_\_\_

\_\_\_\_\_ Membership(s) at \$40 \_\_\_\_\_

\_\_\_\_\_ Expanded Listing @\$20 \_\_\_\_\_

Total Amount Submitted    \$ \_\_\_\_\_

Make check payable to Iowa Hereford Breeders Association  
Return to: Becky Simpson, 13359 280<sup>th</sup> St., Redfield, IA 50233-6014

**Deadline Dec. 1, 2008 for inclusion in directory**

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

## ADDRESS SERVICE REQUESTED

**NEXT NEWSLETTER DEADLINE  
JANUARY 20!**

### **Iowa Hereford Breeders Association Officers & Directors**

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

President: Steve Landt, Union (2010\*)  
641-486-5472

Vice President: Charley Johnson, Belle Plaine (2009)

Secretary: Dave Schofield, Manson (2010)

Treasurer (interim): Ron Beaver, Clarinda

Directors:

Mike Dierenfeld, Northwood (2009\*)

Bryce Godbersen, Arthur (2010)

Tom Heidt, Lockridge (2011)

Kevin Johnson, Iowa Falls (2009)

Steve Rau, Stanley (2009\*)

Rande Seufferer, Milo (2011\*)

Mike Sorensen, Greenfield (2011\*)

Nathan Stickle, Parkersburg (2011)

Sue Stream, Chariton (2010)

Beef Breeds Council Representatives:

Mike Dierenfeld

Sue Stream

### **Administrative Secretary**

Becky Simpson

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

Redfield, IA 50233-6014

515-833-2991

becksimp@aol.com

### **Website Administrator**

Mike Dierenfeld – meddvm@mclearwave.net

### **Iowa Junior Hereford Association Officers & Directors**

President: Emma Offenburger, Lacona

Vice President: Max Cherry, Winthrop

Secretary: Sarah Stream, Chariton

Treasurer: Karly Biddle, Walcott

Directors: Kyle Biddle, Walcott

Colton Black, Chariton

Ryan Johnson, Rhodes

Amanda Kelly, Fayette

Travis Kelly, Fayette

Ryan Mesch, Eldora

IJBBA Representatives:

Kyle Biddle, Walcott

Sarah Butler, State Center

Advisors: Dennis & Tena Biddle, Walcott

563-843-2595

Scott & Teresa Amendt, Pleasantville

515-848-3685

### **National Junior Hereford Association Director/Treasurer**

Sarah Stream

### **Iowa Polled Hereford Queen**

Emma Offenburger, Lacona

### **Iowa Polled Hereford Junior Princess**

Karly Biddle, Walcott