



Iowa Hereford Breeders
Association
every calf deserves a white face

December 2014 Newsletter

Hanson Heifers Earn Three Awards



Purple Jaxon 36A ET



H Chez Chardonnay 303A

November was a very productive month for Cassidy Hanson of Linn Grove. During the National Hereford Show at the American Royal in Kansas City, Cassidy's heifer, Purple Jaxon 36A ET, was recognized as the Northeast Region Polled Show Heifer of the Year. To qualify for the prestigious bronzes awarded to the winning animals, exhibitors had to accumulate points by showing at one national and one regional event during the 2013-14 show season, which ran from May 2013 through the end of April 2014.

Hanson didn't stop there, though. Her JNHE champion, H Chez Chardonnay 303A, claimed the reserve grand championship at the Royal's open show; then at the North American International Livestock Exposition in Louisville, she captured the grand championship in the junior show with the Jaxon heifer.

Vogel Has Division Champ at NAILE

Payton Vogel of Hartley exhibited the champion spring bull calf at the North American International Livestock Exposition in Louisville. His winning entry was MAV Premonition 414B.

Besides Vogel and Hanson, other Iowans exhibiting at Louisville were Nicole Petersen, DeWitt; Luke and Erin Streit, Hartley; and Colton and Lindsay Black, Chariton.

PLANNING AHEAD

- Jan. 3 – Greater Midwest Hereford-Influenced Feeder Calf Sale, Carthage, IL
- Jan. 15-17 – National Western Stock Show Hereford Shows, Denver
- Jan. 24 – Hereford-Influence Feeder Calf Sale, Anita
- Jan. 26 – Newsletter Deadline
- Jan. 30-31 – Cornbelt Cow-Calf Conference/KIIC Farm Show, Ottumwa
- Feb. 11 – Iowa Hereford Breeders Association Dinner & Genetic Select Sale, Des Moines
- Feb. 12 – Iowa Select Hereford Sale, Iowa Beef Expo, Iowa State Fairgrounds, Des Moines
- May 15 – Iowa Junior Preview Show Entry Deadline
- June 12-14 – Iowa Junior Preview Show, Eldora
- June 27 – July 3 – Junior National Hereford Expo, Grand Island, NE
- Aug. 20 – Iowa State Fair Hereford Show, Des Moines

First Hereford-Influence Female Sale Well Received

Snowy weather may have trimmed the crowd, but the inaugural Hereford-Influence Female Sale sponsored by the IHBA was a success from the perspective of both consignors and buyers. Held at Creston on November 15, the sale featured something for everyone – purebred open and bred heifers, cows and pairs and baldie heifers and cows.

Aimed at providing an outlet for IHBA members and their customers, the event drew consignments from several commercial herds and attracted a diverse group of purchasers.

Averages for the 50 Hereford females were:

17 heifer calves	\$1,612
6 fall yearlings	1,892
15 bred heifers	2,510
12 cows/pairs	<u>2,225</u>
50 lots	\$2,062

The 62 head of baldies averaged \$1,496.

Following is an excerpt from a letter from a new member who consigned to the sale:

Thank you so much for arranging this sale. We have raised Herefords for about 25 years and our major problem has been marketing the breed. We are surrounded by Angus and I wish we could get the premiums they receive.

We have a small herd (40 head) and have become more aggressive with quality since my retirement from ISU. We have done some embryo transfer work through ISU with embryos and cows purchased from breeders in Wisconsin, Illinois, Minnesota, South Dakota and North Dakota. We feed what is not retained for breeding and would like to find something better for sales.

We need markets and your recent sale was a very good start. We are willing to participate in the future and if I can be of assistance, would like to help.

John Pitt, Nevada

Goehring to Judge at Denver

For the second time in three years, IHBA director Bill Goehring of Libertyville will serve as one of three judges for the Hereford pen and carload show at the National Western Stock Show in Denver.

Cow-Calf Conference, KIIC Farm Show Join Forces

The 43rd edition of the Cornbelt Cow-Calf Conference will be a joint venture with the KIIC Regional Farm Show and Ag Expo, to be held Jan. 30-31 at the Bridge View Center in Ottumwa.

A major benefit to attendees is that there will no longer be an admission fee – the entire 2-day combined event will be free.

IHBA will again have a booth at the conference, where literature and the new directory will be available. Thanks to Dave and Liz Larson for overseeing the booth.

Directory in Final Stages

The 2015-16 edition of the Iowa Hereford Breeders Association directory will begin production the end of this month. The 4-color booklet will be direct-mailed to some 5,500 cow-calf producers in the state as well as to all county Extension offices and major sale barns. It will also be available at the Cow-Calf Conference and the Iowa Beef Expo. Thank you to all the advertisers who supported this project.

Expo Consignment Set

Joe Rickabaugh of the American Hereford Association was kept busy this fall screening cattle for the Iowa Select Hereford Sale. At last report, buyers can expect approximately 80 lots to select from on February 12. Herefords have had the best over-all average at the Iowa Beef Expo the past two years.

IHBA Board Highlights

At its Nov. 9 meeting, the IHBA board:

- Formed a committee to explore working with the National Hereford Women on a joint scholarship/fundraising effort to benefit the Gammon Barn
- Approved a sit-down meal for Feb. 11, prior to the Genetic Select embryo auction
- Allocated \$3,000 for three months worth of spring advertising in *Midwest Marketer*
- Appointed Chris Knapp as Beef Breeds Council representative, replacing Sara Casteel

Welcome, New Members!

Bohnsack Big Oak Farm – Jay & Sarah
Bohnsack & Family, Taylor Ridge, IL
Bonebrake Herefords – Mac & Al Bonebrake,
Springfield, MO
CarLee Farms – Leon & Carol Lamer,
Marshalltown, IA
G5 Cattle Company – Kurt & Tina Greiman,
Perry, IA
Heim Livestock – Jake & Tamara Heim,
Logan, IA
Johnson Ranch – Andrew & Brandy Johnson,
Woodburn, IA
Kove Cattle Company – Randy Martin, Kure
Beach, NC
Lazy G Farms – Paul & Sandra Gerlach,
Maquoketa, IA
MGM – Steve, Jann & Gordon Merry,
Hartford, WI
Natures Acres – Ray & Brian Vandever,
Salem, IL
Sampson Herefords – William Sampson &
John McCarthy, Red Oak, IA
Tjardes Farms – Phil, Jeremy & Kurt
Tjardes, Gibson City, IL
Weeping Fox Ranch – Todd & Kris Vogel &
family, Hartley, IA
Yenter Farms – James & Penny Yenter &
Family, Marengo

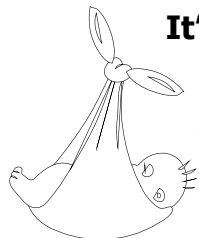
Complete contact information on these new members will be available in the new directory and at www.iowahereford.org.

Rita Heckenberg Passes

Rita Heckenberg of Sunrise Polled Herefords, Sperry, died Nov. 28 at the age of 83. She and her husband, Albert, had been married for 64 years. He survives, as do three sons – Craig, Todd and Stephen; two daughters – Renee Wunnenberg and Sarah Masden; 19 grandchildren; 15 great-grandchildren; nine sisters and two brothers.

It's a Girl!

Sarah and Nick Franzkowiak of Corydon welcomed their first child on Nov. 28. Daughter Kate Janessa weighed 9 lb. 9 oz. and was 21.5 inches long. Grandparents are Rod and Sue Stream of Stream Cattle Co., Chariton.



Big Changes Ahead For 2015 Show Schedule

Iowa Hereford exhibitors, especially juniors, face some major scheduling changes for the 2015 campaign.

The Junior National Hereford Expo, which has long been held in mid-July, will begin June 27 and run through July 3 in Grand Island, Nebraska. These earlier dates have precipitated a move of the state preview show, which will take place the weekend of June 12-14 in Eldora.

The most far-reaching change, however, affects the open Hereford show at the Iowa State Fair. In September, superintendent Chris Knapp was informed that the fair was looking at revising the entire beef schedule and moving the Hereford show to later in the week. The IHBA board sent a letter to the State Fair stating its opposition to this move, but in mid-November, Knapp received word that the fair board had approved the revised schedule.

Thus, the 2015 Hereford show at the State Fair will be held on Thursday, August 20. The IHBA board has gone on record to document its disappointment with the decision.

Monroe New Treasurer; Other Officers Re-elected



IHBA officers for 2014-15 are (front row, from left) Anthony Monroe, Knoxville, treasurer; David Trowbridge, Tabor, president; (back, from left) Marilyn Lenth,, Postville, secretary; and Sara Casteel, Perry, vice president.

County Fair Champions

Each year, the IHBA recognizes youth who have exhibited a champion Hereford steer or heifer at their county fair. These young exhibitors are given a specially designed award for their achievement, with most being presented at their respective county 4-H awards program. Congratulations to these 2014 exhibitors:

Benton County

Carl Gerhold, polled heifer

Buchanan County

Phillip Dudley, polled heifer

Butler County

Kasidy Mohwinkle, polled steer

Calhoun County

Megan Hardy, polled heifer

Cedar County

Rylie Rock, polled heifer

Delaney Rife, horned steer

Clay County

Payton Vogel, heifer

Clayton County

Cassie Larson, heifer

Clinton County

Nicole Petersen, polled heifer

Dallas County

Kennedy Montag, polled heifer

Des Moines County

Laith Smith, horned heifer

Rhett Smith, polled heifer

Fayette County

Derek Thoms, polled heifer

Hancock County

Trevor Kluver, polled heifer

Hardin County

Dylan Johnson, polled heifer & polled steer

Iowa County

Madalynne Yenter, polled heifer

Johnson County

Ben Hodgden, steer

Linn County

Cody Benesh, horned heifer

Lucas County

Lindsay Black, horned heifer

Madison County

Nathan Lauterbach, heifer

Marion County

Jenna Kauzlarich, horned heifer

Colton Major, polled steer

Mills County

Mackenzie Trowbridge, polled heifer

Muscatine County

Tyler Mach, polled heifer

Carly Bates, polled steer

Plymouth County

Jacob Vondrak, horned heifer & polled heifer

Poweshiek County

Christian Graham, polled heifer

Ringgold County

Ryker Henson, polled heifer

Scott County

Coryn Wilson, polled heifer

Lauren Wall, polled steer

Tama County

Madeline Espenscheid, horned heifer

Warren County

Vance Ohnemus, horned heifer & horned steer

Washington County

Leah Marek, polled heifer

Junior Advisors Resign

Jon and Shannon Espenscheid of Marshalltown have resigned as advisors of the Iowa Junior Hereford Association. Former advisor Tena Biddle is assisting Tim and Melinda Anderlik until the Beef Expo, when replacements for the Espenscheids should be named. If you are interested in serving in this capacity, contact the Anderliks at 515-547-2453; e-mail Anderlik@lvcta.com. Thanks to Jon and Shannon for their two years of dedicated service to the IJHA.

Hereford Juniors Excel In Fitting Contest

Purina's 2014 Honor Show Chow Fitting Challenge, held in conjunction with the Ak-Sar-Ben 4-H Stock Show, saw Iowa junior Hereford exhibitors on three of the four top-placing teams. Kaylee Miller, Lacona, was part of the first place team from Warren County, while Olivia Lapke, Logan, was on the third place team from Crawford County and Abby Greiman, Perry, helped Dallas County come in fourth.

IHBA Survey Results

In an effort to identify what current services are most valued by members, understand the value of proposed new services and identify ways to better serve current members and recruit new members, the IHBA conducted a survey from Aug. 16 – Sept. 15. A total of 461 potential respondents were asked to complete the surveys, either on paper or online, as well as at the Iowa State Fair. Seventy-nine surveys were returned, the majority coming from current members. Responses were analyzed by MarketSense, Inc., and results and recommendations were presented to the IHBA board at its November meeting.

Of current services, those deemed of most value were a listing in the bi-annual directory, the Iowa Select Hereford Sale, newsletter five times a year and member contact information listed on the IHBA website. Of proposed new services, a fall Hereford-influence female sale and a spring Hereford-influence bull sale garnered the highest ratings, followed closely by a bull test and sale, bull test (without a sale) and Hereford-influence feeder calf sale. The central region was considered the most desired location for proposed sales.

Numerous participants recommended engaging members and non-members by providing opportunities for them to assist the association's efforts through committee work and other supportive events; promoting and marketing Hereford cattle, Hereford use in commercial cattle herds and IHBA activities through multiple channels; and providing opportunities for breeders to network and socialize.

In the coming months, board members will be studying these findings and formulating a plan of action based on the recommendations.

Iowa Well Represented in Kansas City

Several Iowans took cattle to the American Royal in early November. Those exhibiting were Garrett Longnecker, Ames; Deppe Brothers, Maquoketa; Evan and Ethan Espenscheid, Marshalltown; Cassidy Hanson, Linn Grove; Ella Meyer, Keswick; K7 Herefords, Lockridge; and Israel Cattle Co., Lenox.

In addition, BAJA Cattle, Knoxville; K7 Herefords; and Landt Herefords, Union, consigned females to the Ladies of the Royal sale.

Anderlik Competes for National Crown



Iowa Hereford Queen Abby Anderlik (right) accompanies National Hereford Queen Brooke Jensen leading in a class at the American Royal.

Her account of the National Queen contest follows:

On the weekend of Nov. 1, I competed for the title of the 2015 National Hereford Queen at the American Royal in Kansas City. When I first arrived, I had a 15-minute interview and then attended some AHA meetings. We also attended the Ladies of the Royal Sale and worked in the show ring, walking in classes and handing out ribbons at both the National open show and the junior show. The new queen, Katie Nolles from Nebraska, was crowned before the selection of the grand champion bull.

I would like to thank everyone that has supported me through these past six months. I have enjoyed taking the opportunities that have been put in front of me and this has been such a great learning experience.

Thanks...

I was honored to receive the Richard F. Harms Memorial Scholarship. I will use this scholarship to help with books and tuition as I further my education next year. I greatly appreciate the support from my Hereford "family".

Cassidy Hanson

I enjoyed your Hereford tour stop at the birthplace of Polled Herefords. I didn't know I was going to be an honored guest. Dan McFarland asked me to come along and I'm sure glad I did. Thanks for keeping the area around the rock presentable, newly painted pipe fence and all. Thanks again for a great day.

Marvin Ohrt, Clutier

Keep Current!

**Even if you missed the directory listing deadline, we still want you to join the IHBA!
Send your \$50 dues today to join for 2015.**

**Iowa Hereford Breeders Association
Officers & Directors**

*(year term expires; * denotes 2nd term)*

President: David Trowbridge, Tabor (2015*)
402-740-7033

Vice President: Sara Casteel, Perry (2015)

Secretary: Marilyn Lenth, Postville (2016)

Treasurer: Anthony Monroe, Knoxville (2015)

Directors:

Scott Amendt, Pleasantville (2017*)

Bill Goehring, Libertyville (2017)

John Hardy, Lohrville (2015*)

Chris Knapp, Waverly (2016)

Steve Landt, Union (2017*)

Mark Ohrt, Haverhill (2016*)

Rande Seuferer, Milo (2016)

Mike Simpson, Redfield (2017)

Beef Breeds Council Representatives:

Mike Dierenfeld, Northwood

Chris Knapp, Waverly

Administrative Secretary

Becky Simpson

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**Iowa Junior Hereford Association
Officers & Directors**

President: Ella Meyer, Keswick

Vice President: Karly Biddle, Walcott

Secretary: Abby Anderlik, Dayton

Treasurer: Colton Black, Chariton

Directors: Jacob Arp, Donahue

Lindsay Black, Chariton

Evan Espenscheid, Marshalltown

Colin Johnson, Iowa Falls

Garrett Longnecker, Ames

Jacob Smith, Newton

IJBBA Representatives:

Garrett Longnecker, Ames

Jacob Smith, Newton

Advisors

Tim & Melinda Anderlik, Dayton

515-547-2453

Iowa Hereford Queen

Abby Anderlik, Dayton

Iowa Hereford Princess

Bethany Wehling, Sumner

Queen Coordinator: Alecia Knapp, Waverly