



Iowans Honored in Kansas City

Several of our Iowa Hereford family were recognized at the recent American Hereford Association Annual Meeting held in Kansas City, Missouri. **Congratulations** to each of them.



National Hereford Women Presidents Bellana Putz (L) and Beth Mansfield (R), presenting 'National Hereford Woman of the Year' to Becky Simpson (center)

Becky Simpson of Redfield, recently retired IHBA administrative secretary, was named the 2025 National Hereford Woman of the Year. Becky grew up with Herefords and she showed her first Hereford heifer in 4-H back in 1959. Her journey with Iowa Herefords began in the late 1980s, when she and husband Mike became involved through their sons' participation in the junior association.

Becky served two terms on the IHBA board of directors beginning in 2001, often as the only woman at the table. In 2007 she became the IHBA's first paid administrative secretary, a position she filled for the next 17 years. Becky worked alongside 10 presidents and more than 50 board members, with her trademark attention to detail, respect for rules and commitment to 'doing things right'. Over her involvement with the IHBA and a span of 118 issues, Becky took our IHBA Newsletter from a black-and-white, hand-folded publication to the full-color, press-printed format that remains today. A graduate of the University of Illinois, Becky was a longtime 4-H leader and is a member of the Iowa Hereford Breeders Association Hall of Fame.

Bellana Putz from Otley was named the new president of the National Hereford Women. Bellana, (shown left), assisted in the presentation to Becky Simpson and will be serving as the president of the organization for 2026.

Bill and Becky Goehring, Goehring Herefords, Libertyville, were recognized as AHA Golden Hereford Breeders. That distinction is given to members who have achieved 50 years of raising Herefords with the AHA.



T.R. Putz, Otley, was awarded one of the prestigious Vanier Family Scholarships during the HYFA Youth Scholarship presentations. T.R.'s award of \$10,000 was part of the \$165,500 in total scholarships given out this year.



October 22-26, 2025 • Kansas City, Missouri

The World Hereford Conference takes place every four years when delegates of the World Hereford Council meet to conduct official business aimed at breed improvement and opportunity development. It is a time for Hereford breeders from around the world to network and learn from one another – with the United States hosting for the first time since 1996.

The American Hereford Association's annual meeting was held in conjunction with the World Hereford Conference, which was attended by Hereford breeders from 20 countries around the globe. Participants enjoyed pre- and post-conference tours of U.S. Hereford operations as well as the Young Breeders Competition.

Iowa was allotted five voting delegates for the election of three new AHA board members. Two of those delegates share their impressions below:

Bill Goehring

I always look forward to getting to Kansas City for the annual meetings and convention. This year was an extra reward, as AHA was host to the 2025 World Hereford Conference! Over 20 countries represented by over 200 extra guests!

The educational forums kicked off on Thursday morning with Dr. Tom Fields reflecting on some history and the improvements of the Hereford breed over the last 75 to 100 years. The genetic improvement in Hereford cattle both in phenotype and genotype over the many years is very impressive when you are able to see it laid out over time. The improvement in the selection tools we have access to that have been compiled and collected over the many years that formed a database for the framework of EPD's is a remarkable thing. Fast forward to today: Over 25 years of Olson Ranch data and the use of DNA and genomic enhanced values have truly let breeders make more accurate matings in our herds today, than even 20 years ago. Dr. Fields is an incredible speaker and was an awesome way to open the convention!

New research data was presented on the efficiency advantage of the F1 female over time compared to a straight Angus female. This study was done at the University of Illinois and was presented by Dr. Dan Shike and Shane Bedwell. Watch for the new ads and the release of this data showing the huge financial advantage to the beef cow business with Hereford-influenced females.

We were also presented with some data from Colorado State University on the ongoing research into methane and nitrogen. This research has shown that there are differences in sire groups and that it's not always related to higher intake animals emitting higher gas numbers. As more data is collected, it appears that Herefords may have an advantage in producing less gas, as well as our advantage in feed efficiency.

We had an awesome event at Arrowhead Stadium on Friday night. The annual meeting highlight was Joe Rickabaugh getting inducted into the Hall of Merit! Joe has been as great to Herefords and the breeders as is possible over his years of service. Joe held the job of three men much of his career and did it to the highest level. Congrats to him on a great, great run and thank you so much for your friendship and all you've done for so many at Hereford.

Shayne Wiese

The World Hereford Conference was certainly a memorable event with plenty to be proud of as a Hereford breeder. The AHA did a remarkable job organizing and planning such a long and impactful gathering of people from different backgrounds and geographies. The entire AHA and CHB staff deserves credit and thanks for their efforts. I am very thankful to have been able to attend and represent the IHBA as a voting delegate.

A lot of discussion revolved around research, particularly with F1 baldy efficiency and current studies being done with methane emissions. Also, various countries were able to give reports on the current state of their beef industry and their Hereford breeders. That was very fascinating and I learned quite a bit about different countries' views on Hereford cattle. A big highlight for many attendees was the evening gala at Arrowhead Stadium, the home of the Kansas City Chiefs.

Huge congratulations go out to Goehring Herefords for a Golden Breeder award, Becky Simpson for being named National Hereford Woman of the Year and Joe Rickabaugh for his induction into the Hall of Merit. Iowa was well represented and we should all be very proud.

The momentum in the breed is undeniable and we need to continue to push Hereford genetics to all sectors of the beef industry. The AHA annual meeting and World Hereford Conference was great to be a part of and I enjoyed great discussions and meeting new friends. Hopefully we can be the host country again in the near future. Please reach out if anyone has any questions or comments regarding the events.

Iowa Ranks Well Nationally

Statistics in the AHA's annual report for 2024-25 registrations, transfers and memberships, show a total of 70,592 registrations, 41,195 transfers and a cow inventory of 107,740 head. The association has 4,226 adult members and 4,094 junior members. While Iowa slipped a few spots in most categories, the state's 1,886 registrations ranked 11th nationally while its 1,494 transfers were good for 9th place and cow inventory of 2,326 ranks 15th. There are 191 AHA adult and 241 junior AHA members in Iowa, both of which are 5th highest in the country.

Rickabaugh Inducted into Hall of Merit



Joe Rickabaugh, retired American Hereford Association director of seedstock marketing, was inducted into the AHA's Hall of Merit during the annual meeting. The Hall of Merit commends individuals who have greatly influenced the cattle industry.

For 25 years, Joe built a career rooted in integrity, hard work and an unwavering commitment to the Hereford breed and its breeders. His introductory bio made special note of his service and contributions to the IHBA, stating "In Iowa, his influence was particularly transformative, as he helped revive the Hereford offering at the Iowa Beef Expo and set new benchmarks for success". He was inducted into the Iowa Hereford Hall of Fame in 2017.

Pictured with Joe at the ceremony is Tracey, his wife of 42 years, whom he commended for her loving support of a career that frequently found him away from home and on the road.

Iowa Exhibitors Have American Royal Champions

Iowa was well-represented in the showing at the American Royal in Kansas City, with the National Hereford Show being the final event of the World Hereford Conference festivities.

Jeff Paulsen of Preston is co-owner of the senior and grand champion bull, BK Pre Game 9113L, who was also exhibited by Hawes Cattle, Athens, Texas, and Garrett Post, Shabbona, Ill.

Ava Henderson of Bloomfield claimed the champion senior heifer calf banner in the 90-head junior Hereford show at the Royal with AK Gemma 254 ET.

Expo Banquet is Feb. 17

Make plans now to attend the IHBA's annual banquet during the Iowa Beef Expo. This year's event will be held on Tuesday, Feb. 17, at Toad Valley Golf Course, 237 NE 80th St. in Pleasant Hill. Located just 10-15 minutes from the Iowa State Fairgrounds, the venue is convenient for consignors and Expo attendees, who are encouraged to "come as you are" to the casual-dress affair.

A social hour with a cash bar begins at 5:30 p.m., followed by a roast beef buffet dinner served at 6:30. The program features the 2026 Hall of Fame induction and the juniors' annual fundraising auction.

Meal costs are \$30 for adults and \$20 for children 12 and under. **Reservations with payment** are due to Marilyn Lenth, 13690 130th St., Postville, IA 52162, **by Feb. 2**. We cannot guarantee the availability of tickets the day of the event. Join us for an evening with your fellow Hereford breeders!

Heifer Grant Recipients Selected

Three Iowa Junior Hereford Association members have been selected to receive IHBA heifer grants, each worth \$1,000 towards the purchase of a registered Hereford female in the February 18th Iowa Select Hereford Sale at the Iowa Beef Expo. Congratulations to this year's recipients:

John Gorden from Dow City is 20 years old, and applied for a heifer grant in order to expand his own herd size and to bring more Herefords to his area. John currently owns five beef cows, four of which are purebred Herefords. He has been active in Boyer Valley FFA, assists with the Crawford County Cattlemen and his local St. Patrick Catholic Church. He appreciates the mothering instincts in the Hereford breed, and his goal is to eventually raise calves that are high enough quality to be shown and sold to other 4-H kids.

Owen Powell, 18, of Blue Grass is currently a college student majoring in animal science. He is the president of his local 4-H club, past vice president of his local FFA chapter and a member of the Junior Cattlemen's Association. His current beef herd consists of 10 heifers/cows, five of which are purebred Hereford. Owen appreciates the Hereford breed for their docility and hardy nature, both of

which make them an ideal breed to start out with as a beginner in the cattle business. He looks forward to using his grant to purchase a high-quality heifer to use in expanding his herd.

Norma Wolf of Hampton is 10 years old and showed a Hereford cow for her first year in 4-H. She enjoys showing cattle not only for the learning experience, but to have fun with her family as well. Norma is just starting out with one purebred Hereford female currently and she is looking forward to the opportunity to use her heifer grant to build her Hereford herd. She really appreciates the Hereford breed for how calm and kind they are and how they are great mothers to their calves. She especially enjoys being able to walk up to her dad's Hereford bull, pet him or hold his horns to get the halter on. Norma's hope is to purchase a bred heifer at the Expo so she can show a cow-calf pair next summer.

CONSIDER THESE FOR 2026

3 March ET Hereford Bull Calves For Sale

Sire: EXR Bankroll 5130ET (43899151)

Dam: HOK 88X 901G by Ribeye 88S (44113079)

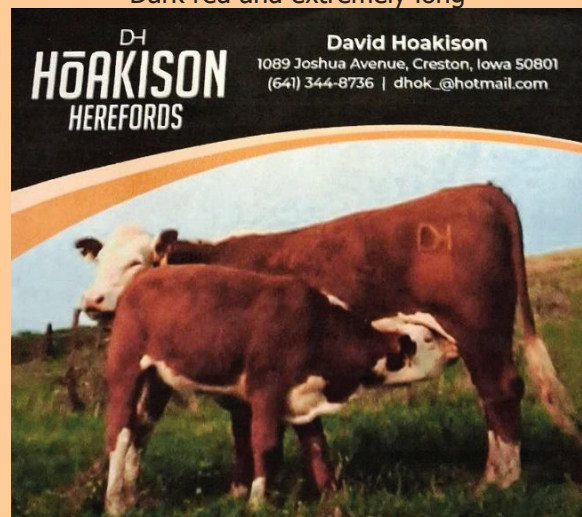
Also selling her natural calf by

HH Advance 5019C ET (43578975)

All were early gestation and born on pasture.

DNA tested for parentage and clean genetics

Dark red and extremely long



Caleb: 641-202-1918



BULL AND FEMALE



REGISTERED HORNED HEREFORD BULLS & HEIFERS | BLACK ANGUS HEIFERS

DECEMBER 19th

Sale



DVAuction
Broadcasting Real-Time Auctions



THREE HILLS RANCH, INC

60 REGISTERED HORNED HEREFORD BULLS

150 F1 BLACK WHITE FACE BRED HEIFERS

sired by Three Hills Ranch Hereford bulls

50 BLACK AI BRED HEIFERS

AI bred Hereford to TH Advance 6212

VIEW
2:00 PM

SALE LOCATION:
18315 BERNARD RD - BALDWIN, IA

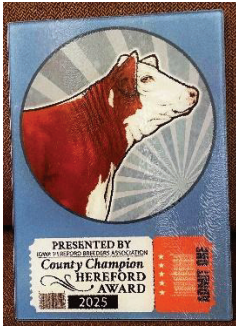
SALE
6:00 PM

www.threehillsranch.com

DAVID 563-249-5319

SAM 563-249-1570

LUKE 620-215-5770



2025 County Champion Award Winners

Thirty-six youth from 27 counties were reported by their local Extension office as exhibitors of champion Hereford steers or heifers at their 2025 county fairs (horned, polled or combined shows). Congratulations to the following young people who received a custom-designed award from the Iowa Hereford Breeders Association. Look for their pictures in the next newsletter.

Buchanan County

Jaxtin Orr, polled heifer & polled steer

Butler County

Avery Harris, polled heifer
Weston Jensen, polled steer

Carroll County

Caden Hopkins, polled heifer

Cedar County

Boyd Schroeder, polled heifer

Clarke County

Brock Heaberlin, polled heifer

Clayton County

Luke Schilling, polled heifer

Clinton County

Tenley Schroeder, horned heifer & polled heifer
Coy Krukow, steer

Dubuque County

Abigail Schmitt, polled steer

Fremont County

Boone Slater, polled heifer

Hancock County

Uriah Holland, polled heifer

Harrison County

Gwen Brix, horned heifer
Danielle Cooper, polled heifer

Howard County

Colton Kurtenbach, polled heifer

Humboldt County

Grady Harms, horned heifer

Iowa County

Carter Atkinson, polled heifer & steer

Jackson County

Tate Ruden, polled heifer
Rowyn Trenkamp, polled steer

Johnson County

McKenna Rogers, polled heifer
Audrey Bulechek, polled steer

Jones County

Scarlett Ryan, polled heifer
Wyatt Schoenherr, polled steer

Louisa County

Kennedy Rife, polled heifer

Marion County

Brody Wall, polled heifer
Addison Wall, polled steer

Ringgold County

Joey Novak, heifer

Scott County

Reed Powell, polled heifer
Colton Davisson, polled steer

Tama County

Lola Lacina, polled heifer

Van Buren County

Breonna Stewart, horned heifer

Warren County

Owen Ritchey, heifer
Emrie Swalla, steer

Wayne County

Kate Franzkowiak, polled heifer

Winneshiek County

Haylee Dahl, steer

Wright County

Rylee Redenius, polled heifer



Winter Coming!

Hereford Member Discount

Over 40 different sizes
www.cattleshelter.com
text: 515-971-9055



Royalty Report

by Jenna Bailey

This past June, Addison Wall of Pleasantville was crowned Iowa Hereford Queen during the coronation ceremony at the Iowa Junior Hereford Preview Show. Along with the honor, Addison received a generous scholarship from Clayton Mitchell.

During the ceremony, outgoing queen Avari Schroeder was recognized for her year of dedicated service and many accomplishments. This year also marked an exciting milestone, the crowning of the first-ever Iowa Hereford Sweetheart Princess.



Girls aged 7–13 were invited to attend a special event at the preview show, where they had the chance to meet, socialize and decorate tiaras alongside current and past Iowa Hereford royalty. Ava Henderson of Bloomfield was proudly crowned as the inaugural Sweetheart Princess. We look forward to continuing and growing this new tradition in the years ahead.

Throughout the summer, Addison represented the Iowa Hereford Breeders Association in a variety of events. She took part in her hometown 4th of July parade, handing out mini beef sticks to parade goers. At the Iowa State Fair, Addison presented awards at both the open Hereford show and the FFA breeding beef show, while Ava helped distribute banners during the open show. Addison also volunteered at the Gammon Barn Museum, where she shared her passion for the breed's history. Reflecting on her time there, Addison said, "My favorite part of working at the Gammon Barn was getting to connect to the history of the breed, learn new things, and share my

knowledge with visitors. It gave me a deeper level of appreciation for the Hereford breed and the people within it."

Looking ahead, queen and princess applications for 2026 will be due April 1. Application links, along with rules, qualifications and duties, will soon be available on the Iowa Hereford Breeders Association (IHBA) website.

Stay connected by following the Iowa Hereford Queen Facebook page for the latest updates and news from our Iowa Hereford royalty.

Thank You...

We would like to extend a heartfelt thank you to Deb Klauenberg of Pleasantville for her five years of service as the Iowa Hereford Queen coordinator. Her dedication to the program and her care for the young women involved have been truly outstanding.



Fittingly, the last queen she mentored was her granddaughter.

Jenna Bailey will now be stepping into the role as the new coordinator.

It's a Girl!

Chance and Kelsey Wiese of Manning added another daughter to the Wiese & Sons operation on Nov. 11. Lynnden Marie was born just one day after grandma Diana Wiese's birthday. Big sister Hazel is reportedly smitten with "her baby".



AM I FULL OF CRAP?

Calf scours are not inevitable. A strong prevention program is non-negotiable. Dependable scour prevention is essential for calf welfare, employee morale and business profitability. The immune system's response to vaccination is variable and unpredictable. That's why giving preformed antibodies instead of relying on a vaccine to stimulate antibody production is so important. I'm all for removing uncertainties. So yes, I stand by this product. (And no, I'm not.)

*Marissa Hake, DVM
Calf Vet*

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[FirstDefenseCalfHealth.com](https://www.FirstDefenseCalfHealth.com)

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ISN'T A VACCINE.**



Bishop Reigns at Knoxville



IJHA member Austin Bishop of Knoxville was crowned homecoming king this fall at Knoxville High School. He fulfilled his duties with the marching band, crown and all, and posed with one of his biggest fans, grandpa (and Iowa Hereford Hall of Famer) Richard Hixson.

Extension Beef Specialist

Beth Doran Retires

A fixture in the northwest Iowa beef industry for more than 30 years, Iowa State University Extension and Outreach Beef Specialist Beth Doran retired from her post Sept. 30, closing a career that spanned 41 years. Well-known throughout the state, she is widely respected industry-wide. Many Hereford juniors who applied for the champion beef member ("Win-A-Heifer") award over the years will recall sitting across the table from her at the State Fair during the requisite interview.

Beth is looking forward to working more closely with her brother, Gene, and returning to their farm near Beaver in central Iowa, where Gene maintains Iowa Hereford Ranch. The brother-sister duo judged the Governor's Charity Steer Show about a decade ago, an honor that she lists as one of her all-time favorites. (And she says she and Gene "were both in total agreement" on the placings.)



Steer For Sale

SPH Enduremanator 71E 93N

Registration No. 44661479

B.D. 4-19-25

WW: 570 lb.

Sire: UPS Endure 9211

Dam: ICC Miss Googlette 71E

2026 Steer Futurity Eligible!

Attention Iowa Junior Families!

Looking for a top steer prospect for next season? You just found one! He's got a lot going on: muscle shape, a heck of a profile, color, pigment, structure, straight and wide-topped – and he moves super smooth, too. He'll compete in rate of gain, for sure, as his dam has produced 5 bulls in her lifetime that we've sold privately, all with 3.5# WDAs and above. Plan on having fun with this one! Video available upon request. Contact Brad at 641-247-1948.



**IOWA HEREFORD BREEDERS ASSOCIATION
MEMBERSHIP FORM**

Farm Name _____

Owners _____

Mailing Address _____

City, State, ZIP _____

Phone _____

E-Mail _____

Website _____

Primary Breeding (circle all that apply) Horned Polled Both Miniature

Dues are \$65 per year. Please check how many years you are paying for:

_____ 1 year (\$65) _____ 2 years (\$130) _____ 3 years (\$195)

Make checks payable to Iowa Hereford Breeders Assn. and remit to:
Marilyn Lenth, Administrative Secretary
13690 130th Street
Postville, IA 52162

Mark Your Calendars...

- Dec. 3 – Goehring Herefords Annual Registered Female Sale, Keosauqua
- Dec. 14 – IHBA Board Meeting, Ames
- Dec. 19 – Three Hills Ranch Annual Bull & Female Sale, Bernard
- Jan. 10 – Newsletter Deadline**
- Feb. 2 – Expo Banquet Reservation Deadline**
- Feb. 17 – IHBA Expo Banquet, Toad Valley Golf Course, Pleasant Hill
- Feb. 18 – Iowa Select Hereford Sale, Iowa State Fairgrounds, Des Moines

April 1 – Iowa Hereford Steer Futurity Nomination Deadline

April 1 – Iowa Hereford Queen & Princess Applications Deadline

REMINDER: IHBA dues run on a calendar year. If your mailing address on the next page indicates yours expire in 2025, please complete the membership form above and send it in promptly.

**Expo Banquet Reservations
& Payment Due February 2**
\$30 adults
\$20 kids (12 & under)
**Send to Marilyn Lenth, 13690 130th St.,
Postville, IA 52162**

This Just In...

IJHA member Avery Sweeney of Vinton exhibited the reserve champion Hereford heifer in the junior show at the North American International Livestock Exposition (NAILE) in Louisville, Ky. , with BOY Harley M416 ET. In July, Avery and her heifer claimed a division title at the Junior National Hereford Expo (JNHE) in this same location.

Iowa Hereford Breeders Association
13690 130th St.
Postville, IA 52162

ADDRESS SERVICE REQUESTED

**Iowa Hereford Breeders Association
Officers & Directors**

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

President: Nathan Stickley, Parkersburg (2026*)
319-231-0058; stickleyandsons@hotmail.com

Vice President: Brian Kreutner, Vinton (2028*)

Secretary: Jacob Smith, Indianola (2027*)

Treasurer: Matt Woolfolk, Adair (2027)

Directors:

Tim Anderlik, Dayton (2026)

Kara Bridgewater, Belmond (2028)

Amy Espenscheid, Centerville (2028)

Megan Hopkins, Halbur (2026)

Colin Johnson, Eldora (2026)

Randy Offenburger, Lacona (2028)

Brent Petersen, DeWitt (2027)

Mike Sorensen, Greenfield (2027*)

Beef Breeds Council Representatives

Mike Dierenfeld, Northwood

Mike Sorensen, Greenfield

Administrative Secretary

Marilyn Lenth

13690 130th St.

Postville, IA 52162

319-269-3146; marilyn@iowahereford.org

Website: www.iowahereford.org

**Iowa Junior Hereford Association
Officers & Directors**

President: Macy Macke, Lake City

Vice President: Addison Wall, Pleasantville

Secretary: Kennedy Rife, Columbus Junction

Treasurer: T.R. Putz, Otley

Directors: Carlee Cremeens, Williamsburg

Emma Davisson, Calamus

Morgan Rogers, Solon

Spencer Suchan, Gowrie

IJBBA Representatives:

Kennedy Montag

Spencer Suchan

Advisors

Anthony & Katie Monroe, Truro

515-689-5275; katiemonroe07@gmail.com

Iowa Hereford Queen

Addison Wall, Pleasantville

Queen Coordinator

Jenna Bailey, Ames

National Hereford Women President

Bellana Putz, Otley