



Iowa Hereford Breeders
Association
every calf deserves a white face

DECEMBER 2017 NEWSLETTER

2018 Seedstock Producer of the Year!



The Iowa Beef Breeds Council has announced that Doug and Marilyn Lenth of Lenth Herefords, Postville, have been selected the 2018 Iowa Seedstock Producer of the Year.

The award will be officially presented at the Iowa Beef Expo Annual Kick-Off Party, to be held at 5:30 p.m. on Monday, Feb. 12, in the cattle barn Bull Pen area. Their portrait will be hung among the gallery of seedstock portraits in the Penningroth Sale Center at the Iowa State Fairgrounds. IHBA members are encouraged to come and help celebrate the Lenth's' great accomplishment.

Doug and Marilyn are the first Hereford breeders to be named Seedstock Producer of the Year since Buell Jackson, Mechanicsville, earned the distinction in 1994. Other Hereford honorees were Jim Hemmingsen, Newell (1989); Gene Wiese, Manning (1987) and Robert Dittmer, Lacona (1984).



Happy Birthday!!!

Maurice Furlong, a long-time Hereford breeder and 1997 Hall of Fame inductee, will celebrate his 100th birthday on December 25 with a family dinner. He still lives on the farm except for a few months each winter when he goes to assisted living. Driving around the neighborhood daily to check on the crops and neighbors is still a favorite ritual. He would appreciate cards from his fellow Hereford enthusiasts. Send them to: Maurice Furlong
2428 Independence Ave.
Letts, IA 52754

PLANNING AHEAD

Jan. 10-13 – National Western Stock Show Hereford Shows & Sale, Denver

Jan. 20 – Anita Sale Barn Hereford-Influence Feeder Calf Sale, Anita

Jan. 21 – Newsletter Deadline

Jan. 26-27 – Cornbelt Cow-Calf Conference/KIIC Farm Show, Ottumwa

Feb. 1 – Expo Banquet reservation deadline

Feb. 12 – Iowa Beef Expo Seedstock Producer of the Year Recognition, Iowa State Fairgrounds, Des Moines

Feb. 14 – IHBA Banquet, Diamond Jack's, Iowa State Fairgrounds, Des Moines

Feb. 15 – Iowa Select Hereford Sale, Iowa Beef Expo, Des Moines

March 11 – IHBA Board Meeting, Ames

April 1 – Steer Futurity Nomination Deadline

July 1-7 – Junior National Hereford Expo, Grand Island, Neb.

Aug. 26 – Iowa Hereford Tour, northeast area

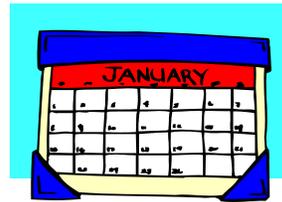
Expo Banquet Reservations Due February 1

The Iowa Hereford Breeders Association banquet is set for Wednesday, Feb. 14, 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 2018 Hall of Fame induction will be the feature of the post-dinner program and the juniors will auction nine champion trophies for the preview show.

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 \$28. A children's menu will also be available for \$10. An alternate entrée will be available for those observing Ash Wednesday, if requested when reservations are made.

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**. Please note that seating is limited and while reservations (for the full price) will be accepted until Feb. 7, we cannot guarantee the availability of meals that are not reserved.



Time to Pay Dues!

With the new year fast approaching, members are reminded that 2018 dues of \$50 are now payable. A membership form is printed at the end of this newsletter for your convenience.

Steer Futurity Nominations Open

4-H'ers weighing in steers for 2018 are encouraged to ask the breeders to nominate them for the IHBA-sponsored steer futurity to be held at the Iowa State Fair. The inaugural 2017 show paid out a total of \$1,750 to the three top-placing animals and the jackpot for the second edition could be even higher. At its December meeting, the IHBA board voted to discontinue the previous steer incentive program and direct funds toward the steer futurity. It also approved paying \$100 each to the 4th and 5th place entrants in the steer futurity.

Basic qualifications for the futurity include:

- The breeder of the steer must be a paid member of the Iowa Hereford Breeders Association (IHBA).
- The exhibitor must be a paid member of the Iowa Junior Hereford Association (IJHA).
- 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.

DNA samples will be collected and the animals must be parent-verified prior to premiums being paid out.

Steers must be nominated for the program by **April 1**. The breeder's nomination fee is \$50 per animal, payable at the time of nomination. For complete rules and a nomination form, contact Patrick Wall at 515-450-7665.

Your Feedback Needed!

The IHBA board is exploring ways to increase member participation in the annual meeting and the director election process. One avenue being discussed is offering balloting by mail, e-mail or proxy, as provided for in the association bylaws. To assist in the decision, the board is asking IHBA members to voice their opinion on the pros and cons of these methods. Please weigh in by contacting Marilyn Lenth, 536-864-7703 (home) 319-269-3146 (cell); lh farms1@netel.com **by March 10**.



County Champion Awards Presented to 28 Youth

One of the IHBA's longest-running recognition programs is the County Champion Hereford award presented to those exhibitors who showed a champion Hereford (horned, polled or combined) heifer or steer at their county fair.

The custom-made awards are most often sent to the respective county Extension office for presentation at their 4-H awards day in the fall.

This year, 28 exhibitors with 31 animals from 21 counties received the attractive 13"-square plate pictured at left.

Congratulations to:

Buchanan County

Tanner Wilson, polled heifer
Lydia Martins, polled steer

Butler County

Kaitlyn Mohwinkle, polled steer

Cedar County

Preston Daedlow, steer

Clayton County

Alissa Rose, heifer

Dallas County

Kennedy Montag, horned heifer
Jarrett Orman, polled heifer & steer

Des Moines County

Laith Smith, horned heifer & polled heifer

Fayette County

Derek Thoms, heifer

Iowa County

Madalynne Yenter, horned heifer
Samuel Roberts, polled heifer

Jasper County

Jenna Smith, polled heifer

Johnson County

Grant Riggan, heifer

Linn County

Kylie Mysak, polled steer

Mahaska County

Logan Schroeder, polled heifer

Marion County

Addison Wall, heifer
Coledon Vroegh, steer

Muscatine County

Jessica Mach, heifer & steer

Plymouth County

Kiley Allan, horned heifer
Brady Allan, polled heifer

Ringgold County

MaKayla Jones, polled heifer

Scott County

Coryn Wilson, polled heifer
Ethan Hausch, polled steer

Shelby County

Brooklyn Buck, polled heifer

Tama County

Ethan Heck, polled heifer

Warren County

Devin Becker, heifer
Aiden Pals, steer

Webster County

Maggie Anderlik, polled heifer

Thank You...

I am so thankful for receiving the champion Hereford heifer and Hereford steer at the Muscatine County Fair. Thank you for recognizing me at the county awards. I hope you all have a Happy Thanksgiving and Happy Holidays.

Thank you,
Jessie Mach, Wilton

Report on AHA Annual Meeting

Iowa was represented by Crystal Blin, Tom Heidt, Steve Landt, Anthony Monroe and Chance Wiese as voting delegates to the American Hereford Association's annual meeting in Kansas City in October. Following is Chance's report of the weekend's highlights:

The 2017 American Hereford Association Annual Meeting took place October 27th - 29th, and as expected, it was a weekend full of educational seminars, exciting news, and of course, plenty of Herefords.

The weekend kicked off Friday morning beginning with breakout sessions ranging from the announcement of the new BOLT program, generational planning and transitioning as well as how to develop and promote your brand. All of these sessions contained very valuable information. For those who were unable to attend the meeting, you can find the PowerPoints and videos on the AHA website, www.hereford.org.

At the conclusion of the breakout sessions, the Hereford Honoree Reception was held with a special congratulations expressed toward Lester Schafer and Byron Bayers for their induction into the American Hereford Hall of Fame, in addition to all the scholarship and award recipients.

Saturday began with the annual meeting, and after listening to the various reports it's safe to say that the demand for Hereford genetics and beef continues to rise. The biggest changes were found in both cow inventory and junior memberships which rose 5.7% and 8%, respectively. Certified Hereford Beef popularity continues to grow as well. A record number of tonnage was sold in 2017 and has seen a steady increase since 2010.

The state of Iowa continues to hold its ground and is currently ninth in the nation for registrations. Lastly, it was also announced at the conclusion of the meeting that Joe Waggoner, Mark St. Pierre and Nate Frederickson were elected to serve on the board of directors.

That afternoon the "Ladies of the Royal" Sale was held with K7 Herefords, Landt Herefords, Dr. James Rosenberg and Weeping Fox Ranch representing the state of Iowa with consignments for the sale.

Overall, the weekend was very successful and we as fellow Hereford breeders should extremely excited with the direction that the Hereford breed is headed!

Iowa 9th in Registrations

As noted in Chance Wiese's report, Iowa ranks ninth nationally for registrations for the fiscal year that ended August 31. Our state accounted for 2,404 registrations during that period. In addition, Iowa had 1,291 transfers and an inventory totaling 3,323 head. There are 168 active adult AHA members here as well as 198 junior memberships.

See You in Ottumwa!

The IHBA will again have a booth at the annual Cornbelt Cow-Calf Conference/KIIC Farm Show in Ottumwa, January 26-27. Thanks to Dave and Liz Larson for overseeing this promotion.

Attention, Bakers!

Coffee and hot chocolate will be offered in the IHBA booth during the Iowa Beef Expo. We would also like to treat consignors and potential buyers to cookies, bars or other baked goods. Please bring any contributions to the booth on either Wednesday or Thursday.

Trowbridge Pen Tops Steer Shootout

MacKenzie Trowbridge of Tabor had the champion pen of three Hereford steers at the first National Junior Hereford Association (NJHA) Fed Steer Shootout.

In its first year, 29 youth from 11 states entered 72 steers in the program. Participants estimated feed yard performance and carcass merit and then compared the information to actual performance data. They also had the opportunity to measure and compare the profitability of their animals during the contest.

Special kudos also go to Molly Biggs of IHBA member Biggs Polled Herefords, Dixon, Ill., for being named the 2017 Fed Steer Shootout Junior of the Year for going above and beyond throughout the program. She was present for all program-hosted webinars, attended the open house at Gregory Feedlots and shared her experience at the AHA annual meeting and conference educational forum.

**See this newsletter in color at
www.iowahereford.org**

MEET YOUR DIRECTORS



Newly elected IHBA Secretary **Amanda Heck** of Chelsea has pretty much grown up in the Hereford business. She began showing Polled Hereford heifers and bulls for Graham Brothers Polled Herefords in 1987 and joined the Iowa Junior Hereford Association at that time.

During her junior career, she exhibited in multiple shows at both the state and national level and served as the Iowa Polled Hereford Queen.

A pediatric nurse practitioner at MercyCare in Tama, Amanda got her nursing degree from the University of Iowa. She and her husband Jason began Heck Herefords in 2005 when they moved to the Tama area. They have a small registered cow-calf operation with 15 cows and annually sell five to 10 bulls. Over the last few years they have exhibited cattle at the state level and have consigned bulls to the Iowa Beef Expo and Spring Hereford Bull Sales. Over the years they have won various cattle awards, the most memorable of which were champion bull at the Iowa State Fair and second place senior bull in Denver.

Jason helps with the day-to-day operation of the farm, as do their four children – Ethan, Samuel, Kyle and Kayla. The children are all members of the Iowa Junior Hereford Association, actively involved in 4-H and have shown at junior shows and the county and state fairs. The Hecks were all quite involved in hosting the Iowa Hereford Tour a few years ago.

Aside from work and the farm, almost all of Amanda's activities involve her children, including multiple sporting events, school band activities, dance classes, horse riding lessons and 4-H meetings. She has helped out as a youth basketball coach and was a Clover Kids 4-H leader for several years. Amanda is also a member of various professional organizations and serves on committees related to her occupation as a nurse practitioner.

Chance Deppe, IHBA treasurer, has also spent much of his life in the cattle business. Begun in 2007, the family's Deppe Brothers Cattle Company at Maquoketa "started out as a 4-H project and turned into a way of life," Chance says.



The Deppe cow herd consists of 50 purebred Herefords with an extensive embryo transplant program. The brothers – Montana, Chance, Austin and Nick – have also had considerable success in the showing on both the national and state levels. Not only have they won with their own cattle, they have bred numerous winners for other exhibitors as well.

Chance holds a bachelor's degree in animal science from Kansas State University, where he was on the 2015 livestock judging team. He has also served as livestock judging coach at Bellevue High School.

In addition to the cattle operation, Chance is a seed salesman for Rob-See-Co. He and Brittany Reeg were married this past September. They make their home near Spragueville.



Dylan Petersen, former Iowa Junior Hereford Association member and current partner in Petersen Herefords LLC, DeWitt, was united in marriage to Kalyn McMahan on November 18. They currently reside in Hampton, where Dylan is an engineer for Hagie Manufacturing.

Obituaries

Marvin Fisher, 88, of Riceville died Nov. 5 in Osage. The longtime Hereford breeder and AHA member is survived by his wife of 68 years, Doris; three sons; five daughters; 22 grandchildren; 11 great-grandchildren; one brother and a sister.

Galen Omgig, 61, of Story City died Nov. 9 from complications of a heart condition that caused an accident in Story City on Nov. 6. A carpenter who helped build many homes across central Iowa, he lived his entire life in the Story City area where he raised Herefords as Omgig Cattle Company.

Galen showed cattle across the country and was involved in many farm and cattle organizations. He was a past president of the Iowa Beef Breeds Council and had been an officer of the Iowa Hereford Association and a board member of the IHBA. Survivors include his son, Garrett, of Chicago; and daughter, Kelsey Figueroa of Cassopolis, Mich.; and one sister.

Spring Bull Sale in Planning Stages

At its recent meeting, the IHBA board discussed plans for the annual spring bull sale. Location and dates are yet to be determined. As a change from previous years, IHBA membership will be required for consignments to be listed in the catalog.

Advertising & Promotion Initiatives

The IHBA inserted two ads in *Midwest Marketer* in October and November and will begin its spring advertising campaign in mid-February.

The board is also developing a greater presence on social media. Be watching for promotions on the association's Facebook page.

IJHA Board Action

At its November meeting, the Iowa Junior Hereford Association discussed several items. Key points were:

- Preview Show – to be held either the weekend of June 16 in Waterloo or the weekend of June 9 in Ames, depending on availability.
- A letter will be sent to the Iowa State Fair requesting the 4-H heifer show be split into horned and polled divisions.
- Bylaws changes will be voted on at the Expo meeting.

Many Thanks...

Thank you for the cards, the phone calls, as well as the many Facebook and text messages that I received following a car wreck. Being in the hospital for 19 days brought the realization to me that I was blessed and quite fortunate! It could have been worse. I said "Hail Mary" when it happened and I believe she and God saved me. May God bless all and I will always appreciate your kindness to me.

Rande Seufferer

I wanted to thank you very much for the nice plaque and extra premium money from my reserve champion Hereford steer at the Iowa State Fair. I bought him from Craig and Denise Amos at Amos Hereford Farm. His name was Jack and I started showing him at the Iowa Beef Expo. I had a great time showing him at the Warren County Fair and winning champion Hereford steer. It was great to wrap up the year with being reserve champion Hereford at the Iowa State Fair. Thank you again for all of your support throughout the year.

Aiden Pals, Indianola

I would like to thank you for selecting me to be the 2017 recipient of the Richard F. Harms scholarship. I truly appreciate the support you have shown me. It has been a busy semester with a heavy course load and finalizing the process for applying to graduate school. Your scholarship will help with college expenses.

Lindsay Black, Chariton

It was an honor to represent the Iowa Hereford Breeders Association in the 2017 Governor's Charity Steer Show. Thanks for selecting "El Macho." A big thanks to Patrick and Amanda Wall for allowing me to purchase "El Macho" and for their great support throughout the 2017 show season. Also thanks to Anthony Monroe for helping with the fundraising and T-shirts and to David Trowbridge for attending the show. While the three days at the Iowa State Fair were very busy with the different activities, it is an experience I will never forget. It was great to meet and network with new people within the cattle industry. The most rewarding part, of course, is being able to volunteer time for the Ronald McDonald House.

Jacob Smith, Newton

2018 Tour Date Set

Mark your calendars! The 2018 Iowa Hereford Tour has already scheduled for Sunday, Aug. 26, in northeast Iowa. More details to come.

IOWA HEREFORD BREEDERS ASSOCIATION

MEMBERSHIP FORM

Farm Name _____

Owners _____

Mailing Address _____

City, State, ZIP _____

Phone _____

E-Mail _____

Website _____

Return with \$50 (make checks payable to Iowa Hereford Breeders Assn.) to:

Becky Simpson, Administrative Secretary

13359 280th St.

Redfield, IA 50233-6014

Iowa Hereford Breeders Association
13359 280th St.
Redfield, IA 50233-6014

ADDRESS SERVICE REQUESTED

Iowa Hereford Breeders Association Officers & Directors

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

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

Vice President: Anthony Monroe, Knoxville (2018*)

Secretary: Amanda Heck, Chelsea (2020)

Treasurer: Chance Deppe, Spragueville (2019)

Directors:

Willy Black, Chariton (2019)

Crystal Blin, Independence (2020)

Bill Goehring, Libertyville (2020*)

Chris Knapp, Waverly (2019*)

Brent Petersen, DeWitt (2018)

Charls Rife, Columbus Junction (2018)

Amy Solsma, Sanborn (2018)

Chance Wiese, Manning (2020)

Beef Breeds Council Representatives:

Chris Knapp, Waverly

Mike Dierenfeld, Northwood

Administrative Secretary

Becky Simpson

13359 280th St.

Redfield, IA 50233-6014

515-833-2991

becky@iowahereford.org

Website: www.iowahereford.org

Website Administrator: Marilyn Lenth
lhfarm1@netel.net

Iowa Junior Hereford Association Officers & Directors

President: Abby Anderlik, Dayton

Vice President: Lindsay Black, Chariton

Secretary: Abby Greiman, Perry

Treasurer: Jacob Smith, Newton

Directors: Maggie Anderlik, Dayton

Nick Deppe, Maquoketa

Evan Espenscheid, Marshalltown

Delaney Rife, Columbus Junction

Jenna Smith, Newton

Payton Vogel, Hartley

IJBBA Representatives:

Jenna Smith

Nick Deppe

Advisors

Tim & Melinda Anderlik, Dayton

515-547-2453

Lonnie & Tammy Cherry, Winthrop

319-981-4831

Iowa Hereford Queen

Lindsay Black, Chariton

Queen Coordinator: Alecia Bruns, Waverly