

# Montana Hereford News

## From Your President, Della Ehlke

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Though the year is young, it has already been a busy one for the MHA Directors.

We have been working on the 2008 - 2009 MHA Directory since December; it should be in your hands in the near future.

Plans for the Ranchers Choice Classic are underway. The idea was well received when presented at the 2007 convention. Continuation of that initial support and enthusiasm will be necessary in order for the event to succeed. Maximum effort will be devoted towards making the "Ranchers Classic" a unique platform for showcasing the outstanding Hereford bulls that Montana breeders have to offer.

We have a very hardworking and enthusiastic group of directors. We are looking forward to a productive year.



### MHA Calendar

April 15 - Hereford Spring Cow Herd Inventory Deadline

May 1 - John Wayne Memorial, Golden Bull Achievement, Future

Cattleman, Ed Bible, and Poll-ette Founders Scholarships due

May 20 - 24 - 2008 National Hereford Tour, "Rollin' Through Dixie"

May 31 - Mountain Magic Show, Bozeman

June 19 - 20 - Jr. Beef Expo, Lewistown

October 15 - Range Ready Pen Show & Jr. & Open Hereford Show,  
NILE, Billings

October 16 - Rancher's Choice Classic, Billings

## 2008 Rancher's Choice Classic

Plans are under way for the Montana Hereford Association sponsored 1<sup>st</sup> Annual Rancher's Choice Classic. The idea for this event came from our Canadian friends as they started the first version of this highly anticipated yearly bull event some 15 years ago in Lethbridge. Our version of the event will have our own spin on it and will be tailored to attract maximum participation. The RCC bull event is tentatively scheduled for Thursday, October 16<sup>th</sup> at 10:30 AM in conjunction with the 2008 NILE at the Metra Park in Billings, Montana.

Our version of this event will be a pen event in an attempt to attract breeders that don't have the time to halter break a bull. For every bull entry into our event, that breeder will be given 4 tickets to disperse to 4 of his/her commercial Hereford bull buyers. Commercial ranchers holding these tickets will judge the bulls and then be entered into the drawing for their chance to go out and take home any bull in the event for free. There will be numerous bull credits drawn for along with some outstanding door prizes. Premiums will be given to the top three bulls selected by the commercial ranchers and the Grand Prize will be having your bull chosen and that breeder will take home \$4000 for his bull. The MHA's RCC event will be the morning after the NILE's Range Cattle Pen Show in the Grizzly Arena. If you are already taking part in the Range Cattle Pen Show there will be no additional fee from the NILE to use one of your Range Cattle Pen Show bulls for our RCC event the next morning. Bulls will be allowed to leave immediately following the event. We have plans for a social hour following the event with appetizers and refreshments including a bar.

For more information on the 2008 Rancher's Choice Classic contact anyone of the directors. The MHA challenges any and all Hereford breeders out there to get a bull entered and put your breeding program in front of a group of the most discriminating Hereford bull buyers in the state. Nowhere else will you get the chance to put one of your top bulls up for comparison in front of commercial cattleman from all over the state. The MHA also challenges any and all Commercial Ranchers to urge your Hereford seed-stock source to enter a bull and give you your chance at a well deserved free bull.

Ace Diemert  
MHA Director



## 2008 - 2009 MHA Directory

The 2008 - 2009 MHA Directory is expected to be in the mail this week. 5,000 copies will be printed, 4,000 of which will be mailed to a mailing list of verified cattle producers in Montana and surrounding states. Directories will also be mailed to all MHA members and directory advertisers. The remaining directories will be divided among the MHA directors. Please contact one of us if you have a need for extra copies. We will have to have them available at as many cattle related events as possible.

Lorrie will be mailing out the invoices for the directory ads as soon as you receive your directory. Please try to pay them promptly. A net income of \$4,000 was budgeted for the directory. The final bill for the printing and mailing the directory has not yet been received, but we should come close to budget. We will be able to save some money on the mailing of the directories because of Lorrie's diligent and successful efforts towards obtaining a bulk mailing permit — thanks Lorrie.

Because there were still MHA memberships coming in at the end of December, Ace suggested that we hold the directory deadline open until January 15th, and send one more letter out urging people to send in their memberships in order to be included in the directory. Ace's insight was accurate; the letters brought in quite a few additional memberships.

Thanks to everyone who supported the directory with their advertising and thank you to Jill Hotchkiss and Hereford America for providing much of the design work and their patience as we continuously changed things to try to get it "just right".

Directory Committee - Ace Diemert, Della Ehlke, Tom Sparks



## Scholarship & Deadline is May 1st

The American Hereford Women and the National Organization of Poll-ettes have combined five individual scholarship applications into one condensed application form. The John Wayne Memorial, Golden Bull Achievement, Future Cattleman, Ed Bible and Poll-ette Founders Scholarships are now all in one application.

The deadline to submit the new scholarship application is May 1. This deadline applies to all awards and scholarships listed. All scholarships will be awarded at the Junior National Hereford Expo in July.

A link to the application was provided in the March 15 issue of Hereford E News.

## Advertising

Ace re-worked the Montana membership map and it was run as a full page ad in the Spring Montana Stockgrowers Association magazine.

The ad put together by the AHA for State Association use was changed to incorporate the MHA contact information and run in the Prairie Star.

We continue to put efforts towards Press Releases in attempt to get some free publicity through articles promoting Hereford strengths, or MHA activities. The annual MHA meeting press release was carried by "Trader's Dispatch" and the "Tradewind". The "Harris Heterosis" article was sent to everyone on our press release list. I don not think anyone ran it.

We are looking into getting an updated table top "booth" put together. The consensus is to get something with an updated look and something easy to put together for display purposes at trade shows, and other events.

Committee - Ace Diemert, Della Ehlke

## Learning with Herefords

The American Hereford Women have put together an interactive CD, "Learning with Herefords". This CD is designed to help young people understand more about the Hereford Breed and the beef industry.

Games include matching terms, Quiz Bowl 1 questions, Tic Tac Toe, match the cut of meat to the part of the steer and many others. There is something for all ages.

The CD would be a good learning tool for members of 4-H, FFA; for any young people involved with cattle. The DVD is \$27 including shipping. Please contact Della Ehlke, ehlke@mt.net, (406) 439-4300 if you would like to order a copy.

## Hereford Info Wanted

James Rummerfield from Ontario is a collector of beef cattle history. He recently purchased our History of Herefords in Montana book and would like any sale catalogs, semen catalogs, American Journals, Hereford Worlds or any other books you may have relating to the beef industry. He will take them, and is even willing to pay for them.

With his collection he currently has, he helped a book committee write a history book of Hereford breeders in Ontario.

If you have any questions or would like more information, you can contact him at james.rummerfield@sympatico.ca or RR #4, Sunderland, Ontario L0C 1H0 Canada.

## Greetings from the MJHA President

Dear Members and Friends

The Montana Junior Hereford Association is preparing for the upcoming show season. The dates for Mountain Magic have not yet been confirmed, but as soon as we hear it will be forwarded to the rest of the juniors. The Montana Junior Beef Expo has a new date this year. It will be held on June 19 and 20. The change was made because some schools get out around the middle of June and it has also conflicted with state high school rodeo finals in the past. Again we would like to thank those who have sponsored our junior Hereford show in the past as it would not have been such a great success without you. As we are preparing for this years show, many juniors will be calling for sponsorships again. If you are interested in sponsoring an award, you are welcome to contact any of the juniors including those on the junior board. I would like to invite anyone interested in becoming a member to join us and participate in these activities as it is an experience to remember.

Sincerely

Austin Buzanowski

(406) 875-2138

## Upcoming Jr. Hereford Events

The Montana Junior Hereford members have a couple shows coming up this summer. The Mountain Magic Show will be held May 31, 2008 in Bozeman, MT. The barns will be available May 30 after 12:00 Noon. There is a block of rooms at the Bozeman Inn 800-648-7515. They will be held until May 1st.

The Jr. Beef Expo dates have been changed this year to June 19 and 20, with a different format. The Open Steer Show will be on Thursday, Showmanship, BBQ and the Junior meeting will be Thursday evening. The Hereford show will be on Friday morning, June 20.

**Submitted by Becky Sidwell**

## NILE

The Northern International Livestock Exposition will be held October 13 – 18<sup>th</sup> in Billings. The event will run the full week in order to provide enough time for all of the shows and activities. The schedule is nearly complete. The Range Ready Pen Show is scheduled for Wednesday, October 15<sup>th</sup>. The Junior and Open shows will follow later that same day. The Hereford part of the NILE will wrap up Thursday with a Hereford bull event being planned by the MHA Board. *(Please look for more details in the newsletter.)*

The NILE staff has been working to make improvements to the week. The barn layout was changed last year to provide more room and this concept was well received. There were many suggestions to build upon those changes including a better “make ready” area for the show ring, relocating the tie-out area and expanding the stalling area with-in the building. All of these requests are being addressed. In addition to moving the tie-out area to the parking lot beyond the Pen Show area, the NILE is providing first bedding for the tie-outs. With the Border now open to Canadian cattle for exhibition, the expanded stalling area will provide room for many additional Hereford cattle.

We have a great opportunity to expand the representation of our breed both inside and outside the barn. There are many ways to participate in this great Hereford Showcase. We will continue to update you as the plans are finalized. If anyone has any questions regarding the show, please feel free to contact the NILE office, or your Superintendents: Bernie & Stacie Buzanowski, (406) 875-2138 home or (406) 855-8288 cell.

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## **Montana Hereford Association**

Lorrie Wacker, Secretary  
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WE'RE ON THE WEB!  
[WWW.MONTANAHEREFORD.ORG](http://WWW.MONTANAHEREFORD.ORG)

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## **From Your Secretary, Lorrie Wacker**

If you have any ideas, suggestions, concerns, or questions about the Montana Hereford Association or the newsletter, please let me know. This is your association, and we are hoping to represent you to the best of our ability.

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