January 24, 2024

Dear Missouri Hereford Breeders,

I wanted to start off with a small introduction of myself as your new secretary/treasurer. My name is Andi Howard, and I am from Dora, Missouri where I have a small, registered Hereford herd of my own. I am excited to meet and work with everyone this upcoming year and look forward to the growth of the MHA! I hope everyone was able to attend the 2023 annual meeting and opportunity sale at Sedalia! We had a great turnout and again owe it to our valuable members that brought an excellent selection of cattle. The annual meeting and sale have a fresh look to them with a change of date for the 2024 year! The new date is November 2-3, 2024, at the Missouri State Fairgrounds in Sedalia, MO. We look forward to our meeting and sale this year with new opportunities abounding for our members. The past 21 sales we have held in Sedalia have been great with 30-35 consignors and only a 12-15% sale expense, which is wonderful for a consignment sale. We as Hereford breeders should be proud that we host an event such as this one with the caliber of livestock and members present. The offering of both polled and horned animals allows us to bring the best genetics to our customers. This would not be possible without our strong association and the members themselves!

I want to give a big thank you to Cassie and Jocelyn who have now completed their eighth year and need to be commended for taking the newsletter to the next level. I challenge you to use this newsletter to promote your program and reap the several benefits available to you. The newsletter is printed four times per year March, July, September and November. All dues paid members receive these free with their paid membership! These issues are loaded with great Hereford information, this alone is worth the cost of the membership.

Rural Route Creations has also just completed their 13th year as our website administrator. Please spend a couple minutes and study the opportunity available to you to get involved by purchasing a banner ad that will run all year and you will be the sponsor of one of the many pages listed. Many of you have shown interest in this and it is now time to get involved in 2024 by calling Cassie at 403-507-5953 or Jocelyn Washam at 417-838-5546 or by e-mail at jocelyn@ruralroutecreations.com. As you all know, on-line information is only a click away for almost every producer, so check out moherefords.org. The most recent addition to the website is the classified ad section, what a great way to list cattle held for sale on the internet. This is also the starting of our 6th year with the Associations Facebook page contact Jocelyn Washam with your Hereford post.

The third technique to advertise your program is through the bi-annual membership directory. Each member is listed in the directory, and you also have the chance to purchase an ad to advertise herd bulls and outstanding females along with cattle held for sale. Our directory has grown to be bigger than ever, with more ads by breeders and several Corporation ads. You must be a due paid 2024 member to be listed in the 2025-2026 directory that we will be printing early in 2025. You can find the directory for 2023-2024 on the website, or at shows and sales throughout the year, plus selected livestock auctions. Other pages will be offered first come first served! Also, all memberships paid before April 1, 2024, will be listed on the website membership listing! You must have your dues paid by April 1, 2024, to receive any of the awards presented at the annual membership banquet in November!!

You might ask why I should become a member of the Missouri Hereford Association. As I have reviewed the three outstanding advertising tools which lead us to the opportunity you have to consign cattle to the MHA Opportunity Sale in November. We have had 21 consecutive sales in Sedalia. I credit the progress to the high quality and larger selection for buyers to pick from. To make this event bigger and better we need around 80 lots each year. To put things in another perspective it cost around $19,000.00 to put this event on and with more cattle we could possibly get our sale expenses percentage down below 10%. It is my duty as your MHA Secretary to be the sales manager. Joe Rickabaugh, director of AHA’s field management and seed stock marketing has screened the cattle each year, so please fill out the survey if you are considering consigning to the 2024 sale.

Please remember the May 1st nomination fee deadline. You might ask what the nomination fee is. It is you telling us that you want to be considered to consign to the Opportunity sale and will put $100 down to get a visit from the screener. On May 1st or before we want to have the list of names of the breeders wanting to consign to this year's Opportunity sale. We must provide the screener with a list so travel plans can be made. So, we ask you to send a $100 check which states you want the screener to visit your farm or ranch. If you and the screener agree on a consignment the $100 will be a credit on your sale settlement sheet. If you do not send me your entries, you then forfeit your $100. If no entries are agreed on you will get the $100 back. **This is not an entry fee!!!!** Entry packets are mailed September 10th and a $100 per lot entry fee is due at that time, for an entry to be cataloged. This rule has been in place for several years. Entry forms must be due post marked by September 1, 2024.

Another benefit of your membership is supporting the scholarship program, junior cattle shows, and annual award winners. You can also attend the field day which will be in District 8 this year. The highlight of the year is our annual meeting and awards banquet. As an MHA member you can nominate breeders for these awards that are given each year. The awards are the Purebred Breeder of the Year, Commercial Producer, the Hall of Fame Inductee and the board selects the new Friend of the Association award winner, I present the Opportunity Sale Consignor of the year Award. The junior scholarships are also considered awards and have the same membership requirements! We have awards for the Show Bull, Show Heifer and Cow/Calf of the year. To get points you can show at any or all of these shows Ozark Empire Fair, Missouri State Fair, SEMO district fair and the American Royal. To receive one of these awards you must have your dues paid by April 1, 2024. Please note for a junior member to receive one of the awards either their parents or grandparents must be a due paid member by April 1, 2024. This rule has been in place by the board for many years! Another important rule to remember is only dues paid by April 1, 2024, will be listed on the website.

 The strength of every organization is determined by its membership. We invite you all to become a member this year and be listed in the new 2025-2026 directory and on the website. The power of this organization is determined by the size of the membership, by having more members we will be able to help our junior organization in more areas and promote this breed of cattle to purebred breeders and commercial cattlemen across Missouri and beyond. We are always working hard to give your membership more exposure. Finally, check us out on Facebook for more information. If you ever have any questions, please call me anytime at 417-372-1459 or e-mail to howardandi0@gmail.com.

Sincerely,

 Andi Howard

**Note: 2024 Opportunity sale nominations are due May 1, 2024!!! Notes: Dues must be paid by April 1, 2024, to receive awards and be listed on the website membership list!!**