



2025 EVENTS

SDHA Annual Membership Banquet
November 14 | Brookings, SD

South Dakota Excellence Sale
November 15 | Brookings, SD

Watertown Winter Farm Show
February 11-14 | Watertown, SD

SINCE IT'S FOUNDING, THE SOUTH DAKOTA HEREFORD ASSOCIATION HAS WORKED TO BRING THE HEREFORD BREED TO THE FOREFRONT OF PRODUCERS MINDS THROUGHOUT THE STATE THROUGH VARIOUS YOUTH EVENTS, VOLUNTEER ACTIVITIES, AND PROMOTIONS EACH YEAR.

HEREFORD Fall

The South Dakota Hereford Association wrapped up an exciting and successful summer season! From the SDJHA Field Day to the special and futurity shows, the carcass contest, Dakota Fest, and the State Fair, our members stayed busy showcasing the strength and quality of South Dakota Herefords. It was a whirlwind of activities, but the camaraderie and achievements made it all incredibly rewarding. As fall rolls in, the pace isn't slowing down—we're gearing up for another full season ahead with the same passion and commitment that defines our association.

ANNUAL MEETING AND BANQUET

November 14, 2025, at 6:00PM CST | Dacotah Bank Center,
Daktronics Room AB, Brookings SD

Join us at 6:00pm for the duration of the meeting, social, banquet, dinner and silent auction. Please bring a silent auction item as all proceeds fund the Heifer & Steer Grant Program!

If you plan to attend please RSVP to
manager@southdakotaherefords.org by October 31st

EXCELLENCE SALE

November 15, 2025 at 11:00AM CST, Animal Science Complex Brookings, SD

contact:

Jaycie Forbes P: 605-203-1558 E: manager@southdakotaherefords.org

Michael Blume P: 605-870-0052 E: Michael.blume76@gmail.com

Dates/Deadlines:

Wednesday, October 1: Submit the consignment registration form and ALL animal details

Sunday, October 5: Picture/Video calves at Shannon Voegelé's, Lennox

Monday, October 6: Picture/Video calves at Fawcetts Elm Creek Ranch, Ree Heights

Consignor Rules & Registration Form at:

www.southdakotaherefords.org/resources

Consignor Online Register at: www.Fairentry.com



SDHA Board of Directors

Jeff Gerlach, President

Jacob Rausch, Vice President

Michael Blume, Director

Joe Brandt, Director

Boyd Dvorak, Director

Colin Hoffman, Director

Cody Williams, Director

Allie Jensen, Finance Manager

Matt Zens, Promotions Mentor

Jaycie Forbes, Manager

Contact SDHA:

Jaycie Forbes, Manager

Manager@southdakotaherefords.org

605.203.1558

306 Grant Ave.

Willow Lake, SD 57231

We look forward to
working with you!

HOTEL INFORMATION

Hotel Blocks:

Comfort Suites University, 929 25th Ave., Brookings DS 57006

P: 605-692-2882 | \$98.00/night | Block Name: South Dakota

Hereford Association

Block closes Saturday, November 1, 2025

Cancellations must be made by 4PM local hotel time, 3 days prior to
arrival :

Country Inn & Suites, 3000 Lefevre Dr., Brookings, SD 57006

P: 605-499-4175 | November 13th - \$113.35/night rate for 2 queen

standard / 14th - \$149.00/night rate for 2 queen standard

Block Name: South Dakota Hereford. Block closes Tuesday, October
13, 2025.

Cancellation is 24 hours before check-in

HEIFER AND STEER GRANT

SDHA will once again be awarding Heifer & Steer Grants. The Grant form is due November 1, 2025 and is to be emailed to manager@southdakotaherefords.org. The grant recipients will be announced prior to the start of the Excellence Sale on November 15, 2025 in Brookings, SD. More information and rules are found on the grant application form, online at <https://southdakotaherefords.org/juniors/>

SDHA BOARD MEMBER CANDIDATES

Jeff Gerlach has served two terms on the board and will be going off the SDHA Board. Cody Williams has completed his first term (3 years) on the Board of Directors. If you are interested in running for the board of directors or if you have questions please contact a board member.

2026 WATERTOWN WINTER FARM SHOW

February 11-14, 2026 | Watertown, SD

More details to come! If you have any questions please reach out to manager@southdakotaherefords.org



SDJHA Board of Directors

President - Ireland McAreavey

President Elect - Natalie Marshall

Secretary - Jayna Blume

Treasurer - Kane Grace

Reporter - Kyla Peskey

Director - Kendall McAreavey

Director - Hollis Fawcett

Director - Chance Blume

Queen - Mallory Gant

Princess - Courtney Schuette

Sweetheart - Jaeda Jensen

SDJHA Advisors

Lane Peterson

Emily Peterson

Calah Covey

Lindsey Wolles

Dawn Covey

SDJRHereford@gmail.com

2025 MEMBERSHIP

Membership renewals will be in your mailbox in October. Your support ensures the promotion of Hereford genetics and Hereford Beef as well as supporting the next generations of Hereford producers throughout South Dakota. Members will have their operation name and information listed in the directory if your dues are paid by November 15, 2025.

Members will have their ranch name and information listed in the South Dakota Hereford Directory and website. They'll receive all SDHA communication regarding sales, shows, events, and youth opportunities. They'll be eligible for our radio advertising cost sharing program. Members will be able to consign to our sponsored sales, which include the South Dakota Excellence Sale and the Watertown Winter Farm Show. Member's sales and private treaty sales will be advertised to our audience through weekly social media posts and emails to our membership notifying everyone of upcoming sales. If a member would like to send us their advertisements or a recap or their Hereford sales or events, we'll post them and email them at our discretion! Your support also helps fund our junior program. Our junior members are the future of the cattle industry and the next generation of Hereford producers. This year over \$10,000 was awarded to our nearly 100 junior members at the South Dakota State Fair.

2025 SDHA DIRECTORY

Deadline to submit ads for the 2025 SDHA Directory is November 22, 2025. Ads will be auctioned live at the Banquet. Ad material needs to be submitted to Jill Hotchkiss jbh@herefordamerica.com of Hereford America.

PHOTOS FROM DAKOTA FEST

