

What's New at the JNHE

The National Junior Hereford Association (NJHA) has a lot in store for its members this year at the upcoming Junior National Hereford Expo (JNHE). I hope that everyone is getting excited for "A Sweet Family Tradition" in Harrisburg, Pa., July 5-12. The host states are extremely excited to have juniors travel to the East Coast and several new opportunities are in store for you this summer.

The NJHA board sits down every year and discusses how to make the contests and events at the JNHE more educational and fun. We are offering a new contest this year in Pennsylvania: individual sales. Team marketing builds skills to help youth become better marketers as they sell their Hereford cattle.

However, most of the time, it's a single person who is doing the selling. To give the juniors a glimpse at a real-world situation of selling an animal, semen, embryo packages or any

agricultural-related item, the NJHA is going to start offering an individual sales contest. The individual sales contest will mirror what is done in team marketing; however, there will be only one junior "selling" to the judges. Animals are not allowed; however, participants may use visual aids such as iPads, tablets, a binder including information pertaining to the item being sold, pedigrees, etc.

Another event for new members is the mentor/protégé program. This program pairs first- or second-year exhibitors with an older member to ask questions and learn from during JNHE week. While this isn't a new program, the NJHA board has been working hard to add some excitement in 2014.

The mentors and protégés will be paired together and engage in a series of challenges to help them learn about the Hereford breed, the American Hereford Association (AHA) staff, the NJHA board, and how big and full of opportunities the JNHE really is.

We have several activities for the mentors and their protégés to engage in, such as a mixer where the teams can get to know one another better as well as to interact with the other teams, a scavenger hunt and a picture contest that will allow the mentors' and protégés' adventures to be broadcast on the big screen throughout the week. This is a great opportunity for the juniors to get out there and experience all that the JNHE has to offer.

In addition to these contest changes, the AHA Board has established a new rule pertaining to steers that will be exhibited at the JNHE. If you plan on showing a steer at the JNHE this summer, you must have a registration paper on that steer. Steers must be out of a registered sire and dam. Steer certificates are no longer viable entry papers for the JNHE; please plan accordingly. Also, I strongly suggest checking with your state junior associations, as several of

them are voting to follow the new rule set forth by the AHA. We are excited about the change to the steer show and believe it helps protect the integrity of the JNHE.

There are several ways that you can find further information on these new opportunities and rules. Visit the NJHA website, JrHereford.org. There you can see upcoming events, important updates such as the steer rule, fast approaching deadlines and much more. If you hover over the "juniors" tab, you will see numerous options to look at. The information for the individual sales talk and the mentor/protégé program will be under the contests/awards option. Other options on the junior page include scholarships, PRIDE (Program for Reaching Individuals Determined to Excel) Convention, information for state advisors and links to *The Advantage* newsletters. Exploring this site is an excellent way for you to familiarize yourself with the happenings in the NJHA.

The newest addition to NJHA social media is the Hereford Events App. Anyone with a smartphone has the ability to download this app and to access another way to keep up with Hereford happenings. If you go to the App Store and search the Hereford Events App, you can download the app. On the app, you can find the JNHE schedule, maps of the areas, photos from events, results from shows and important updates. There is also a discussion page where several people have praised the app for helping to make their Hereford experience better.

With all of these exciting activities and changes going on within the NJHA, I encourage each and every one of you to check out the website, download the app or contact one of your junior board members for any information regarding the upcoming JNHE. I can't wait to see everyone at a "Sweet Family Tradition" this summer. It's going to be a blast! **HW**



**NATIONAL JUNIOR
HEREFORD ASSOCIATION**

Chairman – Keysto Stotz,
keysto-stotz@utulsa.edu

Vice chairman – Courtney Tribble,
triplefarm@comcast.net

Communications chair – Kristin Bielema,
kbielema@comcast.net

Membership chair – Brady Jensen,
brjensen@ksu.edu

Leadership chair – Shelby Rogers,
showingshelby@yahoo.com

Fundraising chair – Elise Hackett,
mhackett2@illinois.edu

Directors

Taryn Adcock, trose@adcockshowcattle.com

Amanda Bacon,
amanda@ruralroutecreations.com

Cody Jensen, cjensen8@ksu.edu

Jason May, jason.may@jacks.sdstate.edu

Krissi McCurdy, krissim2011@gmail.com

Tommie Lynne Mead,
tommie_lynne@hotmail.com

Director of youth activities

Amy Cowan
P.O. Box 014059, Kansas City, MO 64101
816-842-3757, acowan@hereford.org

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