

Hereford Youth Heading to Arkansas for 'Faces of Leadership'



Sunday, July 27

- Noon All flights into Tulsa International Airport
- 1 p.m. All flights into Northwest Arkansas Regional Airport, Bentonville
- 2 p.m. All PRIDE participants checked into hotel
- 3 p.m. Welcome and keynote speaker kickoff at Holiday Inn
- 5:30-10 p.m. Bacon family farm tour, dinner and entertainment

Monday, July 28

- 7 a.m. Breakfast buffet at hotel
- 7:30 a.m. Load buses for Tyson Foods
- 8 a.m. Opening session and tour of Tyson Foods
- Noon Lunch sponsored by Tyson Foods Inc.
- 1 p.m. Load buses
- 1:30 p.m. Walmart Museum and Crystal Bridges Museum of American Art tours
- 8-11 p.m. Evening aboard the Showboat Branson Belle – dinner, comedian and "Faces of Leadership" dance

Tuesday, July 29

- 7 a.m. Breakfast buffet at hotel
- 7:30 a.m. Load buses for University of Arkansas (U of A)
- 8 a.m. U of A tour and workshops
- Noon Lunch at Pauline Whitaker Animal Science facility
- 1 p.m. Ag communication, leadership and technology workshops
- 3 p.m. Load buses
- 3:30 p.m. Willow Springs Club Calves and Walker family farm tour, dinner and entertainment

Wednesday, July 30

- 7 a.m. Breakfast buffet at hotel
- 11 a.m. All flights out by this time

Hereford, Maine-Anjou and Shorthorn junior association members will gather in Springdale, Ark., for the 2014 "Faces of Leadership" convention July 27-30. This event combines the Program for Reaching Individuals Determined to Excel (PRIDE) Convention, the National Youth Leadership Conference (NYLC) and the Knowledge Empowers Youth (KEY) Conference.

National Junior Hereford Association (NJHA), National Junior Maine-Anjou Association (NJMAA) and American Junior Shorthorn Association (AJSA) members look forward to this event all year. It gives them a chance to experience leadership opportunities, to learn about the agricultural industry and to see cattle from a different part of the country. Last year, 78 NJHA members and 21 NJMAA members met in Brookings, S.D., for the first joint "Faces of Leadership" convention.

Leety Randolph, a former national FFA president, will kick off the conference on July 27. Krista Cupp, Tyson Foods Inc. public relations specialist, will then lead a workshop about social media for the real world. Later, juniors will travel to Bacon Cattle and Sheep for a ranch tour and dinner.

Monday morning, Tyson's CEO Donnie Smith will speak to juniors about feeding the world, and juniors will have the opportunity to tour Tyson's Discovery Center as Tyson staff members explain how they research and develop new products and how they utilize the producer's product.

"I am very excited for the American Hereford Association (AHA) juniors to be in my home state this summer," says Amanda Bacon, NJHA director. "The University of Arkansas and Tyson Foods offer some very unique research and career options in the agricultural field that have such great influences even on our production side of agriculture."

Juniors will travel to the Walmart Museum and Crystal Bridges Museum of American Art. The museum, built in 2011 by the Walton Family Foundation, has indoor art exhibits as well as outdoor trails. The evening will be spent aboard the Showboat Branson Belle for dinner, a performance by a comedian, a cruise on Table Rock Lake and a dance.

The University of Arkansas will host juniors on Tuesday. While on campus, the group will visit the poultry science department and explore agriculture career opportunities in this segment of the industry. Home to the country's only agricultural law program, Dale Bumpers College of Agriculture will provide tours of its facilities and workshops on animal welfare. The group will also stop at the animal science arena where the agriculture education, communications and technology department will lead workshops for attendees. Later that day, juniors will tour Willow Springs Club Calves and Walker Farms.

"This year's PRIDE Convention will give Hereford youth a chance to experience the food industry and open up many doors for future career paths in the agriculture field as well as offer some real world networking and team building opportunities for our future leaders," adds Amy Cowan, AHA director of youth activities and foundation.

This event would not be possible without the support of numerous sponsors. A big thank-you goes out to ranch tour hosts as well as Tyson, the University of Arkansas, the AJMAA, the AJSA and the Hereford Youth Foundation of America (HYFA).

NJHA, NJMAA and AJSA members 14 to 21 years of age can save \$50 if they register by the early bird deadline of June 15. Final deadline for registration is July 15. Juniors can register online at Hereford.org/PRIDE. **HW**



Lodging Deadlines

Holiday Inn and Convention Center
1500 S. 48th St.
Springdale, AR 72762

Early Bird Registration
\$300 by June 15

Final Registration
\$350 by July 15

PRIDE – Program for Reaching Individuals Determined to Excel

Register at JrHereford.org