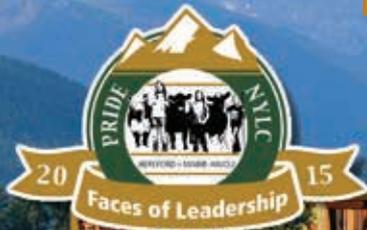


# Seeking New Heights in Leadership



***National Junior Hereford Association members met American Junior Maine-Anjou Association members in Estes Park, Colo., for the annual Faces of Leadership Convention.***

by ***Bridget Beran***

**H**ereford juniors rose to new challenges and high altitude to attend the third annual Faces of Leadership Convention in Estes Park, Colo. Along with members of the American Junior Maine-Anjou Association (AJMAA), Hereford youth visited Colorado cattle ranches, developed leadership skills, learned new cattle handling techniques and visited Colorado State University (CSU), Ft. Collins, Colo.

The Faces of Leadership Convention combines the National Junior Hereford Association's (NJHA)

Program for Reaching Individuals Determined to Excel (PRIDE) Convention and AJMAA's National Youth Leadership Convention (NYLC) to provide juniors in both breeds the opportunity to network and establish friendships with juniors in other breeds. This year 90 NJHA and AJMAA members from across the country enhanced their knowledge and leadership skills at the Faces of Leadership Convention.

"My favorite part of PRIDE this year was getting to network with Hereford and Maine Anjou juniors

from across the nation and learning leadership skills that will help me in the future," says Taylor Belle Matheny, Mays Lick, Ky. "This well-planned event allowed members to come together and learn skills that prepare us to be advocates for the beef industry."

The event kicked off with juniors traveling to Blind Badger Ranch, Ft. Morgan, Colo., to see the ranch's Maine-Anjou cattle. They then visited Coyote Ridge Ranch, LaSalle, Colo., to learn about its Hereford breeding program before starting the trek



NJHA Director Stephen Green and former AHA president Cliff Copeland look at cattle at Coyote Ridge Ranch.



Hampton Cornelius welcomes juniors to Coyote Ridge Ranch and explains the ranch's breeding program.

up the mountains to Estes Park. Coyote Ridge Ranch runs 150 pairs of Hereford cattle. They won grand champion pen of bulls at the National Western Stock Show in 2014, and both the polled and horned heifer champions at the Junior National Hereford Expo had CRR genetics.

Nestled into a valley at the YMCA of the Rockies, juniors spent the second day of the conference working on leadership techniques. Rhett Laubach, professional keynote speaker and owner of YourNextSpeaker LLC and PLI Inc., led attendees through a series of activities and games including "the leadership mamba." This teaches juniors that sometimes being a leader also includes being a follower. "The leadership circus" that had juniors racing around the room to complete 20 different tasks while working as a team and keeping their cool.

"I was very impressed with Rhett's presentations," says Del Adcock, Assumption, Ill. "He had a way of taking activities that seemed random and pulling them together to show us the leadership skills we were utilizing without even realizing it."

Laubach later shared stories of discovering that he had a brain tumor in 2014, his survival and the six hours that changed his life. He discussed the importance of the people who were there for his family in difficult times and the moments that defined his life.

"I had a lot of moments that defined my life but a lot of times I

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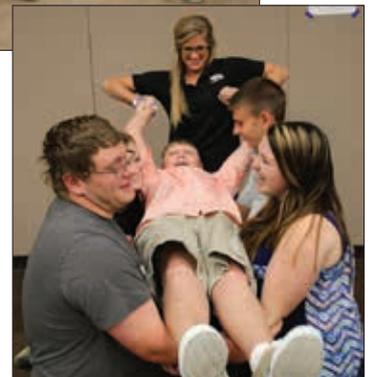
The NJHA and AJMAA boards with the Cornelius family at Coyote Ridge Ranch.



Rhett Laubach challenged juniors to trust each other in a "group clap" with their eyes closed.



Playing leapfrog down the length of the room was just one of the stations in the "leadership circus."



NJHA Director Brooke Jensen leads her group through one of the activities where each group had to act out a situation to teach them about teamwork and communication.



Representatives from each team in the "leadership circus" had to have their arms marked off with tallies after completing each station.



Temple Grandin speaks with Faces of Leadership attendees about the importance of being active advocates for the beef industry.



didn't realize they were going to define me until they had already passed," Laubach says. "What are your defining moments? What moments do you want to make happen to get you where you want to go?"

The next day, juniors traveled to Colorado State University (CSU), where they were able to hear presentations from several different staff members, including Temple Grandin, CSU animal science professor and leading expert in livestock handling. Grandin spoke to juniors about the importance of using their voices to tell the story of agriculture and being willing to explain agricultural practices.

"I really enjoyed having the opportunity to meet Temple Grandin," says Caitlyn Hartzell,

Oakdale, Calif. "She has overcome so much in her life and her story is truly inspirational."

Juniors were grouped and rotated through short presentations by CSU staff on their specialties. Juniors learned about the CSU herd and how staff utilize expected progeny differences (EPDs), how to properly score animals for temperament, ruminant nutrition research, and how to test for pulmonary arterial pressure (PAP). Youth were even able to reach inside the stomach of a cow and watched a PAP test being done.

"My favorite thing was visiting CSU and going around to all the different workshops and learning a little bit of one person's expertise," says Rylee Barber, Channing,



CSU staff rotated juniors in groups in order to show them several short presentations about their individual specialties.



Juniors crowd around to observe slides with bacteria taken from the stomach of a cow.



Juniors had the opportunity to feel the inside of a cow's rumen during a ruminant nutrition workshop at CSU.



Juniors receive basic safety training before going white-water rafting.



Texas. “All of the instructors were top-notch and it was very beneficial to learn something from each of them.”

They also received a lesson in cattle handling from Grandin who displayed a different method of moving cattle through the chute and spoke with juniors about the importance of proper cattle handling techniques.

“I loved attending the sessions at Colorado State,” said Gabrielle Torrance, Media, Ill. “I enjoyed meeting Temple Grandin and learning better cattle handling tips and how to be an advocate for the beef industry. I also enjoyed meeting and learning from the other professors at CSU, many of whom are leaders in their fields as well.”

Juniors then had the opportunity to go white-water rafting on the Poudre River, a highlight of the trip for many, before wrapping up the trip with a campfire back at Estes Park. Matheny adds, “Along with the leadership building sessions, I found touring Coyote Ridge Ranch and white water rafting gave members a chance to get to know each other.” NJHA and AJMAA youth used their time in Estes Park to learn how to become better advocates for the beef industry and better leaders in their associations and in their everyday lives. **HW**



White-water rafting down the Poudre River was a highlight of the trip for many juniors.