

# the **A**DVANTAGE

## National Junior



## Hereford Association

### CHAIRMAN – Rossie Blinson

P.O. Box 3897, Buies Creek, NC 27506  
919-915-0114, vrblinso@ncsu.edu

### VICE CHAIRMAN – Danielle Starr

E5198 N. Water Dr., Manawa, WI 54949,  
920-596-2580, dstarr@purdue.edu

### COMMUNICATIONS CHAIR – Mallorie Phelps

5701 CR 401, Grandview, TX 76050,  
817-907-1008, aggieger15@sbcglobal.net

### MEMBERSHIP CHAIR – Andrew Albin

780 N CR 2460 E., Newman, IL 61942,  
217-497-2487, albino1991@gmail.com

### LEADERSHIP CHAIR – Jake Metch

3208 State Hwy. 206, Bainbridge, NY 13733,  
607-765-9257, metch24@aol.com

### FUNDRAISING CHAIR – Justin Bacon

12852 Rose Cemetery Rd., Prairie Grove, AR  
72753, 479-846-3784, justin.bacon@okstate.edu

### DIRECTORS

#### Hunter Grayson

P.O. Box 254, Watkinsville, GA 30677,  
706-206-1824, hunterg@blackhatranch.com

#### Kevin Ernst

1364 Hilltop Dr., Windsor, CO 80550,  
970-674-5113, kevin\_ernst@msn.com

#### Tamar Adcock

2347 E. 1300 N. Rd. Assumption, IL 65210,  
217-226-3239, tamar@adcockshowcattle.com

#### Austin Buzanowski

4365 Custer Frontage Rd., Pompeys Pillar, MT  
59019, 406-839-1255, abooze74@yahoo.com

#### Jaime Hanson

37590 110th St., Comfrey, MN 56019,  
507-877-3631, jaime\_lh\_30@hotmail.com

#### Matt Woolfolk

1716 Old Lewisburg Hwy., Columbia, MS  
39762, 731-571-3265, mrw216@msstate.edu

### DIRECTOR OF YOUTH ACTIVITIES Amy Cowan

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

[www.jrhereford.org](http://www.jrhereford.org)

## JUNIOR MEMBER NEWSLETTER – Fall 2010

### NATIONAL JUNIOR HEREFORD ASSOCIATION

P.O. Box 014059, Kansas City, MO 64101 • 816-842-3757 • [acowan@hereford.org](mailto:acowan@hereford.org)



by *Rossie Blinson, NJHA chairman*

I have realized over the last couple of years how important it is to stay active. While filling out scholarship and college applications and résumés for jobs and internships, I have to think back on all of the activities I have participated in and all of the awards I have received to make me stand out among the competition. For me this list is not a short one. I have stayed active in the North Carolina Junior Hereford Association as well as the National Junior Hereford Association (NJHA). I have also been involved in 4-H and various organizations throughout high school and now in college.

I encourage all of you to become active in as many activities as possible so you can stand out and have the best résumé in the crowd. There are tons of opportunities to get involved in with the NJHA. But if you are afraid to jump in with both feet at a national level it is great to first try out your state association.

### State level

There are events such as state sales, shows, field days and banquets to be a part of on the state level. Join a committee, if you have a creative side design a T-shirt or a program. If you like getting your hands dirty there is always a behind the scenes set-up/clean-up crew that is essential. Have a say and be on a planning committee. Get your name out there as a strong, dependable person.

Also gain leadership through your junior associations. Run for an office or volunteer to be a committee chairman. Scholarship judges and job interviewers really like to see leadership to build a college or company. Become active and respected as a junior in your state.



**Rossie**

### National level

Like I said earlier there are tons of opportunities through the NJHA. There are so many contests to be a part of that cover a broad range of interests. Whether you like fitting or public speaking or anything in between there

are contests to show off your many talents. The Junior National Hereford Expo (JNHE) is full of activities and is not just a cattle show. There are also numerous scholarships offered in the summer and fall. So become active and apply for all the NJHA has to offer.

You also have the opportunity to be a strong leader and communicator within your community. Nearly everyone has Facebook, take this opportunity to constantly share your love for your cattle through pictures or posts. Tell your friends about agriculture and become an active advocate. Become active in school groups and describe what you do on your farm and how it is a family affair. Challenge yourself to become a Master of Beef Advocacy (MBA) graduate. Become active by spreading the word about beef to the consumers of the urban population.

There is so much you can do to become active. Start at your state associations and in your community, then climb up to the national level. Attend the JNHE and the Program for Reaching Individuals Determined to Excel (PRIDE) Convention. Become involved in the many activities offered and have fun while gaining experience. Give 110% to everything you do and stand out!

If you have any questions about how you can become active feel free to give me a call at 919-915-0114 or send me an e-mail at [vrblinso@ncsu.edu](mailto:vrblinso@ncsu.edu) and we can talk though some ideas that interest you. ✨

# Meet New NJHA Board Member: Jaime Hanson

by Andrew Albin

Jaime Louise Hanson is native to Comfrey, Minn. Her father and mother are Jim and Jeri Hanson and she has two brothers and a sister, Aaron and Adam Seifert and Jody Hanson. Besides having a lovely family she also cares and adores her feline friend named Cloey. The Hansons have been in the Hereford business for nine years and they maintain a 60-head cow-calf operation. Jaime's favorite herd sire is SH Porterhouse and her favorite cow is RAW 517R Ms Value. As Jaime says, "Old Ms Value is a good cow, but she sure is a pain to show."

Along with being heavily involved with Hereford cattle and being on the National Junior Hereford Association (NJHA) board of directors, Jaime also loves playing basketball and watching movies. Jaime has a strong passion for super heroes; her favorite super



Jaime

hero is Cat Woman. Her favorite movies are "Pride and Prejudice," "10 Things I Hate About You" and "Up". Her favorite colors are teal, brown and lime green. She enjoys country and red dirt music. Her favorite book is "Kiss Me or Not" and "Cowboys for Keeps."

Jaime's favorite foods are Trix's cereal and spaghetti. In high school she was known as the neat freak. Her memory that she enjoys the most is when she was named reserve grand champion with her cow-calf pair at the 2008 Minnesota State Fair.

As well as being a connoisseur of music and film she is also a highly regarded scholar. She attends the University of Nebraska in Lincoln where she resides in Sandoz dorm, which is located in the heart of campus. She is majoring in animal science and her favorite class is Animal Science 100, which focuses on the fundamentals of animal biology and

industry. Along with being a scholar, she is involved in Block & Bridle and is a member of Sigma Alpha. Someday she hopes to be a sale manager or be the director of a youth program in the cattle industry.

Jaime is a great contribution to the NJHA Board. Every morning she has a smile on her face and is always willing to work with whomever or whatever obstacle. This brings a strong asset to the board since she has the talent and willingness to be able to negotiate and succeed with the set challenges that are brought to the board. Jaime is more than just a NJHA board member, she is a good friend who is willing to listen and care if anyone ever has a problem. Out of all the movies Jaime has watched in her lifetime she says her favorite quote is, "Dancing is just a conversation between two people, better start talking," which is from the 1998 film "Hope Floats." ✱

## Get Involved at the State Level

by Mallorie Phelps

"Get involved" are two words that I have heard several times during my life. You must get involved and participate in your state association to the fullest to receive the maximum benefits that the Hereford breed offers you. The National Junior Hereford Association (NJHA) has so many opportunities for juniors, from all of the different contests to several generous scholarships, on the state and national level.

However, getting involved starts in your state association. You can get involved and better your abilities by participating in some of the many contests offered. For example, the public speaking contest is a great

chance to expand your public speaking ability, and the team marketing contest is a great contest to learn how to properly market an animal as well as improve your speaking abilities.

Participating in the different NJHA contests is one of my favorite parts of our state and national shows. If you involve yourself in these contests, you not only get to learn and better yourself, but you get to have fun and meet new people at the same time. Each contest offers a world of knowledge and skill to help the juniors become more in tune about what is going on in our industry, as well as giving them an outlet to meet

people and have some fun. Not only may you participate in the various contests to become involved, but you can also become a director, or even an officer and you will get to partake in the planning and setting up of your state show.

Getting involved will open many doors in your life such as jobs, internships or scholarships. By being an active member in your state association you are able to not only better yourself, but the NJHA as well. Be proud of being a Hereford breeder and exhibitor, and get involved in order to represent this breed well and become an advocate for it. ✱



Outstanding state members from 2010 JNHE.

# Meet our National Advisors: Gary and Kathy Buchholz

by Tamar Adcock

Some of the Hereford breed's greatest assets lie not in the cattle, but in the Hereford breeders themselves. Gary and Kathy Buchholz, National Junior Hereford Association (NJHA) advisors, are two such people. Their dedication to the Hereford breed and its youth is commendable. Their background and experience make them valuable resources to the NJHA board members. The Buchholzes have a long history of involvement in the cattle industry. Kathy's roots go back four generations in the Hereford breed. She was active in the Texas Junior Hereford Association growing up. She showed Herefords all through high school, and went to Texas A&M University where she received her bachelor's degree in animal science and master's in land economics. Gary was born in Illinois and moved to Texas when he was in the second grade. He, too, was active in the junior program; he showed Angus heifers for FFA. He attended East Texas State University and received his degree in agricultural education.

The couple met at the Fort Worth Stock Show in 1974, when they tied down the aisle

from each other. Little did they know 13 years later they would be married. Gary taught agriculture for 11 years, until the decision was made to devote all of his time to the cattle business. At that time, Gary and Kathy managed BBS Shorthorns and marketed Shorthorns to junior members to show. However, they eventually sold their Shorthorns in favor of the more docile Herefords, and in 1997 they began to promote GKB Cattle.

Gary and Kathy have served as advisors to both the National Junior Shorthorn Association and the Texas Shorthorn Association. Two years ago, they became NJHA advisors. However this was not their first experience as advisors to junior Hereford breeders as they served as advisors to the American Junior Hereford Association from 1993 to 1996 before the two junior organizations combined.

Gary and Kathy think their biggest accomplishment in the Hereford industry was the opportunity to judge the National Western Stock Show this past year. They also really enjoy serving as NJHA advisors because the Hereford breed continues to grow in popularity.

Their advice to Hereford junior members is to learn about your state and national



association. They have many opportunities to offer that benefit you, as a member. There are many programs with which to get involved, such as the Junior AI program, scholarships and opportunities to show at both the regional and national level. They also advise that junior members make contact with an established breeder, who can give advice, provide help and serve as a mentor.

Take a look at GKB's Web site, [www.gkbcattle.com](http://www.gkbcattle.com), to learn more about the Buchholz operation's history, and see pictures of their many accomplishments in the showing as well as cattle for sale.

The NJHA appreciates the time, effort and advice that Kathy and Gary put forth for our association. They are truly a great asset to the Hereford breed and its youth. ✨

## Where Are They Now?

# Andy Mrnak

by Austin Buzanowski



Andy

Andy Mrnak served on the National Junior Hereford Association (NJHA) board of directors from 2003-2005. He graduated from Oklahoma State University (OSU) in 2006 with a degree in agricultural economics. At OSU he was president of the OSU Meat Science Association and member of the meats and livestock judging teams.

After graduating from OSU, he went on to graduate from the Texas Auction Academy in Dallas, and became a member of the North Dakota and National Auctioneers Associations.

Today Andy is an auctioneer selling real estate and calling sales in auction barns in Montana and North Dakota. In addition, he does several private livestock sales every year. He lives at home at Mrnak Herefords, Bowman, N.D.

Andy is a part of Pifer's Auction and Realty, which is ranked 13 in the nation for total land sales. In North Dakota, Pifer's accounts for a majority of land transactions with Andy carrying a healthy percentage of those in the western half of the state. With the livestock marketing,

he is doing three to four auctions a week along with many purebred and commercial sales in North Dakota and Montana.

Andy is the fourth generation of Mrnaks breeding Herefords.

He and his family were awarded the 2009 and 2010 reserve champion carload of Hereford bulls at the National Western Stock Show in Denver. Mrnak recently purchased an airplane and plans on having his pilot license soon and will enjoy flying in his spare time.

Andy says that the greatest part of being on the board was the life connections he made with his fellow board members and the many other people he met through the NJHA. The ability to overcome adversity and improve an organization are skills Andy learned and still carries with him today. The leadership skills he learned while on the board he still uses in his everyday work, whether it is selling real estate or cows. Being on the board is one of Andy's greatest life experiences. He encourages others to run for the board and maybe someday they'll be soaring across the skies as well. ✨

# Hereford History Lesson

by Matt Woolfolk

The Advantage newsletter has always filled a very specific role for me. Whenever I need a break from studying for the next big test, I go to the National Junior Hereford Association (NJHA) Web site, pull up an old copy of the Advantage, and take a few minutes to get my head out of the books. I'm sure that many of you are doing the same thing right now. If the last thing you want to read about right now is history, you might want to skip the rest of this article. However, there will not be a quiz, so go ahead and enjoy a closer look at how our favorite breed of cattle got to America.

When asked the question, "Who brought the first Hereford cattle to America?" many of you could answer with confidence that it was Henry Clay in 1817. Clay imported two females and a bull from England to his home state of Kentucky for \$500. However, Clay's small Hereford herd was eventually converted to a crossbred operation due to inbreeding concerns. He began crossing his Herefords with the most popular breed at the time, Shorthorn.

The first Hereford importation of record that was responsible for the foundation of a purebred breeding herd was that of William H. Sotham and Erastus Corning. Sotham was a buyer for a New York beef packing company. Originally from Herefordshire, he was familiar with the breed and felt that Herefords could improve the quality of beef for his company.

In 1840, Sotham traveled back to England, selected 22 Herefords, and brought them back to New York. His business partner, Corning, paid the majority of the \$8,000 it took to get the breeding stock to his New York farm. In 1844, Sotham and Corning took some of their prized whitefaced cattle to the New York State Fair, where they were very well received. The local newspaper even wrote an article on the cattle, saying, "No animals on the ground excited more praise than these." The breed began to gain popularity in New England, thanks to the work of Sotham and Corning.

As the U.S. grew and expanded westward into "cattle country," Hereford cattle went west as well. Hereford cattle began to show

their whitefaces in the commercial herds of the Midwest. Herefords became known for their ability to thrive in conditions that other breeds couldn't handle. One of my favorite examples comes from Kansas cattleman Wilbur Campbell in 1881. Campbell, a prominent Shorthorn breeder, bought 50 bulls, 25 Shorthorns and 25 Herefords to turn out with his cattle. He kept his cattle on the open range, leaving them to fight for their own survival. After an unusually tough winter, Campbell noted that half of his Shorthorn bulls did not survive the winter, and the remaining were not in great physical shape. However, of the Herefords, he said, "Every one of the 25 showed up in good shape."

In the last 200 years, the Hereford breed has grown from a small shipment of three animals to one of the most popular breeds in the U.S. This article is merely scratching the surface of Hereford origins in America. Hopefully, some of you will be inspired to take the time to "study" all the information available about Hereford history. ✨

## Meet AHA North Central Region Field Representative:

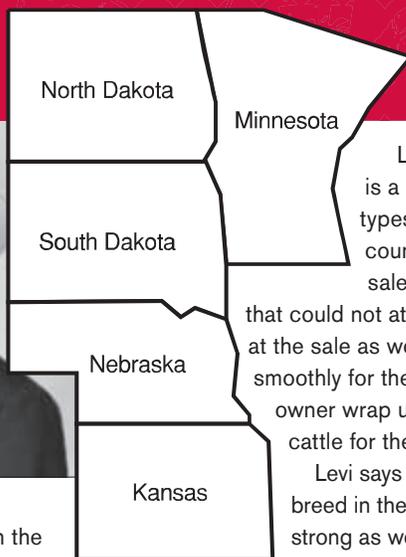
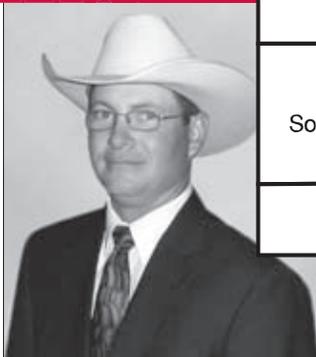
# Levi Landers

by Kevin Ernst

Levi Landers is one of the many great field representatives that the American Hereford Association (AHA) is proud to have. He grew up in the small town of Miles City, Mont., around commercial cattle and showed in 4-H and FFA. He developed an interest in Hereford cattle from his great grandpa who had a registered Hereford herd for 40 years.

Hearing stories from people about their experiences with the Hereford breed convinced Levi to follow in his family's footsteps raising and showing Hereford cattle. Levi graduated from Custer County District High School in 1995 and continued his education at Oklahoma Panhandle State University in Goodwell, Okla., earning a degree in animal science in 1999.

Levi now resides in Kearney, Neb., and is the representative for region three. He has been an AHA field representative for two years. Some challenges he says he faces are the market pressures of the sale ring and prices of animals.



Levi also says that where they animal is going is a challenge because people look for different types of animals depending on where they live in the country. During the sale season, Levi must be at the sale in the morning looking at the cattle for buyers that could not attend, and also talking to other buyers that are at the sale as well. He also works the ring so the sale goes smoothly for the owner. After the sale Levi is busy helping the owner wrap up and even gets in on loading out some of the cattle for their new owners.

Levi says he is excited about the position of the Hereford breed in the industry and says, "The Hereford breed is strong as we are seeing more Hereford bulls being sold to commercial herds. As long as breeders keep the quality of the animals up the stronger the Hereford breed will become."

Levi's favorite aspect of being a Hereford field representative is having some of the best breeders in his region combined with quality cattle. Levi appreciates that the AHA has lot of wonderful people to help out others in a time of need and says that is a great aspect to a successful organization. The best advice that Levi has ever gotten is, "Whatever you do in the livestock industry, remember it is a people's business and you have to get along with the people to be successful in whatever you have planned for your own future." ✨



# Home Again in 2010

by Jake Metch

Some of us traveled a couple hours to get there and others traveled several days to attend the 2010 Junior National Hereford Expo (JNHE) in Indianapolis. Everything parents and kids did to get to Indianapolis was well worth it.

Our friends at BioZyme Inc. and VitaFerm once again showed their support of the Hereford youth by being the title sponsor. Tennessee River Music Inc. (TRM) supplied the show shirts and Deana Jak Farms Inc. donated backpacks for every junior exhibitor. Also showing their support was John Deere and we proudly displayed John Deere machinery in the corner of the showing. A big thank you also goes to the host state of Indiana for putting in all the work they did in preparation for the big event.

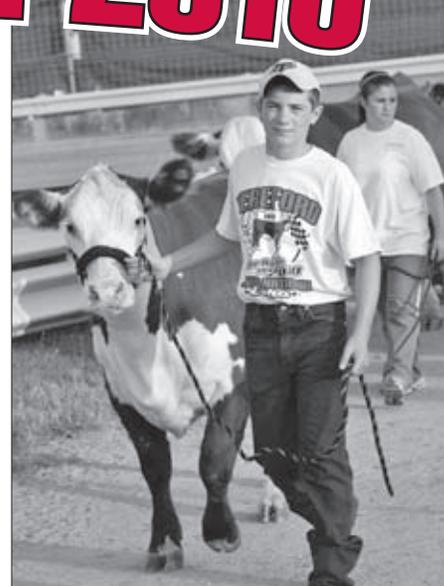
The week was filled with activities for juniors and adults. During the opening ceremony, the showing was filled with juniors from all over the country holding their state flags. Then everyone got a treat no one suspected, Randy Owen, country music Hall of Fame singer and owner of TRM, performed the National Anthem and led the crowd in the Pledge of Allegiance.

After the excitement of the opening ceremony, Hereford youth geared up for the first few contest-filled days. With 22 contests ranging from team fitting to 3-on-3 basketball, there was a contest for everyone to compete in. Also, applicants were competing for \$25,000 given out in scholarships this year. Congratulations to all of the winners of these contests and scholarships.

There was a lot of National Junior Hereford Association (NJHA) director activity in Indianapolis. With four board members retiring from the board and four new ones coming on, there was a lot of excitement. It's hard to fill the shoes of the board members who went off, but the candidates are very qualified to do it. Going off this year was Kandi Knippa, Hannah Wine, Katlin Mulvaney and Kimber Evans. At the banquet Friday night all the candidates held their breath and the four that got the burgundy jackets and a three-year term on the board were Matt Woolfolk, Jaime Hanson, Austin Buzanowski and Tamar Adcock. Congratulations, we are all looking forward to seeing what you do while leading the NJHA.

The main event was, of course, the shows, and with 1,161 entries this year, what a show it was. While walking around the barns in the beginning of the week it was hard not to get excited about watching the judges sort through them. The shows did not disappoint, Mark McCully judged the steer show where Kristine Apel won champion progress steer, and Tyler Allan won the champion prospect steer. On Thursday John Rayfield stepped into the ring to judge the bred-and-owned shows. In the bred-and-owned female show, the champion belonged to Kirbie Day and reserve went to Cody Beck. Mark Sims topped the bull show with Randa Owen as reserve.

And the main event of the week, the owned heifer show was judged by Cheryl Linthicum. In the horned show, the champion was exhibited by Lauren McMillan with Matthew Compton showing reserve. In the polled show, champion went to Bailey Buck, with reserve



going to Mark Sims. Congratulations to all of the juniors for putting on a great show.

Now that the 2010 JNHE is a few months behind us, it's hard not to look forward to July 9-16, 2011, for the next great week of activities. Hope to see everyone back in Kansas City for "Kickin' It in Kansas" and another great showing of talented Hereford youth and great cattle. ✨



## We Are Here To Help

by Jaime Hanson

The National Junior Hereford Association (NJHA) board of directors includes 12 enthusiastic, experienced and educated young adults. One of our goals is to connect with and educate juniors, producers and the public about the Hereford breed.

As an association we are always willing to lend a hand. I have observed board members over the years and their ability to be in two places at one time is prominent. I found out first hand as I ran for the board this summer, that it takes a lot of time and energy to be a director. At times it felt like we were running around with our heads cut off, but we do this to make your experience worthwhile.

With determination, desire and dedication the board works to make sure each event flows fluently for the convenience of our members. In trying to make our association even more prestigious than it already is, we come to you, with listening ears to hear your concerns and ideas and then put them into action.

We all have a common love for these amazing Hereford cattle and want to make your experience the best it can be. Do not ever be afraid to contact a board member with questions or concerns. Our hearts and arms are open to you. It puts a smile on our faces when we see and hear that we've achieved our duty by doing what is best for our association and its members. ✨

## Thank You HYFA

by Hunter Grayson

On behalf of the National Junior Hereford Association (NJHA) board it is my pleasure to send a big thank you to the Hereford Youth Foundation of America (HYFA). Without the continued support from the foundation none of our Junior National Hereford Expo (JNHE) and Program Reaching

Individuals Determined to Excel (PRIDE) Convention successes would be possible. The foundation's unwavering support and contributions to us as juniors is something we do not take lightly.

Year after year the JNHE becomes better and more memorable, mostly due to the fact that we have longtime supporters of contests, classes and scholarships from the HYFA. This organization is one that we, as junior Hereford breeders, benefit from every single day, and is one that in the future, as adult breeders, we hope to support and give back to.

I feel that I speak for all of the NJHA members when I say thank you to the supporters of HYFA; it is greatly appreciated. Through your contributions to HYFA and faith in the junior organization, it is no surprise that the number of Hereford cattle, but also Hereford exhibitors continue to rise each year. More and more people are beginning to realize that the bond that we have established as Hereford breeders runs deeper than just meeting up at shows and seeing each other a few times a year, we truly are a "Hereford family." The HYFA has helped make this happen. Once again, we thank you. ✨



Hereford Youth Foundation of America

## Juniors in the Spotlight:

### Joel Butler

by Justin Bacon



Joel

Joel Butler is 17 years old and a senior at Republic High School in Republic, Mo. Joel plans to attend Oklahoma State University where he will major in animal science. Some of Joel's hobbies include golf, basketball and showing cattle.

Joel has been very involved in FFA and 4-H, where he served as chapter FFA president and 4-H club president. He is also involved in his state junior cattlemen's association where he is the chairman of junior show activities and on the Missouri Junior Cattlemen's board.

Something Joel is proud of and known for is his involvement in his state and the National Junior Hereford Association (NJHA). Joel has been on the Missouri Junior Hereford board for five years and has been the secretary.

On the national level, Joel has competed in several of the contests including winning team marketing and quiz bowl. Joel has also been very competitive in showing and showmanship where he was fourth overall intermediate showman in Tulsa.

Joel has also been a voting delegate representing Missouri and enjoys being involved in selecting our junior leadership. Other than the Junior National Hereford Expo, Joel has shown at the American Royal, Louisville, Denver, Fort Worth, Tulsa State Fair, Missouri State Fair, Kansas State Fair, Arkansas State Fair and Mid South Fair. Joel is a prime example of an active member in the NJHA and a leader in the beef industry. ✨

# Hereford Youth Become Beef Industry Advocates

by Danielle Starr

The Program for Reading Individuals Determined to Excel (PRIDE) Convention was in Boise, Idaho, this past August. There were more than 100 Hereford youth participants in the Master of Beef Advocacy (MBA) kick-off. The National Junior Hereford Association (NJHA) board challenged each PRIDE participant to complete the MBA certification, sponsored by the Beef Checkoff Program, by Oct. 1.

To encourage participation, the NJHA will hold a drawing for a free netbook to be given away in Kansas City on Oct. 30. The NJHA's goal is to lead the way in advocacy by arming our members with knowledge and promotional tools. To meet that goal, we want to be the breed with the largest amount of junior members certified in the MBA program.



The junior board has completed the online courses and we want all NJHA members to become educated in animal care, beef nutrition, environmental stewardship and beef safety.

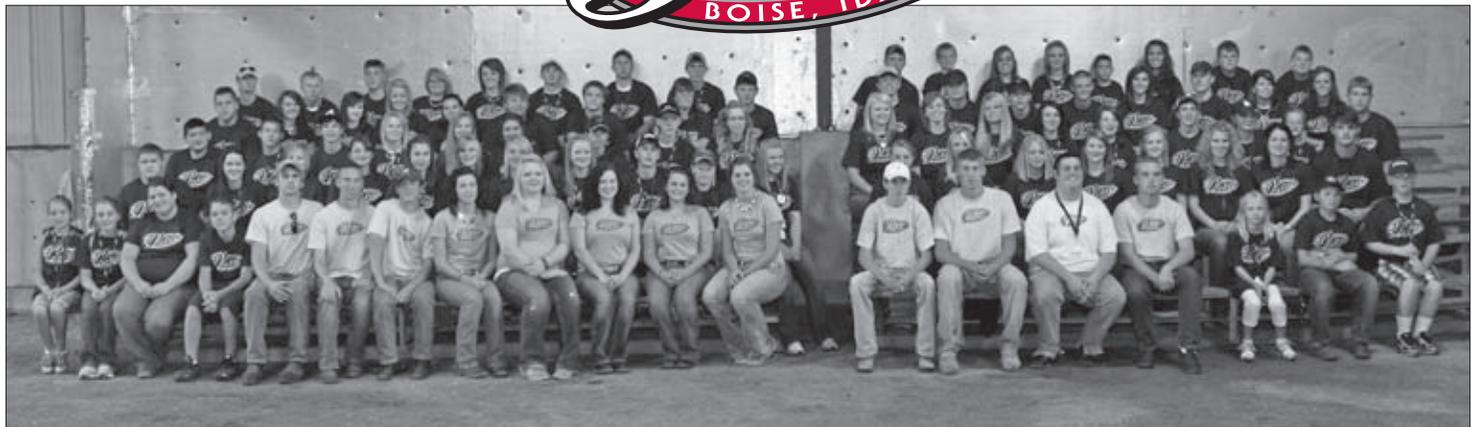
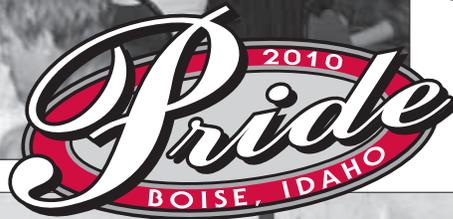
After completing this course, junior members will be able to help educate consumers about beef. Juniors completing this course will be able to tell consumers the importance of safe, wholesome and nutritious beef. Another important aspect of this course is understanding where beef checkoff dollars go, what the money is used for and how it helps beef producers. This course will help junior members prepare presentations and speak with authority on nutrition. The MBA is not just for youth, all beef producers are also encouraged to complete this course to better understand consumers.

The beef industry is constantly in the media, and it is our job as beef producers and consumers to ensure the public is receiving the correct message about the beef. The Hereford breed is taking a step in the right direction to educate our members to then educate the public and keep consumers aware about the beef industry. Consumers have questions and are looking for answers; they are bombarded by the media and advertisements, and with the MBA program producers are becoming armed with the knowledge to answer these questions and many more.

In Kansas City, during the American Hereford Association annual meeting, Daren Williams, National Cattlemen's Beef Association executive director of communications, will be lead a workshop about the MBA and advocating for the beef industry. The session will include media training and how to tell your story about the beef industry.

The Hereford breed is proud to provide educational tools to Hereford youth wanting to be proactive in the beef industry. On Oct. 30, the Hereford juniors who completed the MBA course will be recognized by Williams for their initiative in taking the next step in becoming industry advocates.

Through the MBA program, we as breeders, producers and consumers are armed to educate the public. If you would like to become a MBA graduate or want to learn more about this course please go to [www.beef.org/mba](http://www.beef.org/mba). ✪



# NJHA Dates and Deadlines

**Note:** NO late entries or applications will be accepted after the postmark date of each deadline.

– 2011 –

**Feb. 1** Junior AI noinations due

**March 1** Regional show request forms due  
State field day and preview show forms due

**July 9-16** Junior National Hereford Expo, Kansas City, Mo.



## 2011 JNHE Hotel Information

### Hyatt Regency Crown Center

2345 McGee St.

Kansas City, MO 64108

816-421-1234 or 800-233-1234

<http://www.hyatt.com>

Room rate: \$95 plus tax

Only a limited number of rooms are available this year,  
so please plan early and make your reservations today!

**National Junior**



**Hereford Association**

National Junior Hereford Assn.

P.O. Box 014059

Kansas City, MO 64101