

the **A**DVANTAGE



JUNIOR MEMBER NEWSLETTER — Spring 2006

NATIONAL JUNIOR HEREFORD ASSOCIATION

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Who Am I?

by Heather Thomas, NJHA president



Heather Thomas

Have you ever opened a perfectly good-looking sack of feed and found a bunch of stinky, moldy grain? Or maybe bit into a tasty looking chocolate-covered doughnut, only to get about halfway through the bite and find out that it's filled with some weird, gooey cream? I don't know about you, but I'm not a big fan of mold or cream-filled doughnuts so both can be not so pleasant of a surprise.

I was thinking about these things the other day and it brought me to this question, "Who am I?" Not the generic question that could be answered with "I'm a NJHA (National Junior Hereford Association) director," or "I'm just a simple girl from Montana." This was deeper. Who am I? What do I stand for? What do I live for? Am I that moldy sack of feed, putting on a nice looking cover to try and impress others? Or am I staying true to the person God has made me to be by letting Him challenge and grow the real me that lies inside?

When we are faced with the questions above it's quite tempting to push them aside and say, "Oh, I don't know, it's no big deal, I'm just me I guess," and continue on with life as is. However, we must remember that every time we encounter these situations we are coming to a moment that will shape our identity and in that moment we are given the chance to choose between being average and being great. So now the bar has been raised, your identity is at stake. How are you going to respond? Are you going to let this moment pass by? Or are you going to make the most of it and face those questions head on? I hope you decide to be bold, because I can assure you, it will pay off in the long run.

I can't tell you how important it is for you to know who you are and what you stand for. We live in a culture that says if it makes you look good or feel good you should do it, right now. It's no big deal, just one more compromise, just one more cover up. Consequences, what are those? You can deal with them later. It all seems good and fun until one day you realize that it

has cost you the very thing that defines who you are — your character.

So, how do we keep from being the moldy sack of feed? How do we build character and invest in our identity? If you asked around, you'd probably get many different suggestions, but I think it all comes down to one thing — honesty. It's honesty with yourself and honesty with others. You were created to do amazing things; you were made for a purpose. You're not an accident, a mistake or a problem. The Lord says that before you were born He knew you and made awesome plans for your life. This is your identity. I challenge you to find out what those plans are and go for them. Be honest with yourself. What are your strengths and weaknesses? What are your hopes and dreams?

Knowing these things will give you a better understanding of who you are and help you challenge yourself to grow. Also, be honest with others. There will never be another you, so don't try to be someone else. Being honest about your challenges and shortcomings, though it may not be easy at the time, will only free you from feeling the need to impress others and release you to positively affect the lives of those around you by being the leader and friend you're meant to be.

There's no substitute for honesty, it strengthens and grows, challenges and stretches and it's a key ingredient to a strong character and healthy identity. So let's go for it NJHA! Let's make the legacy of the Hereford breed not only excellence of genetics, but also excellence of the people behind the genetics...you and I.

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A Vision Worth Seeking

by Cassie Bacon, NJHA reporter

There was a man who once had a vision of creating a magical dreamland for families to experience all over the world. He sold his first cartoon drawing to his family doctor for a quarter. Today, each and every one of us has a childhood memory of watching Disney movies, going to Walt Disney World® Resort or even dreaming of being a Disney cartoon character. Walt Disney had a vision that was congruent with his values, which made him a big international success.

As Hereford breeders we have to have a vision. Every National Junior Hereford Association (NJHA) member should be proud of the cattle we are producing and of our incredibly strong associations — adult, women and junior.

When people ask me, “Why Herefords?” It’s an easy answer for me. Hereford cattle (polled and horned) are the most docile breed, moderate in muscling, growth and efficiency. Furthermore, Hereford cattle are getting added returns because of the Certified Hereford Beef (CHB) LLC program and there is an increasing demand for Hereford bulls by commercial cow-calf operations. Besides, Herefords were one of the first breeds brought to the U.S., and they have lasted through harsh winters and droughts. Herefords are here for the long haul.

Just as Disney, our vision is nothing without a congruency in our values. My family has strong, shared values of honesty, love and respect for others and our breed. Our honesty has allowed us to gain the respect of others, our love has gained our customers’ respect and our own respect has earned us great rewards. It’s easy to say, “Herefords are the best,” but it is proving it that makes the



statement true. Hereford breeders must be responsible for their actions, because their actions are a direct reflection of our breed.

As Hereford breeders, we know we have the best cattle in the world, but we have to prove this to others. We can and will do this by seeking our vision, while we maintain our strong values. First, you have to know what your values are and stand up for them. It is time that we stop following the “in thing” or the most popular thing and start sticking up for what comes deep within our hearts. Then, our vision of Hereford cattle returning as king will come true.



Are You Part of the Team?

by Mark Sullivan, NJHA treasurer

the Hereford team and are some of the breed’s biggest fans. Our goal is to make Hereford cattle the best they can possibly be. We all play important roles in our association and by working together we can elevate the quality of the breed as a whole.

One of the easiest ways to do this is to individually ensure the quality of cattle we are selling. If all Hereford breeders — junior and adult — only sold to others the caliber of animal they themselves would want to buy, it would stop the perpetuating of undesirable traits. This would mean culling all lower performance animals, simply for the good of the breed.

These decisions are no doubt hard to make, but it will go a long way in making your voice loud and your individual reputation as a breeder strong. Best of all you will know that you are doing your part in elevating the performance of the Hereford team.

Pay attention to what breeding decisions you are making and study breed expected progeny differences (EPDs) to understand where and how your cattle fit in the big picture. Each of us has the ability to advance our program but it is not built on luck. Master breeders study and make wise decisions based on facts and proven genetics. We have a strong team already. Wouldn’t you like to do your part to make it stronger?

In sports we call it the home field advantage – an adrenaline rush, an excited frenzy of fans cheering and doing everything possible to give their team the advantage. If you have attended a college basketball game you were a part of the sixth man, in football they call it the 12th man. Thousands of people all working toward the common goal of elevating the performance of their team. Each individual does make a difference.

But what does this have to do with cattle? We are all a part of

Gear Up for the 2006 PRIDE Convention

“GIG’EM HEREFORDS”

Hereford juniors and adult leaders get ready for the 2006 PRIDE (Program for Reaching Individuals Determined to Excel) Convention – “Gig’em Herefords. PRIDE is approaching and the National Junior Hereford Association (NJHA) board invites all to attend.

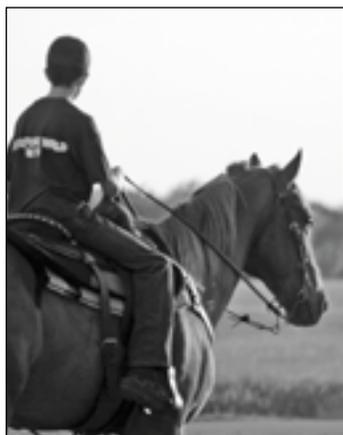
Junior and adult leaders who attended last year had a blast! From leadership workshops, industry training, to ranch tours, we all had fun. This year will be just as informational and exciting. PRIDE will be held at Texas A&M University, College Station, Aug. 3-6.

The week will include leadership and teambuilding workshops, directed by the NJHA directors. Participants will also have the opportunity to ask questions to a myriad of professionals who will share their livestock industry experiences.

The super enthusiastic, fire-you-up, make-you-shout keynote speaker will be Rick Rigsby. Chris Skaggs will share information about Texas A&M University. Dr. David Forrest will lead a reproductive physiology workshop that will highlight the latest technology in reproduction and give you a hands-on look at where the beef industry is headed.

The group will also visit the Texas A&M University College of Veterinary Medicine and participate in a workshop led by Dr. Buddy Faries. In addition to these workshops the group will tour the George Bush Presidential Library located on the campus of Texas A&M

DeShazer Cattle Co. will host a fun evening of touring, socializing and dancing. Finally, on Sunday we will have a morning devotional and then we will hear departing comments from some of our retiring NJHA directors. I encourage all juniors to attend. The NJHA board is super excited to see all of you and we want to help you develop your leadership and industry skills and have a little fun too.



Program for Reaching Individuals Determined to Excel

Are you currently serving in a leadership role? Have you ever considered serving as a leader of an organization? Have you had the desire to lead an organization forward and plan for future success? Do you have people that look to you for advice or guidance?

If you answered yes to any of these questions, then you already have the basic knowledge that a leader possesses. Do you want to know how you can build upon this leadership knowledge? The next big step is to prepare you for future leadership roles, by gaining knowledge, understanding people and their personalities, and by developing those skills needed to serve as a positive role model and leader.

The National Junior Hereford Association (NJHA) board of directors strongly believes in the importance of developing young Hereford breeders as leaders. One of the things that the NJHA prides itself in is offering this type of training and team building, which is presented in the Program for Reaching Individuals Determined to Excel (PRIDE) Convention. PRIDE develops leadership among Hereford youth and raises awareness of issues facing the beef industry.

"Gig'em Herefords" is the theme for the 2006 PRIDE Convention to be held Aug. 3-6 in College Station, Texas. The NJHA board is working diligently to coordinate an exciting, fun and educational program.

Many of the workshops will focus on items that will help advisors

and each state junior association plan activities and organize events. States are encouraged to organize transportation for their respective group in an effort to defray travel costs. A limited number of

spots are available, so only the first 150 reservations will be accepted. The conference is open to NJHA members along with state junior advisors and parents. Each state must send at least one adult chaperone.

Registration deadline is July 1. The registration and medical release form will be mailed with the Junior National Hereford Expo (JNHE) packet in April or you can view this information on the junior Web site, www.jrbereford.org. Registration forms along with medical release documents must be turned in by the July 1 deadline and full payment of \$175 must accompany the form.

The fee of \$175 covers the registration cost, room and meals for the entire event. The fee is non-refundable. Those who will be traveling by airplane must submit flight schedules with registration fees to coordinate transportation from the Bryan/College Station Airport. Flights are also available through Austin (one hour drive west.)

The NJHA board invites you to be a part of the 2006 PRIDE Convention. So mark your calendars and send in your completed registration by July 1. If you have any questions or need further information, please call the AHA Youth Activities Department.



PRIDE Convention Schedule Schedule is subject to change

Thursday, Aug. 3

- 2:30 p.m.** All flights should arrive at Bryan/College Station Airport prior to 2:30 p.m.
- 3-4 p.m.** PRIDE registration and welcome reception
Hilton Hotel
- 4 p.m.** Depart for Texas A&M Beef Center
- 4:30 p.m.** Welcome to Texas A&M University — Chris Skaggs
Tour Texas A&M Beef Center
- 6 p.m.** Dinner
Texas A&M Beef Center
- 6:30 p.m.** Speaker
- 8 p.m.** Ice skating
- Midnight** In-room curfew

Friday, Aug. 4

- 7:30 a.m.** Continental breakfast
Hilton Hotel
- 8 a.m.** Depart for Texas A&M College of Veterinary Medicine
- 8:30 a.m.** Reproduction seminar — Dr. David Forrest
- 9:30 a.m.** Tour College of Veterinary Medicine

- 10:30 a.m.** Veterinary medicine seminar — Dr. "Buddy" Faries Jr.
- 11:30 a.m.** Lunch
- 1 p.m.** Leadership training workshop
Hilton Hotel
- 2:30 p.m.** Junior board workshops
Hilton Hotel
- 4 p.m.** Depart for ranch tour
DeShazer Cattle Co.
- 7 p.m.** Dinner
DeShazer Cattle Co.
- 8:30 p.m.** Dance
DeShazer Cattle Co.
- Midnight** In-room curfew

Saturday, Aug. 5

- 7:30 a.m.** Continental breakfast
Hilton Hotel
- 8 a.m.** Depart for Texas A&M Beef Center
- 8:30 a.m.** Beef quality assurance seminar sponsored by Fort Dodge Animal Health
- 11 a.m.** Meat science seminar
- 12:30 p.m.** Lunch
Texas A&M Beef Center
- 1:30 p.m.** Agricultural marketing seminar

- 3 p.m.** Depart for the George Bush Presidential Library
- 3:30 p.m.** Tour the George Bush Presidential Library
- 6:30 p.m.** State photos
Hilton Hotel
- 7 p.m.** Dinner, awards presentation and featured guest speaker
Hilton Hotel
- Midnight** In-room curfew

Sunday, Aug. 6

- 8 a.m.** Breakfast — sponsored by Texas Polled Hereford breeders
Hilton Hotel
- Morning Devotional
- Vespers — retiring NJHA board members
- Motivational speaker
- 11 a.m.** Conclude PRIDE
- 1:30 p.m.** No flights before 1:30 p.m., if flying out of College Station

HQ

Headquarters Hotel:
 Hilton Hotel and Conference Center
 College Station
 801 University Dr. E.
 College Station, Texas 77840
 (979) 693-7500

2006 PRIDE Convention

PROGRAM FOR REACHING INDIVIDUALS DETERMINED TO EXCEL

"Gig'em Herefords"

August 3-6, 2006 — Texas A&M University, College Station, Texas

You will receive a letter confirming that your registration has been received after you complete the registration form below.

Participant Information

First Name _____ Last Name _____ Age _____
 Member Number _____ E-mail address _____
 Address _____ City _____ State _____ Zip _____
 Phone _____

ROOMMATES REQUESTED

INFORMATION FOR T-SHIRT

Male Female

T-SHIRT SIZE

S M L XL 2XL

Mode of transportation

If flying you must submit your flight schedule with registration form.

Early registration fee is \$175 for juniors and \$175 for advisors, which includes your lodging and meals starting with dinner on Thursday through breakfast on Sunday. The early registration deadline is July 1. After July 1 the registration fee for juniors is \$200 and \$200 for advisors.



Junior: \$175 **Advisor:** \$175

Credit Card Number _____ Exp. date _____

In case of emergency please notify: _____ Home phone: _____ Work phone: _____

Address: _____ City: _____ State: _____ Zip: _____

If not available please notify _____ Home phone: _____ Work phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Please list any medications participant is allergic to: _____

List any existing medical conditions: _____

List any medications participant is taking: _____

List any other existing conditions, medical or otherwise, the Hereford staff should be aware of: _____

Please pay by personal check or by credit card.

**Mail your registration form and check to The American Hereford Association
C/O Department of Youth Activities • P.O. Box 014059 • Kansas City, MO 64101**

Thank You Bill And Jo Ellard

by Nicole Starr, NJHA director

The Hereford industry is fortunate to have breeders throughout the nation who support Hereford youth and the Hereford Youth Foundation of America (HYFA). One of the most successful HYFA fundraisers was conducted this past October — the Hereford Gala.



Jo & Bill Ellard, EE Ranches Inc., Dallas, Texas, announced their donation of \$200,000 to the Hereford Youth Foundation of America (HYFA) capital endowment campaign last fall. Pictured (l to r) are Bob Call, HYFA president; Jo Ellard and Chris Stephens, HYFA director.

Gala attendees had the opportunity to bid on donated silent auction items, the HYFA foundation female and unique Hereford paintings. The highlight of the Gala was the introduction of the HYFA \$5 Million Capital Endowment Campaign by Ray Ramsey, HYFA board member.

We greatly appreciate Bill & Jo Ellard, EE Ranches Inc., who pledged \$50,000 for the next four years to the capital endowment campaign, totaling \$200,000. Bill & Jo have been instrumental in developing the HYFA program.

EE Ranches has headquarters in Winona, Miss., Fall River, Kan., Pilot Point, Texas, and Whitesboro, Texas. The Mississippi ranch has been in operation for 23 years. This 2,500-acre ranch is currently home to 106 Hereford, 160 Angus and 103 commercial cows. Artificial insemination and embryo transfer are heavily used in EE's breeding program. Today's herds are the results of line-bred predictability with emphasis on stacking great cow families.

The third annual Hereford Gala went down in history as a victory. The efforts that were made will build on the future of tomorrow's Hereford breeders — today's youth.

I encourage everyone to attend this spectacular annual event. It's an awe-inspiring experience to see Hereford breeders supporting the HYFA and helping fund scholarship and educational programs for the National Junior Hereford Association (NJHA).

Thanks again to EE Ranches, HYFA donors and all who attended the 2005 Gala. Please make plans to attend the 2006 Hereford Gala during the American Royal in Kansas City this October.

A Step Forward

by Wade Perks, NJHA director

Last fall the Illinois Junior Hereford Association and the Illinois Junior Polled Hereford Association members met to make a monumental step that will shape the future of Illinois Hereford youth for generations to come. After much consideration the decision was made to merge the horned and polled junior organizations to become recognized as one state junior association, like many other states that have made the same unified choice.

Prior to the merger, the two organizations had been successful hosting a joint state preview show together for the past few years with entries totaling more than 150 head.

While the cattle may have been divided between horned or polled in the showing, the junior members were there for a common purpose. To many junior members the show is more than just a competition; it is an opportunity to meet up with old friends and to make new acquaintances.

This also offers a great chance for them to learn more about the breed and get a chance to see other people's cattle, while gaining ideas on ways to improve their own herd. The juniors may have had

separate meetings but considered themselves all part of the same group. Following the lead of the national organization and other states, they realized the next step was to join together and become one.

For the state to combine, both groups will dissolve and then join together as one. This new association will kick off with our state preview show this summer. A new officer team has been elected to take over right away consisting of members from both organizations.

The three advisor families from each former organization will also remain in place, but as their tenure is up and a family from each group leaves they will be replaced with only one. Within three years there will then be three advisor families.

Joining two associations is never easy and there will no doubt be some growing pains. However, I commend the Illinois junior members for the courageous decision that they have made. This undoubtedly could not have been done without the support of the adult breeders. Great strides are now being taken in Illinois to help form "youth unity" in the Hereford breed...not only on a state level, but all across the nation.

Utilize AI

by Kara Eschbach, NJHA director

Artificial insemination (AI) provides producers a method to use bulls that maximize genetic improvement. AI is the practice of introducing semen into a female reproductive tract by a technique other than natural service. AI is a way for producers to increase productivity. An advantage of AI is it allows a broad use of outstanding sires to increase genetic improvement within a herd.

To achieve successful conception rates one must be able to accurately identify the period of standing estrus or heat. Standing heat signals the time of ovulation. Signs of estrus include increased activity, riding or mounting other cows, and a mucous discharge from the vagina.

It is best for the insemination to be done as close to the cow's ovulation as possible. Usually cows in estrus in the morning are inseminated at night and cows that come in heat in the night are inseminated in the morning.

It is often hard for producers to detect the heat cycles of all their cows. There are many synchronization options producers can consider. Synchronization is often helpful allowing the producer to control estrus by triggering it at roughly the same time for his entire cow herd. Visit with your local veterinarian regarding options that fit your management program.

I encourage all National Junior Hereford Association (NJHA) members to take advantage of the American Hereford Association (AHA) Junior AI Program. The AHA has teamed up with Hereford breeders to provide junior members access to the breed's leading sires.

Youth, with females that qualify for the program, can choose from a list of bulls. This list often includes semen from national champion and regional show bulls of the year. Participants receive semen and breeding certificates absolutely free. This program allows junior members to strive for success.

The grand champion bred-and-owned female at the 2005 Junior National Hereford Expo shown by Kari Brumley was a result of the Junior AI Program. For more information about the program and for complete set of the rules, visit www.jrhereford.org.

We Are Here To Help

by Catie Sims, NJHA secretary

The saying "we are here to help" is the basis of why the National Junior Hereford Association (NJHA) Board of Directors exists. For more than 20 years NJHA members upper high school and college age have been serving the NJHA through their leadership as a NJHA director.

The board consists of 12 NJHA members from all corners of the country. We are working for you — the juniors — year round. We assist with leadership workshops and travel to local, state and national shows representing the NJHA. As a board we are here to serve the interest of Hereford junior members.

When I was younger, coming up through the ranks of the NJHA, I was always a little apprehensive to talk to the NJHA board members. But I soon found out that they were once young NJHA members just like me and were there to serve my interests and needs.

Do not be afraid to come and tell us your thoughts and concerns; that is why you elected us. We cannot put changes into play until we have feedback from the people we serve. We want to be a resource to you and your state associations.

Some activities that you and your state association could coordinate with a NJHA board member would be a leadership workshop in conjunction with your state show or field day. As a board we are passionate about the juniors of this great association and will do anything to help, so take advantage!

Meet Jack Ward

by Jason Ewing, NJHA director

Ever so often a leader emerges from the ranks and takes a stance that changes the future in a positive way. Jack Ward, the American Hereford Associations (AHA) chief operating officer and director of breed improvement is that type of leader.

Jack received his associate degree from Blackhawk East in Illinois and a bachelor's degree in agriculture economics from Purdue University. He has judged two national junior Hereford shows — Springfield, Ill., in 1998 and Indianapolis, Ind., in 2003. Jack joined the AHA staff in the summer of 2003.

Jack and his wife, Mary Ann, have two children — Cameron, age 12, and Carter, age 10.

When asked about the future of the Hereford breed Jack says, "The future holds great opportunity for the Hereford breed." He predicts that registrations, memberships and cow numbers are going to increase during the next five years. He bases his prediction on the fact that the beef industry is recognizing the longevity, maternal ability and heterosis that Hereford cattle bring to the table.

"Herefords will serve a vital role in driving the beef industry," he

adds. "The key to the future lies within our performance testing programs and data reporting."

He encourages junior members to value their time in the junior ranks. "Your junior careers don't last long; get involved, enjoy it and don't miss out on the relationships, family bonds and lifelong friendship that develop along the way. The guy you show cattle with today will be the individual you do business with tomorrow."

Jack is a great reference for Hereford industry questions and the cattle business in general. If you have questions about your herd's genetics, performance records or the direction of the Hereford breed, Jack is the person to contact. Jack is a friendly face who always has time to talk Hereford cattle and meet the young people of our breed.



Calling All Junior Board Candidates

by Mark Sullivan, NJHA treasurer



Submit your application by June 1, 2006

Do you have the skills to lead? Do you have ideas about how to take the National Junior Hereford Association (NJHA) to the next level? Do you have a passion for Hereford cattle and the people associated with it? If so, this is your opportunity to become a member of the NJHA board of directors.

Serving on the NJHA board is a tremendous opportunity to help with the greatest breed association in the country. A few of the many highlights include leading regional leadership workshops, attending local field days, attending and planning the PRIDE

(Program for Reaching Individuals Determined to Excel) Convention, as well as attending and helping at many national Hereford shows.

As a NJHA director you have the opportunity to participate in an awesome teamwork and leadership experience that will help you develop lifelong skills. Most importantly you will serve on a team that will influence junior Hereford breeders for the next three years.

If your goal is to be part of the NJHA board, take the next step and submit your application by June 1, 2006. More information about qualifications and responsibilities, visit www.jrbereford.org or contact Chris Stephens, American Hereford Association director of youth activities.

Have you checked those TATTOOS?

Every year at the Junior National Hereford Expo (JNHE) the check-in crew gets to hear the same old story as to why the tattoos in the calf's ear does not match the registration paper. Even if you have been to shows prior to the JNHE and your animals passed checked in, still take the time to make sure they match exactly to the animal's registration paper.

One simple way to prevent wrong tattoos from ruining your trip is by following these simple instructions a couple of weeks before you leave for the JNHE:

1. Take a few minutes and see if you can read the ear tattoo.
2. Check you registration paper against what is printed in the ear.
3. Also check to make sure all the information on the registration paper — date of birth, ownership, tattoo — is correct.

If the tattoo in the ear does not match the registration paper or there is another mistake, call the American Hereford Association's records department and take care of this problem immediately — don't wait until you get to the JNHE, it will be too late.

By taking care of this problem in advance you will have one less thing to worry about as you drive down the highway.

Take Advantage of HYFA Scholarship Opportunities

Spring is here and now is the time for graduating seniors to start getting applications in for college. Being accepted to a college or university is only the first step; once you are in reality sets in. Then when you thought things couldn't get any worse tuition and other bills begin. Luckily for Hereford youth there are numerous scholarships available through the Hereford Youth Foundation of America (HYFA) to help with the cost of higher education.

The Ed Bible Memorial, Herdsman, Junior Merit, Pro-Performance, Walter and Joe Lewis, Poll-ette Founders, Golden Bull, Future Cattlemen and John Wayne scholarships are presented each summer either at the Junior National Hereford Expo (JNHE) or at the PRIDE (Program for Reaching Individuals Determined to Excel) Convention. In October the HYFA also presents several more scholarships.

It does take a little effort to fill out the applications, but as a winner it looks great on a résumé and scholarships do not have to be paid back like student loans. It's essentially free money to put toward your college education.

The Ed Bible Memorial Scholarship is dedicated in the memory of longtime Hereford enthusiast Ed Bible. The National Organization of Poll-ettes (NOP) sponsors this scholarship.

The Junior Merit Scholarship is a very prestigious award. There is an application to complete, which is reviewed by a panel of judges. At the JNHE the finalists receive awards. The winner also receives an all-expense-paid trip to a U.S. ranch of their choice. This is a wonderful scholarship sponsored by the HYFA and Harding and Harding Insurance and is made possible through efforts of Jerry Gay.

The Pro-Performance Scholarship recognizes individuals who are involved in their herd's breeding decisions, or who know a lot about the decisions involved in producing genetically sound animals. Pro-performance breeders: Mead Cattle Enterprises, Georgia; Crooked Lake Ranch, Florida; Bent Tree Cattle Co., Alabama; and Waggoner Farms, Mississippi, sponsor this award.

The Walter and Joe Lewis Memorial Award is presented to individuals who are involved in the National Junior Hereford Association (NJHA) and the JNHE. This award involves participation in contests that take place during the JNHE.

The John Wayne Memorial Scholarship is given by the American Hereford Women (AHW). This scholarship is given to two deserving youth who demonstrate strong leadership, character and who are active NJHA members.

The NOP sponsors the **Poll-ette Founders Scholarship**. This scholarship honors the women who laid the cornerstone for the NOP. Two \$750 scholarships are awarded to one male and one female NJHA member.

The AHW, NOP and HYFA want junior members to apply for these awards and succeed in life. This year at the HYFA "Harvest Gala" junior members can expect to see close to \$15,000 in scholarship money awarded to deserving youth. So keep these scholarships in mind and apply. You will not soon forget the importance that they have once you are enrolled in college.

All the applications for these scholarships are available online at www.jrbereford.org or by contacting Chris Stephens, youth activities director. Junior members can also contact their state advisors for applications. NJHA members can apply for more than one of the scholarships, if they meet the application requirements.



NJHA/HW Photography Contest

The National Junior Hereford Association (NJHA) and *Hereford World* have joined together to sponsor the NJHA/HW Photography Contest.

The purpose of this contest is to help NJHA members increase their photography skills through the creative spirit found through the lens of a camera. Entries must be postmarked by the U.S. Postal Service by **June 1** of the current year

A panel of qualified judges will critique the entries based on the following guidelines:

- 60% - Composition of photo, uniqueness of photo, creative look and overall communicative power
- 40% - Sharpness, color, exposure, cropping and overall technical quality

Winners will be selected in four age divisions: Peewee: 7 to 9; Junior: 10 to 13; Intermediate: 14 to 17; and Senior: 18 to 21 (all ages are as of Jan. 1 of the current year.) Prizes will be 1st-\$50; 2nd-\$30; 3rd-\$20.

All photographs will be displayed at the Junior National Hereford Expo (JNHE) and winning photos will be printed as part of the JNHE show coverage in the September issue of the *Hereford World*.

NJHA/HW Photography Contest Guidelines

1. Contestants must be a member of the NJHA.
2. All work must be that of the entrant.
3. Photos are to be 8x10 inch (in.) color or black-and-white -prints mounted on an 11x14 in. black foam core. Mount completed entry form on the back side, upper left-hand corner or the foam core. Entry forms may be duplicated.
4. Photos must be taken by the contestant during the past year. Photo cannot be altered or image-enhanced in any way. Contestants are encouraged to use 35-millimeter (mm) cameras.
5. Photos cannot have been presented for competition at a previous JNHE.
6. There will be four age divisions: Peewee: 7 to 9; Junior: 10 to 13; Intermediate: 14 to 17; and Senior: 18 to 21 (all ages are as of Jan. 1 of the current year.)

7. There will be three subject areas: Hereford Cattle, People and Around the Farm or Ranch. Contestants may enter only one photo per category. Each entry may apply to no more than one subject category. The contestants should declare what subject category the photo is to be judged, as the photograph is representative of the contestant's interpretation of the category. Judges, however, reserve the right to move an entry to a more suitable category. Should the contestant already have a photograph in the more suitable subject category, judges are empowered to disqualify a photograph from competition. Further explanation of the subject categories is listed below.

8. A maximum of three entries per contestant is allowed.
9. Photos become the property of the American Hereford Association and the *Hereford World* for use in publications and promotions.
10. Entries must be postmarked by the U.S. Postal Service by June 1, 2006.
11. Send your entry to:

American Hereford Association
 Department of Youth Activities
 Attn. Photo Contest
 P.O. Box 014059
 Kansas City, MO 64101

Photo Categories:

Hereford Cattle – Photographs that highlight Hereford Cattle on the farm or ranch or at a Hereford event. The cattle should be the dominate focus of the picture.

People – Photographs that show people. A Hereford junior or family, friends, fellow junior members, etc., either involved in activities on the farm or ranch or at a Hereford event.

Around the Farm or Ranch – Photographs that highlight activities and scenes around the farm or ranch. Hereford cattle should be included in the photo.

2006 NJHA/HW Photo Contest Entry Form

Name: _____

Member #: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Location/Event where photo was taken: _____

Photo Title: _____

Age Division:

- Peewee: 7 to 9
- Junior: 10 to 13
- Intermediate: 14 to 17
- Senior: 18 to 21

Photo Category:

- Hereford Cattle
- People
- Around the Farm or Ranch

2006 Junior National Hereford Expo



“It’s Not Even a Horse Race”

July 15-22, 2006

Kentucky Fair and Exposition Center (KFEC)
Louisville, Ky.

Schedule of events (subject to change)

Saturday, July 15

- 8 a.m. Outdoor tie spaces available for early arriving cattle (No cattle can arrive before 8 a.m.)
- 4 p.m. NJHA, AHA staff, host states and candidates meeting (KFEC West Hall 5)
- 6 p.m. National junior director candidate orientation (KFEC West Hall 5)
- 7 p.m. NJHA board meeting (KFEC West Hall 5)

Sunday, July 16

Cattle may enter the barns

- 7:30 a.m. Begin processing junior board, Ohio and Kentucky juniors and national candidates' cattle.
Processing of all remaining cattle by state. All cattle processing will be completed on Sunday.
- 9 a.m. - 1 p.m. People registration (KFEC West Hall Lobby)
- Noon Cattle arrival deadline
Lunch (KFEC West Hall A&B)
- 1 p.m. 3-on-3 basketball
- 3 p.m. Process steers (weigh and ultrasound)
- 4 p.m. State advisors meeting (KFEC West Hall 2)
- 5 p.m. Hereford Idol (KFEC West Hall 1)
- 7:30 p.m. State delegate meeting followed by candidate round table and meet the candidates dinner - All delegates must attend. (Executive West)

Monday, July 17

- 8 a.m. Breakfast (KFEC West Hall A&B)
- 9 a.m. - Noon People registration (KFEC West Hall Lobby)
- 9 a.m. - Noon Contest sign-up (KFEC West Hall Lobby)
- 9 a.m. Scholarship Interviews (KFEC West Hall)
Ed Bible (W10), National Junior Merit (W8), Pro-Performance (W7), NOP Founders (W6) and Hereford Herdsman (W9)
- 11 a.m. Illustrated speech contest (KFEC West Hall):
Senior (W4), intermediate (W4), junior (W3) and peewee (W3)
- Noon State silent auction baskets must be in place (KFEC West Hall Trade Show Area)
- 1 p.m. Hereford bowl written test (KFEC West Hall 1)

- 2 p.m. Queen orientation (KFEC West Hall 2)
- 4 p.m. Opening ceremonies followed by fun rodeo
- 6 p.m. Hereford bowl — final “buzzer” round (KFEC West Hall 1)

Tuesday, July 18

- 7:30 a.m. National Organization of Poll-ettes breakfast (KFEC West Hall A&B)
- 8:30 a.m. Cattle judging contest (Arena)
- 10:30 a.m. Team Marketing (Arena)
- Noon Lunch (KFEC West Hall A&B)
- 1 p.m. Tour Kentucky Derby Museum
- 3:30 p.m. Fitting demonstration (Arena)
- 4:30 p.m. Team fitting contest
- 6:30 p.m. NJHA Membership meeting (Executive West)
- 7 p.m. Junior and adult social

Wednesday, July 19

- 7 a.m. Breakfast (KFEC West Hall A&B)
- 8 a.m. Combined steer show followed by national showmanship contest
Showmanship contest, ring 1: senior, intermediate and senior final
Ring 2: junior and peewee divisions
Steers are released immediately after the conclusion of showmanship

Thursday, July 20

- 8 a.m. Cow-calf pairs, bred-and-owned bulls, junior AI bulls, bred-and owned-heifers, junior AI heifers
- 6 p.m. Dinner (KFEC West Hall A&B)
- 7 p.m. Awards Ceremony (KFEC West Hall A&B)

Friday, July 21

- 8 a.m. Begin owned heifer show

Saturday, July 22

- 8 a.m. Resume owned heifer show, followed by the announcement of Premier Breeder, Exhibitor, Walter and Joe Lewis Memorial winner, Golden Pitchfork, Herdsman of the Year and then all group classes. NO breeding cattle will be released until the conclusion of the show.



Hotels available for the event

Most hotels are located on the perimeter of the Kentucky Fair and Exposition Center in Louisville, Ky., within walking distance of the barns. The following five hotels have room blocks set aside for the American Hereford Association (AHA).

The Executive West Hotel (Headquarters)

Located outside the main gate of KFEC
Phone: (800) 626-2708
Cut-off-date: June 15, 2006
Room Rate: \$69 plus tax
Ask for the American Hereford Association Room Block

The Executive Inn

Located outside the main gate of KFEC
across from the Executive West
Phone: (800) 626-2706
Cut-off-date: June 15, 2006
Room Rate: \$74 plus tax
Ask for the American Hereford Association Room Block

Holiday Inn Louisville Southwest

Phone: (502) 448-2020
Cut-off-date: June 15, 2006
Room Rate: \$74 plus tax
Ask for the American Hereford Association Room Block

Sleep Inn Airport and Expo Center

Phone: (502) 368-9597
Cut-off-date: June 15, 2006
Room Rate: \$69 plus tax
Ask for the American Hereford Association Room Block

La Quinta Inn and Suites

Phone: (502) 368-0007
Cut-off-date: June 15, 2006
Room Rate: \$74 plus tax
Ask for the American Hereford Association Room Block

The Junior Activities Department will mail all active junior members (one per family) a Junior National Hereford Expo packet in mid-April. The packet will contain all the necessary information to make your trip to Louisville a fun-filled event. **For more information, please contact Chris Stephens, AHA youth activities director, at (816) 842-3757 or visit www.jrhereford.org.**

Join Us For "It's Not Even a Horse Race"

On behalf of the states of Kentucky and Ohio, I would like to extend a warm welcome to exhibitors coming to the seventh Junior National Hereford Expo (JNHE). Kentucky and Ohio Hereford breeders are preparing, organizing and raising funds to make your visit to the Kentucky Fair and Exposition Center (KFEC) in Louisville, Ky., July 15-22, a memorable experience.

A record number of entries are expected, making this event one of the most competitive junior shows in the nation. Juniors and parents will have opportunities to rekindle old friendships and make new ones from the first jump out of the gate. While anticipating the announcement of award winners and Hereford champions, exhibitors can choose from many events to take part in throughout the week.

Many families will want to participate in the trip to Churchill Downs and see up close the home of the famed Kentucky Derby just seconds away from the action at the KFEC. Also located on the grounds of the KFEC is "Kentucky Kingdom," a Six Flags amusement park.

I encourage you to take the time to tour the exciting city of Louisville, located on the beautiful Ohio River, and other various attractions in and around the KFEC. Many will note the short drive east to the heart of the bluegrass and Thoroughbred racing country where hundreds of palatial estates dot the countryside.

The excitement is building. So mark your calendars and race for Louisville the week of July 15-22. We look forward to visiting with each and every one of you.

— Brandi Herman, 2006 JNHE chairman



2006 NJHA Dates and Deadlines

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

January 15 – 2006 Junior AI heifer nomination forms due to AHA

March 1 – State field day information sheets, state officers and advisors to department of youth activities (*State Advisors*)

May 1 – John Wayne Memorial Scholarship applications due

- Junior Golden Bull applications due
- Prospect Award applications due

May 15 – Junior National Hereford Expo (JNHE) EARLY entry deadline

June 1 – JNHE entry deadline

- JNHE ownership deadline
- National Director Candidate nomination due
- Hereford Herdsman Scholarship applications due
- National Junior Merit Award applications due
- Pro-Performance Breeder Award applications due
- Walter and Joe Lewis Memorial Award applications due
- Advisor of the Year Award nominations due
- PRIDE of the Nation Award nominations due
- Photo Contest entries due

June 15 – Ed Bible Memorial Scholarship applications due

July 1 – Deadline for PRIDE Convention registration

- National Illustrated Speech Contest applications due
- State Voting Delegate names due
- Peewee Speech Contest applications due
- Promotional Poster Contest entries due (if unable to attend the JNHE)
- National Scrapbook Contest entries due (if unable to attend the JNHE)
- Golden Bull Achievement Award applications due
- Future Cattleman Scholarship applications due

July 15-22 – 2006 JNHE, KFEC, Louisville, Ky.

Aug. 3-6 – PRIDE Convention – Texas A&M University, College Station, Texas

Sept. 1 – B.C. Snidow Award nominations due

- Gary Bishop Memorial Scholarship applications due
- Hereford Youth Foundation Scholarship applications due
- Bob and Dolores Call Memorial Scholarship application due

Dec. 1 – Regional junior heifer show request form due

National Junior



Hereford Association

National Junior Hereford Assn.
P.O. Box 014059
Kansas City, MO 64101