

Cowan Named Youth Director

Amy Cowan has been selected as the new director of youth activities for the American Hereford Association (AHA). Amy has worked in various capacities for the Association since 1998, from being editor of *Hereford World* to her most recent position as AHA coordinator of marketing and national shows.

Amy was raised on a registered Shorthorn and commercial cattle operation in Quimby, Iowa. A graduate of South Dakota State University with a bachelor's degree in agriculture journalism and animal science, she started working for AHA and Hereford Publications Inc. in 1998 as the communications coordinator. In 2001 she was promoted to *Hereford World* editor. She then accepted her role as AHA coordinator of marketing and national shows in 2003.

As director of youth activities, Amy will oversee the National Junior Hereford Association (NJHA), which is one of the largest youth organizations in the country. She will mentor youth, plan social events, organize educational events and youth shows, and manage fund-raising and retention of corporate level



Amy Cowan

event sponsors. Amy will also be responsible for mentoring and advising the 12-member NJHA board of directors and also coordinating its activities.

She will also serve as the Hereford Youth Foundation of America (HYFA) director. HYFA is a not-for-profit organization that financially supports youth education, scholarship and research.

Amy says, "I am looking forward to reaching new milestones with the National Junior Hereford Association. There is so much momentum right now with our association and my No. 1 priority is to keep that momentum rolling in a positive direction."

As a junior board, we are extremely eager to have the opportunity to work closely with Amy as we continue to serve the juniors of our elite association. We will not skip a beat with planning junior events, including the 2009 Junior National Hereford Expo (JNHE), "Take Me Back to Tulsa," that will be in Oklahoma July 4-11.

She is a great leader and an amazing individual for each of us to have the chance to work with. The junior directors and Amy will be working hard to continue

the momentum that has been created the past few years as our association continues to grow. We are excited about the skills that Amy possesses, and we know that she will be a great asset to our association. She has been working closely with the board the past few months assisting with JNHE plans, so the transition will be easy.

We welcome Amy with open arms and are looking forward to another successful year for the NJHA! **HW**

National Junior Hereford Association



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