

Plan for Success Each Day

Warmer weather and longer days are signs that spring is here, and it is an exciting time. Most pastures are now dotted with the bright whitefaces of newborn calves, the school year is finally winding down for most, and of course it is time to start looking forward to a very busy spring and summer show season.

Most of us have started selecting our show string, ordered the needed show supplies and decided which shows the family will attend. And finally the daily tasks will soon begin — working the hair, halter breaking and finishing spring herd health.

As National Junior Hereford Association (NJHA) members we put a lot of time and effort into our show cattle to make sure they represent our farm and ourselves to the best of our ability. My challenge to you is to make sure you are putting that much effort into your everyday life.

Schoolwork, leadership activities and future goals should all be on

your list of daily priorities. One of the most valuable lessons I have gained from my years exhibiting cattle and my tenure on the NJHA board is that we must learn how to apply what we have learned from our cattle experience to our everyday life.

We learn so much from investing in showing cattle and participating in NJHA activities. The list is endless — work ethic, responsibility, humility, enjoyment, dedication, goal setting and so on.

Each attribute can pay huge dividends in our high school or college careers and future job opportunities. There are many things in our future that will remain uncertain, just like the outcome of any given show we attend, but that is what makes it fun, rewarding and a learning process.

Planning your future and preparing yourself to challenge the highest odds for success is something we can and all should

do; we will all be stronger in the end. I have always been a planner and a thinker, but even now as I enter into my new career I see that the planning never ends.

High school and college are just the beginning of your planning stage. Each day I meet with people who are looking for financial planning and retirement services. I try to help them do whatever they can to reach their financial goals and feel secure in the choices they have made.

While these “big” things seem worlds away to most of us, the skills that you as NJHA members learn today are preparing you for your future each and every day. Our organization is made up of so many diverse backgrounds, which in turn will result in vast future successes.

The key is to plan each day, no matter what career path you think you have in mind. More than likely it too will change over time. And remember at times even the best-laid plans fail; however, those with no plan will never succeed. **HW**



PHOTO BY CANDACE KREBS



Catie Sims, NJHA president, assisted with CHB promotion at the March 31 United Supermarkets' CHB launch in Ponca City, Okla.

Youth helps promote CHB®

National Junior Hereford Association (NJHA) President Catie Sims, Elgin, Okla., attended the Certified Hereford Beef® launch in United Supermarkets on March 31 in Ponca City, Okla. CHB began appearing on United Supermarkets' Oklahoma-based store shelves March 19. The last week of March, United Supermarkets, CHB LLC and the Oklahoma Hereford Association hosted several special events across the state to usher in the new product.

Sims says maintaining consumer confidence is one of her highest priorities as a beef producer. “I think USDA and Certified Hereford Beef are doing a good job of making sure beef is safe. We need consumers supporting it,” she says. “It’s good for you. It’s high in iron and protein.”

CHB LLC and the beef industry need spokespeople like Sims to promote the benefits of beef. If you are interested in being a beef ambassador or specifically a CHB Ambassador see Page 54. **HW**

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