



Kansas City Sights

Jazz, barbecue and cattle have helped shape this Midwestern city that will host the 2008 Junior National Hereford Expo July 12-19.

by *Kindra Gordon*

In the “heart of America” at the junction of the Kansas and Missouri Rivers, Kansas City, with its central location, became a historic gathering point for pioneers heading west. Later when the railroad was established, the Kansas City Stockyards helped the city grow, as it became the hub where Western ranchers and Eastern buyers met to trade cattle. In July Kansas City will again be the gathering place for cattle enthusiasts when it hosts the 2008 Junior National Hereford Expo.

While the Hereford activities will keep participants busy, you can’t help visiting this city without taking in some of its sights, sounds and saucy barbecue.

Hallmarks of the city

Among Kansas City’s claims to fame include being the birthplace of Walt Disney and the place where Teflon, the Crock-Pot, and the McDonald’s Happy Meal were invented. The city is also home to

Russell Stover Candies, Farmland Industries and Hallmark Cards. Of course Hereford breeders recognize Kansas City as home of the American Hereford Association (AHA) (see “Plan to visit AHA headquarters”).

The Crown Center complex houses the international headquarters for Hallmark and is also an urban entertainment center that contains shops, restaurants, a movie theater, two live theaters and two hotels. It’s worth a visit anytime of year. Highlights include the Crayola Café and Store and free card making sessions where children can explore and create using scrap material from Hallmark’s manufacturing processes.

Across the street from Crown Center is another adventure land — Union Station. Built in 1914, it is the second largest train station in the nation, after New York City’s



Hallmark’s Crown Center features activities for the whole family including the Crayola Café and Store.



Plan to visit AHA headquarters

Kansas City is home of the American Hereford Association (AHA). Located at 1501 Wyandotte, the headquarters sits in the heart of downtown Kansas City.

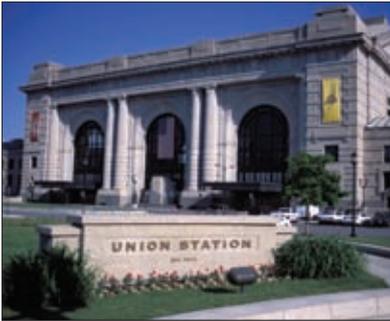
Hereford youth and other Hereford enthusiasts are welcome to visit the headquarters during their stay in Kansas City. Monday, Tuesday and Wednesday AHA staff will host an open house 9-11 a.m.

As Hereford enthusiasts arrive in Kansas City, the Hereford bull that greets all city visitors will welcome them. The bull stands tall on a 90-foot pedestal located in Mullkey Park and points the way to downtown and the historic West Bottoms area, which is home to the American Royal Livestock Show. The Hereford bull has been a great tradition in Kansas City, dating back nearly half a century to 1954. **HW**

Since the early 1900s, Kansas City has been known for its barbecue. The secret to Kansas City barbecue can be summed up in two words: “low” and “slow.” Kansas City barbecue is always slow smoked at a low temperature over wood — usually hickory. Another interesting fact: for true KC barbecue, the actual barbecue sauce is never applied to the meat until it is ready to serve.



PHOTOS COURTESY OF THE KANSAS CITY CONVENTION & VISITORS ASSOCIATION



Union Station opened in 1914 as the nation's second largest train station, and today features a science center, theater, exhibits and dining.

Grand Central Terminal. With its 95-foot ceiling in the Grand Hall, three 3,500-lb. chandeliers and a six-foot wide clock hanging in the station's central arch, this is a must-see attraction. Today, it houses an assortment of unique shops, movie theaters, restaurants and Science City interpretive center, where kids can search for fossils at a dig site, solve a mystery in the crime lab and track a tornado, just for starters.

If you are still looking for something to do, there's the Kansas City Zoo, which includes an elephant sanctuary and IMAX theater; the Kansas Speedway, which hosts NASCAR races year-round; four riverboat casinos north of downtown; or Powell Gardens, a peaceful, 900-acre botanical garden. Kansas City is also home to the Royals baseball team. The Royals will host the Seattle Mariners on July 12 and 13 — so you might consider taking in the ball game.

Shop it up

Of course shopping is also big in Kansas City. One of the trendiest places in town is The Plaza, an outdoor shopping center with Spanish architecture and flowing fountains. Designed in 1922, it was actually the nation's first suburban shopping district. Stroll through the streets or take a horse drawn carriage to tour this 12-block area and enjoy more than 180 exclusive shops and eclectic restaurants. A highlight is viewing the Plaza while drifting along in one of the boat rides given on the canal.

The many ornate fountains found in the Plaza and throughout the city are said to number more



The new nine-block Power & Light District offers dining, shopping and nightlife in the heart of downtown Kansas City.

than any other city in the world except Rome, making Kansas City known as the "City of Fountains." Many started as simple drinking troughs for livestock in the late 1800s and have become sculpted pieces of art through the years.

Other popular shopping and restaurant areas include the City Market, located near downtown along the riverbank. It includes a bustling farmers market and the Arabia Steamboat Museum, which showcases recovered treasures from the 200-ton steamboat that sank in 1856.

Downtown Kansas City has undergone an \$850 million renovation to jazz up its entertainment venues. Now pegged the Power & Light District, the nine-square-block downtown area held a grand opening this spring and offers new retail and dining options as well as entertainment.

The 18th and Vine Historic District was home to jazz clubs and gambling joints in the 1920s and 1930s. Jazz musicians flocked to the city during that time, because while the rest of the nation was suffering through prohibition, Kansas City turned a blind eye toward the bars and clubs that sold alcohol. Today it still features an active jazz scene, which is documented in the nearby American Jazz Museum.

For more information about Kansas City go to www.visitkc.com or call 800-767-7700. **HW**

The J.C. Nichols Memorial Fountain at the Country Club Plaza is one of the most photographed fountains in the city.



Worlds of Fun offers more than 170 acres of wild rides, unique food and live entertainment.

Stops along the way

As you trek to Kansas City for Hereford events, consider a rest stop in one of the neighboring communities:

From the north — Just 45 minutes north of Kansas City is St. Joseph, Mo., which was the birthplace of the Pony Express. Other towns to Kansas City's north include Jamesport, which boasts the largest Amish community, and Weston, where more than 100 pre-Civil War buildings are on the National Register of Historic Places.

To the east — Retrace the steps of our 33rd president, Harry S. Truman, in his hometown of Independence, Mo. The Truman Home and Presidential Museum and Library are a sample of the historic sites it offers.

Toward the west — Coming through Kansas, travelers will experience history as well. Atchison, Kan., is the birthplace of Amelia Earhart; Lawrence, Kan., has established itself as a unique arts community; and although Leavenworth is known for the U.S. Federal Penitentiary, visits to historic Fort Leavenworth and the Buffalo Soldier Monument are worthwhile. Bonner Springs, Kan., pays tribute to agriculture with its Museum of Farming and Farm Town USA, a replica of a 1900s rural village.

On the outskirts — Amidst the sprawling suburbs of Kansas City, you'll find the Mahaffie Stagecoach Stop and Farm, at Olathe, Kan. It's the only remaining stage stop of the Santa Fe Trail.

Other Kansas City highlights — Worlds of Fun and Oceans of Fun are side-by-side amusement parks offering 200 acres of rides, shows and entertainment. **HW**



Corporate Sponsors Support JNHE

Vita Ferm® and Fort Dodge Animal Health recently announced financial support of the upcoming Junior National Hereford Expo (JNHE) in Kansas City. Vita Ferm, a product line of BioZyme® Inc., has made a three-year commitment to be the title sponsor of the JNHE

and Fort Dodge Animal Health will be the official leadership and education sponsor of the 2008 event.

Fort Dodge is the newest corporate partner investing in the JNHE and Vita Ferm has been a key player in supporting the show since 2006. These sponsorships will position BioZyme Inc. and Fort Dodge Animal Health as corporate partners in educating Hereford youth and young cattlemen about the companies' unique and innovative approaches to livestock nutrition and health care. All

contributions will help offset facility and hospitality costs.

With the Vita Ferm headquarters in nearby St. Joseph, Mo., the staff at BioZyme Inc. will be rolling out the red carpet and hosting a tour of its corporate headquarters and manufacturing plant along with a

hamburger luncheon for families attending the JNHE. The buses will leave the American Royal grounds at 10 a.m. Tuesday, July 15, and will return from St. Joseph by 4 p.m. Don't miss this opportunity to get to know the folks behind the brand at BioZyme and see where Vita Ferm products are produced.

Along with Fort Dodge's sponsorship will be an animal health seminar Monday, July 14. This will be a great opportunity for Hereford youth and their families to interact with Fort Dodge representatives, learn about

the importance of a quality herd health program and see their innovative product line.

"We appreciate BioZyme's continued support of the Hereford youth program and are excited to add Fort Dodge Animal Health to the growing list of allied industry support. The confidence that companies like Fort Dodge and Vita Ferm have placed in the American Hereford Association is very rewarding and is a great investment in the future of the Hereford breed," says Amy Cowan, AHA marketing and shows coordinator.

BioZyme is an innovative company specializing in livestock nutrition and microbiology. Its Vita Ferm nutrition system is a complete line of vitamin, mineral, trace mineral and protein supplements for livestock, formulated with high-quality ingredients for specific production phases and feeding situations. All supplements contain Amaferm, an all-natural, direct-fed microbial that optimizes digestive functions and feed utilization. For more information, visit www.biozymeinc.com.

Fort Dodge Animal Health is a leading manufacturer and distributor of prescription and over-the-counter animal health care products for the livestock and companion animal industries. Fort Dodge Animal Health serves the U.S. and international markets, distributing products in more than 100 countries.

It currently ranks first in veterinary vaccine sales in North America. The division's ability to research and develop new and innovative products and deliver them to the marketplace is highly respected in its field. As a world leader in animal health, Fort Dodge Animal Health offers a broad range of biological and pharmaceutical products for the livestock, swine, equine, poultry and companion animal industries. Innovative Fort Dodge products include West Nile-Innovator®, Duramune® Adult, Cydectin® pour-on, the Pyramid® vaccine line, Quest® gel and EtoGesic® tablets. **HW**



Celebrate your Success

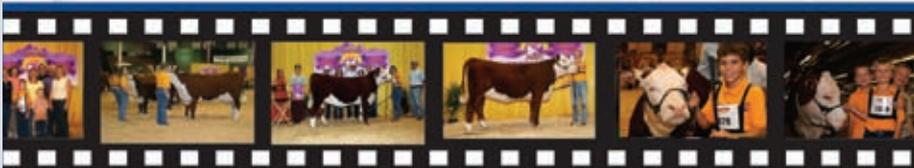
With a picture from the Hereford Photoshop

Visit the Hereford Photoshop located outside the showing to view digital images and order prints from shows, contests and events throughout the week in Kansas City.

Photo orders will be processed daily. Take advantage of the show special by ordering prints the same day your animal shows.

Photographers will be taking state group photos prior to opening ceremonies on Monday, so get everyone together and stop by the backdrop to capture the moment with all your friends at the Junior National Hereford Expo.

If you don't have a chance to visit the Hereford PhotoShop office, you can still order photos after the event online at HerefordPhotoshop.com



Sale Items include:

4x6 prints.....	\$10	Candid CD.....	\$5 per photo (\$2.50 after 10 Photos)
5x7 prints.....	\$20	CD with digital show photo.....	\$15 per photo
8x10 prints.....	\$30		

SHOW SPECIAL

Receive 1 free 4x6 print with any 5x7 or 8x10 order placed on the same day of the show. Steer and showmanship photos processed Wednesday evening. Cow-calf pair, bred-and-owned bull and heifer photos processed Thursday evening. Friday owned heifer show photos will be processed Friday evening. Award ceremony and final owned show heifer photo orders will be taken on Saturday and shipped following JNHE.