

# KICKIN' IT IN KANSAS



2011 VitaFerm® JUNIOR NATIONAL HEREFORD EXPO  
JULY 9-16 • KANSAS CITY

**VITAFERM**  
with the AMAFERM advantage

(Schedule is subject to change)



## Saturday, July 9

- 8 a.m. Outdoor tie spaces available for early arriving cattle
- 8 a.m. Barn available for setting up stalls
- 2 p.m. NJHA board, AHA staff, host state and candidates meeting – Wagstaff Theater
- 6 p.m. National junior director candidate orientation/junior board meeting – Governor's Room



## Sunday, July 10

- Cattle may enter the barns  
(All cattle processing will be completed on Sunday)
- 7:30 a.m. Begin cattle processing – Hale Arena
  - 7:30 a.m. – 5 p.m. People registration – pick up show shirts and tickets – Upper Exhibition Hall
  - 2 p.m. State advisors meeting, hand out contest sign up packets, turn in posters and scrapbooks – Wagstaff Theater
  - 3 p.m. Process steers (weigh and ultrasound)
  - 3 p.m. Illustrated speech contest: senior, junior, intermediate and peewee
  - 4 p.m. Hereford Idol – Wagstaff Theater
  - 5 p.m. All cattle must be in the barn and processed by now
  - 7 p.m. Contest sign up deadline – all advisors must turn in contest sign up packets
  - 7:30 p.m. State delegate meeting followed by candidate round table and meet-the-candidates dinner



## Monday, July 11

- 7 a.m.-9 a.m. Breakfast – Upper Exhibition Hall
- 8 a.m. National Junior Merit, Ed Bible, NOP Founders and Hereford Herdsman interviews
- 8 a.m. Hereford bowl written test – Wagstaff Theater
- 9 a.m.-Noon People registration – Upper Exhibition Hall
- 10 a.m. Great American CHB Grill-off – Blue Ribbon Café preparation; Governor's Room presentation
- 11 a.m. 3-on-3 basketball – Upper Exhibition Hall
- 11 a.m.-1 p.m. Lunch – Upper Exhibition Hall
- Noon State silent auction baskets must be in place – Hale Arena
- 1 p.m. Queen's Tea and orientation – Governor's Room
- 3 p.m. Mentoring mixer
- 4 p.m. State group pictures – Hale Arena
- 5 p.m. Opening ceremonies – Hale Arena
- 6:30 p.m. Kick-off party and barbecue followed by junior dance



## Tuesday, July 12

- 7 a.m.-9 a.m. Breakfast – Upper Exhibition Hall
- 7:30 a.m. HYFA golf tournament – Paradise Pointe
- 8 a.m. Cattle judging contest – Hale Arena
- 10 a.m. Team marketing: senior and junior – Hale Arena
- 11 a.m. Extemporaneous speech contest (First preparation starts at 10:30 a.m.)
- 11 a.m.-1 p.m. Lunch – Upper Exhibition Hall
- Noon Hereford bowl final "buzzer" round (top teams compete) – Wagstaff Theater
- 1:30 p.m. National Hereford Women ice cream social – Hale Arena
- 2 p.m. Honor Show Chow Fitting Clinic – Hale Arena
- 4 p.m. Sullivan Supply/Stock Show University Team Fitting Contest – Hale Arena
- 7 p.m. NJHA membership meeting – election of NJHA board of directors – Governor's Room



## Wednesday, July 13

- 7 a.m.-9 a.m. Breakfast – Upper Exhibition Hall
- 8 a.m. Sullivan Supply/Stock Show University Showmanship Contest – Hale Arena
  - Ring 1: senior, intermediate, and senior final
  - Ring 2: peewee and junior divisions
- 11 a.m.-1 p.m. Lunch – Upper Exhibition Hall



## Thursday, July 14

- 8 a.m. Cow-calf pairs, bred-and-owned bulls, junior AI bulls, bred-and-owned-heifers, junior AI heifers – Hale Arena
- 6 p.m. Steer show – Hale Arena



## Friday, July 15

- 8 a.m. Begin owned heifer show – Hale Arena
- 6 p.m. Awards dinner and ceremony – Upper Exhibition Hall



## Saturday, July 16

- 8 a.m. Resume owned heifer show, followed by the announcement of premier breeder and exhibitor, Walter and Joe Lewis Memorial Scholarship winner, golden pitchfork and herdsman of the year award winners, and then all group classes. **NO cattle will be released until the conclusion of the show.**

Visit [JrHereford.org](http://JrHereford.org) for more information about the JNHE.

## JNHE hotel information

### Hyatt Regency Crown Center

(Headquarters Hotel)

2345 McGee St.

Kansas City, MO 64108

816-421-1234 or 800-233-1234

Hotel Room Rate: \$95 plus tax

Hotel Reservations must be made by June 6, 2011



## Look for JNHE information online

Hereford youth looking for information about the Junior National Hereford Expo (JNHE) contests and scholarships can visit [JrHereford.org](http://JrHereford.org) to find rules, entry deadlines and applications.

JNHE entry packets, including the spring *Advantage* newsletter, were mailed to all active National Junior Hereford Association (NJHA) members in early April. Electronic versions of the forms are available at [JrHereford.org](http://JrHereford.org). Youth can also submit entries online at [HerefordJuniorNational.com](http://HerefordJuniorNational.com).

The final entry deadline is June 1. The early bird deadline is May 2. Paper entries will only be accepted until May 2.

JNHE participants must pay \$5 to participate in showmanship. All showmanship contestants must pre-enter by June 1 and pay the \$5 entry fee.

## JNHE contest updates

During the JNHE Hereford youth have the opportunity to participate in 22 contests and award programs. Contests with rule changes in 2011 are the grill-off and promotional poster.

An individual category has been added to the Great American CHB Grill-off. States can now enter as many team and individual competitors as they wish.

This year the promotional poster contest will only be offered to peewee and junior competitors.

A new contest in 2011 is the creative design contest, which will display the creative talent of NJHA intermediate and senior members. This contest enables junior members to use computer technology to design materials that promote the Hereford breed and NJHA. All entries will be placed on display throughout the show and even better, selected entries may be used in the *Hereford World* or *The Advantage* newsletter. All ads must be postmarked and to the AHA office by June 1 as all judging will be done prior to the JNHE.

The 2011 creative design contest entry theme is: Imagine you work for the AHA and are having an NJHA membership drive. Participants need to design an 8x10 inch advertisement to promote becoming a junior member. They should design a new/fresh logo for the NJHA and an ad that will be sent to livestock publications around the country to increase NJHA membership. Cash awards will be presented to the top contestants in each age division.

For more about JNHE contests, visit [JrHereford.org](http://JrHereford.org) and click the "Contests/Awards" link. HW



## Golfers vie for new car

The Hereford Youth Foundation of America (HYFA) will host its second annual golf tournament July 12 with all proceeds to benefit the foundation. Hosted in conjunction with the Junior National Hereford Expo, the event will kickoff at 7:30 a.m. at the Paradise Pointe Golf Course, Smithville, Mo.

The tournament will be a four-man scramble with shotgun start. Participants will have the chance to win a brand new car, sponsored by Randy Curnow Buick, for a hole-in-one.

Player entry fees will be \$300 a team or \$85 for a single, who will be placed on a random team. Hole sponsorships are available for \$500 and include a team.

For more information, contact American Hereford Association Director of Youth Activities Amy Cowan at 816-842-3757 or [acowan@hereford.org](mailto:acowan@hereford.org).

The proceeds from this golf tournament will go toward the HYFA \$5 Million Capital Endowment Campaign, which focuses on Hereford youth scholarship, education and leadership endeavors. HW