

Supporting ‘Role with Royalty’

Tradition is a powerful custom. One of the National Hereford Women’s (NHW) strongest programs is its coordination and hosting of the National Hereford Queen program annually. Since 1975 this tradition has affected the lives of 40 young women with leadership, perseverance, grace and commitment all in the name of promoting the Hereford breed.

Running for and serving as queen is not for the faint-hearted. “The queen represents the Hereford breed as an ambassador, a spokesperson and a role model,” says Jill Bielema, former NHW director and queen chairman. “She logs many air and road miles traveling to many national, regional, state and local cattle shows as well as numerous cattle sales throughout her reign. An adult chaperone, at their own expense, accompanies her. This opportunity demands a commitment, establishes a responsibility, and produces a privilege. It is quite a unique and rare experience.”

Calling all queens

Those who have served as national queen no doubt have countless memories from their reigns.

“I encourage all women who have served as national queen and

their families to consider the depth of character, commitment and experience the queen’s role brought to your individual lives and to their operations,” says Carol Priefert, NHW president and current queen co-chairman. “The honor of being named queen takes your breath away and is followed by a year of great excitement, time management and embracing every event you can. It also impacts your family and your Hereford reach. Please consider all that brought to you and become a member of a dedicated group of people who want to see the tradition of National Hereford Queen continue. We so appreciate the time and effort you and your families extended to the queen program.”

Jana Sittler, 1991 National Polled Hereford Queen, cites several valuable lessons learned during her reign: “Being national queen allowed me the extraordinary chance to be an ambassador for the breed, the livestock industry and agriculture in general which only heightened my interest to work for its advancement. The leadership and communication skills it developed in me have transcended my professional life. Interaction with breeders and agricultural leaders across the country helped me to understand the industry’s diversity in both people and management abilities. Thank you, Hereford women, for the chance of a lifetime.”

Your role with royalty

Such a program dictates a dedicated and sizeable amount of NHW’s annual budget. Support for the queen program comes from many supporters and breeders and NHW’s membership dues.

Fundraising is key to maintaining the program, which includes the travel expenses and the queen’s clothing. NHW recently launched the “Role with Royalty” program. Donors can become a vital part of perpetuating the queen program.

A variety of support levels and recognition are available:

Pearl (\$1-\$500) — Event banner recognition.

Ruby (\$501-\$1,500) — Event banner and newsletter recognition and *Hereford eNews* mention.

Emerald (\$1,501-\$2,999) — Event banner and newsletter recognition, *Hereford eNews* mention, NHW meeting invitation, and announcement at all major shows and sales.

Diamond (\$3,000 and up) — Event banner and newsletter recognition, *Hereford eNews* mention, NHW meeting invitation, announcement at all major shows and sales, *Hereford World* mention, special guest status in the National Hereford Queen Courtyard at the Junior National Hereford Expo (JNHE), and an appreciation plaque.

All donors receive a certificate of appreciation and each sponsorship level is recognized. Donations are tax deductible and can be made to the NHW in care of Suzanne Matheny, 6706 US Hwy. 68, Mays Lick, KY 41055-8981 or by calling her for more information at 606-584-5361.

Priefert reminds queen and Hereford enthusiasts their royalty role is not just helping the current queens but future queens as well.

“Those who support Hereford royalty also encourage the breed’s state queens and our royalty-to-be,” she says. “The Princess Tea, hosted during the annual JNHE, is an awesome event for young ladies ages 4-9 to get a glimpse of what it’s like to be national queen. Treated like royalty, the girls are pampered, have pictures taken with the National Hereford Queen and are told about the queen program. They are our future queens, so we are delighted to encourage them and to offer fellow Hereford supporters and associated businesses the occasion to participate.” **HW**

National Hereford Women

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