

Growing Toward Our Goal

This time of year growth is evident all around us — the spring calf crop is growing, the first cutting of hay has been put up and the crops are off to a prosperous start here in the Midwest. Growth is often how we measure our progress, and when growth is on an upward trend, we feel good about the state of the business we are in. As president of the Hereford Youth Foundation of America (HYFA), I am pleased to report that progress is being made as each year the foundation grows toward the \$5 million goal. The faster we attain our goal, the more progress we can make in the future of our breed, which lies in the hands of our youth.

As the foundation grows, so does scholarship support. The Capital Endowment Campaign, initiated in 2005, is showing steady growth (see chart below).

When our board was organized, we determined that scholarships and funding National Junior Hereford Association (NJHA) educational and leadership activities would be the focus. This holds true today as we develop a detailed plan to make the most of the pledges and donations that are contributed to the capital campaign.

NJHA members already apply for a wide variety of scholarships, and each year the opportunities continue to grow. At the recent board meeting, we spent a great deal of time reviewing

scholarship applications and making improvements to the process through which the money is awarded. The decision was made to offer two additional scholarships based on gifts given in the past fiscal year. These include the Whitehead Ranches Scholarship and the Bob Kube Scholarship. The decision was also made to require all applicants be members of the NJHA for a minimum of three consecutive years to be awarded a HYFA scholarship.

It is exciting to report the number of scholarships and total dollars we give away each year has grown significantly. Three years ago, \$17,000 was awarded in scholarships; however, because of the generous donations from Hereford youth supporters, more than \$50,000 will be given to deserving youth in 2007. Now, that is progress.

We have a very diverse group of people leading the foundation forward, and it is a pleasure to work with these leaders who serve on the HYFA board of directors. This spring we had a productive meeting in Kansas City and welcomed two new members — Bob Kube, Broad Run, Va., and Ruth Sims, Elgin, Okla. We are very fortunate to have their dedication to the breed and fresh ideas for growing the foundation. They have already made valuable contributions with their ideas and energy, and we look forward to working with them as we grow the HYFA.

Looking to the future

To continue to experience growth and attain the foundation's goals, we all must keep working and growing together. In the next year, you will have many opportunities to become involved in the HYFA through your participation in the events of the capital campaign. The first event is the 2007 HYFA Gala, Sunday, Oct. 21, at the Clubhouse on Baltimore in Kansas City. A new twist to the gala action will be the debut of a unique embryo drawing for which tickets will be sold on 20 elite embryo packages. Ticket sales will start this summer, and selection of the winners will be conducted at the gala. Stay tuned for more details as tickets become available on the chance to win some of the breed's most sought-after genetics.

Another new and exciting venture the HYFA board is announcing is moving the sale of the foundation female to the Mile High Night Sale at the National Western Stock Show. The momentum and prestige of the national sale seems to be a logical choice for the sale of the foundation female. With a standing-room-only crowd, she is sure to be a main attraction to kick off the sale festivities in Denver. Watch upcoming *Hereford World* issues and the fall HYFA newsletter for details on this offering.

Next spring, Tennessee River Music Inc., Ft. Payne, Ala., will be celebrating its 25th annual production sale, and Randy and Kelly Owen have graciously volunteered to host a HYFA fundraising event prior to their sale. "Music on the Mountain" will be a must-attend event and all proceeds will benefit Hereford youth.

Where we are today could not be possible without a diligent board and breeders who are dedicated to Hereford youth. Thank you for your continued support of HYFA and the future of this great breed of cattle. Join us as we grow the foundation together. **HW**

HYFA asset growth 1989-2007

