

# Celebrate Hereford Youth at *The Harvest*

It's not too late to plan your trip to California to support Hereford youth.

Hereford enthusiasts will travel to the famous Sonoma Valley Aug. 18-21 to enjoy the finest in food, wine and hospitality.

The Hereford Youth Foundation of America (HYFA) along with the Jim and Marcia Mickelson family will host the event at Kunde Family Estate. All proceeds will go to HYFA's \$5 million capital endowment campaign to benefit scholarships and education for Hereford youth across the nation.

"This is sure to be an unforgettable wine country experience for all who attend," says Amy Cowan, HYFA director. The event will start in San Francisco, Calif., Aug. 19 with tours and sightseeing in and around the Bay Area on Thursday evening and Friday. On Friday afternoon, the group will make its way to Kunde Family Estate for a casual barbecue and entertainment by Williams and Ree, "The Indian and the White Guy." Saturday will include a ranch tour of Sonoma Mountain Herefords and local winery tours and tasting.

The highlight of the wine country weekend will be Saturday evening's sale, featuring some of the breed's most elite genetics. The sale will be managed by Eddie and Ruth Sims of National Cattle Services and will take place on Kunde's famous Boot Hill, perched high above Sonoma Valley on the steps of the Mayacamas Mountains. Boot Hill boasts a 360-degree view of Kunde's 1,850-acre winegrowing estate and will be the perfect setting for the evening's meal and entertainment.

The auction will not only feature embryos from the breed's most prominent donors, flushes and heifer calf pregnancies but will also offer some one-of-a-kind silent and live auction items including vacation getaways, a 2012 National Finals Rodeo package, exquisite artwork and something special for everyone. See catalog included with this issue for more on the offering.



## Travel packages

Hereford enthusiasts can choose from three travel packages:

### No. 1 — San Francisco travel package

Come early to take in a day in the “City by the Bay” and enjoy Thursday night at the wonderful Hotel Nikko. On Friday enjoy breakfast and then head out to explore the city. Maybe take a cable car to Fisherman’s Wharf?

Or take a look through Ghirardelli Square?



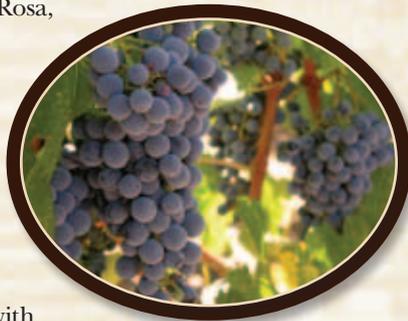
After lunch you’ll transfer via coach bus to Santa Rosa. There you’ll enjoy two nights at the Hyatt Hotel. On Friday night it’s a real California-style tri-tip dinner with entertainment

by Williams and Ree, also

known as “The Indian and the White Guy,” at the beautiful Kunde Family Estate winery. Saturday will be local winery tours and tastings and a visit to the Sonoma Mountain Hereford operation. Your Saturday culminates with “The Harvest” event complete with a Certified Hereford Beef steak dinner and embryo auction. On Sunday you will be offered two different departures via coach back to the San Francisco airport. All rates listed are per person. Double occupancy rate based on two people in room. Registration packages start at — Single: \$890/person; Double: \$600/person.

### No. 2 — Sonoma Valley travel package

This package includes two nights (Friday and Saturday) at the Hyatt Hotel in Santa Rosa, the California-style tri-tip dinner with entertainment by Williams and Ree, also known as “The Indian and the White Guy,” and dinner on Friday night at Kunde Family Estate. Saturday will start with a breakfast followed by tours of the area, local winery tours and tastings, and a visit to the Sonoma Mountain Hereford operation. Your Saturday culminates with “The Harvest” event complete with a Certified Hereford Beef steak dinner and embryo auction. All rates listed are per person. Double occupancy rate based on two people in room. Registration packages start at — Single: \$590/person; Double: \$380/person.



### No. 3 — “The Harvest” travel package

If you are able to join us for the Saturday night Foundation event and need a hotel room in Santa Rosa, this package includes “The Harvest” ticket and hotel. All rates listed are per person. Double occupancy rate based on two people in room. Single: \$330/person; Double: \$240/person.



To register and to see complete pricing options, visit [TheHarvest2011.com](http://TheHarvest2011.com). **HW**