

A West Texas Leadership Event

Hereford youth will leave their cattle at home to travel to Texas for the 2016 Faces of Leadership — Program for Reaching Individuals Determined to Excel (PRIDE) Convention Aug. 6-9.

The event will start off with some fun icebreaker activities to get

participants geared up for a fun and educational four-day event.

The group will tour Palo Duro Canyon, the second largest canyon in the United States. Palo Duro is located on a state park that has more than 29,000 acres of

beautiful scenery. In the 1800s, a ranch near the canyon ran more than 100,000 head of cattle. Following a Texas BBQ dinner, attendees will enjoy a musical that tells the story about the Texas panhandlers in the 1800s with special lighting and water effects, followed by fireworks.

On Sunday, the group will load up the buses and head off toward ranch stops. The first stop will be Barber Ranch in Channing that has

been in business for 100 years and is home to the 2016 Hereford Supreme Champion Bull at the National Western Stock Show.

The next stop will be in New Mexico to visit with the Pérez family at C&M Herefords. The final stop of the evening will be a tour and chuck wagon dinner at Copeland & Sons Herefords in Nara Visa.

On Monday, the group will spend time at West Texas A&M University where attendees will learn about feedlots from Ty Lawrence, professor of animal science and Dean Hawkins, acting dean and professor of animal science. This region feeds and markets more than six million head annually — 28% of the nation's fed cattle production. During this time, attendees will also hear from AHA staff.

Next is a visit to the American Quarter Horse Association and closing the night will be a keynote speaker Eddie Slowikowski tackling the topic, "Discover your purpose, ignite your passion, do the work and become the best version of you."

Following the speaker, participants will enjoy a Certified Hereford Beef steak dinner at The Big Texan.

The registration deadline is July 15 for a registration fee of \$400. **HW**

FACES^{OF}
Leadership
2016 PRIDE Convention



"Texas Style" PRIDE Convention ★★★★★
Amarillo, Texas • Aug. 6-9

Saturday, August 6

Welcome to Faces of Leadership – PRIDE Convention

All flights into Amarillo Airport by 1 p.m. • Shuttle to Holiday Inn

Noon-2 p.m. Registration, hotel check in and buffet lunch at Holiday Inn

2:30 p.m. "Welcome to Texas" icebreaker activities

4 p.m. Load buses and depart for Palo Duro Canyon

5:30 p.m. Step on tour, Palo Duro Canyon

6 p.m. Palo Duro Canyon State Park — Texas BBQ dinner

8:30 p.m. Outdoor Texas musical and fireworks following the show, Palo Duro Canyon

10 p.m. Return to hotel

11:30 p.m. In-room curfew, lights out

Sunday, August 7

8 a.m. Breakfast at Holiday Inn

9 a.m. All aboard the buses for the West Texas and New Mexico ranch tours

10:30 a.m. Barber Ranch, Channing, Texas, ranch tour and judging contest

12:30 p.m. (MST) C&M Herefords, Nara Visa, N.M., for ranch tour and lunch

4:30 p.m. (MST) Copeland & Sons Ranch, Nara Visa, N.M., tour and chuck wagon steak dinner

11:30 p.m. In-room curfew, lights out

Monday, August 8

7 a.m. Breakfast at Holiday Inn

10 a.m. Industry day and feedlot tour — welcome to cattle feeding country

Dr. Ty Lawrence and Dr. Dean Hawkins

Texas Cattle Feeders Association and West Texas A&M — Canyon, Texas

Inside the AHA Workshops — Shane Bedwell, AHA director of breed improvement, and Christy Bradshaw, AHA education and information coordinator

6 p.m. American Quarter Horse Association tour

Followed by Eddie Slowikowski, closing keynote — "Discover your purpose, ignite your passion, do the work and become the best version of you"

8-11 p.m. Certified Hereford Beef dinner at The Big Texan, Amarillo, Texas

12 a.m. In-room curfew, lights out

Tuesday, August 9

8 a.m. Breakfast buffet at Holiday Inn — check out of rooms, depart for airport and home

\$400 final registration deadline July 15

