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Hereford Youth Out West

Leadership development, Hereford cattle and fun highlighted the 2010 PRIDE Convention in Idaho.

Hereford youth sharpened their leadership skills during the 2010 Program for Reaching Individuals Determined to Excel (PRIDE) Convention Aug. 2-4 in Boise, Idaho. More than 110 individuals from 23 states participated in the event.



Celeste Settrini kicked off the conference with her message about not being afraid to be yourself and the importance of becoming an agricultural advocate. “Celeste shared her story with Hereford youth,” explains Danielle Starr, National Junior Hereford Association (NJHA) board member from Manawa, Wis. “One part of her journey that resonated with me was when she was not elected to the junior Hereford board the first time she ran. Instead of giving up or

changing herself, she ran again the following year. Her experience proves that while you may not reach your goal the first time, don’t lose confidence, be the person you have become and try again.”

Wednesday morning, participants learned about the Master’s of Beef Advocacy (MBA) program, sponsored by the beef checkoff. Hereford youth were challenged to complete the MBA program by Oct. 1 and will have the opportunity to participate in a graduation ceremony during the American Hereford Association Annual Meeting weekend in Kansas City.

NJHA board members were in charge of a series of leadership workshops, including marketing scenarios, strategies for handling different personalities during a

meeting and one for state association presidents and vice presidents.

A highlight of the event was the opportunity to tour Idaho Hereford ranches, said PRIDE attendee Steven Stiner from Union Star, Mo. During the event, participants visited Shaw Cattle Co., Caldwell; Split Butte Livestock, Minidoka; Heritage Cattle Co., Buhl; and Colyer Herefords, Bruneau.

Another unforgettable experience was the whitewater rafting trip. Teamwork and fun were enjoyed by all as 14 rafts made their ways down the Payette River.

PRIDE would not be possible without the support of numerous sponsors. A big thank you goes to the ranch tour hosts along with Farm Credit Northwest, Allflex and Hereford Youth Foundation of America.

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Idaho junior Hereford members assisted with check in and put together goodie bags for PRIDE participants.



Monday evening the NJHA board facilitated icebreaker activities that encouraged juniors to meet new friends.



PRIDE participants were challenged to design a slogan and an ad campaign to promote beef and a healthy diet to the *New York Times'* readers.



Agriculturalists should be prepared to share their story. Shelby Rodgers shared her "elevator speech" with attendees.

Don't be afraid to be yourself and tell your story was the message Celeste Settrini shared with PRIDE participants during the kick-off session Monday night. Celeste served on the American Junior Hereford Association board and currently is an advocate for agriculture.



The NJHA board challenged youth to become ag advocates and to complete the MBA program. Junior members who finish the MBA before Oct. 1 will be entered in a drawing to win a "netbook" laptop.



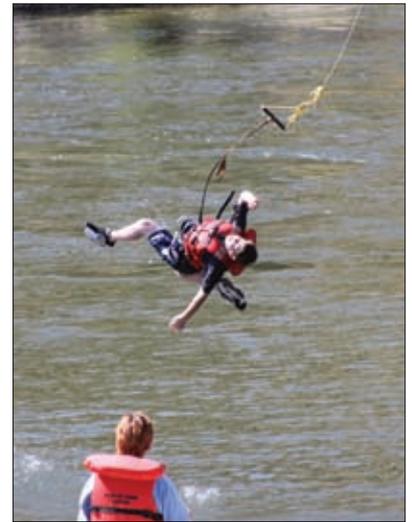
Hereford youth snapped pictures as they stood in front of the blue field at Boise Stadium.

It was a beautiful evening Tuesday, as the group enjoyed tri-tip and then looking through cattle at Shaws'.





Memories were made during the whitewater rafting trip.



After the rafting trip, there was time to have fun on the rope swing.



Attendees enjoyed walking through groups of cow-calf pairs at Shaws'.



At Split Butte, heifers that will sell on BuyHereford.com this fall were on display.



Youth had a chance to see where Evel Knievel attempted to jump the Snake River Canyon at Twin Falls in 1974.



During the Heritage stop, youth had a chance to see cow-calf pairs, as well as Heritage's new sale and show barn.

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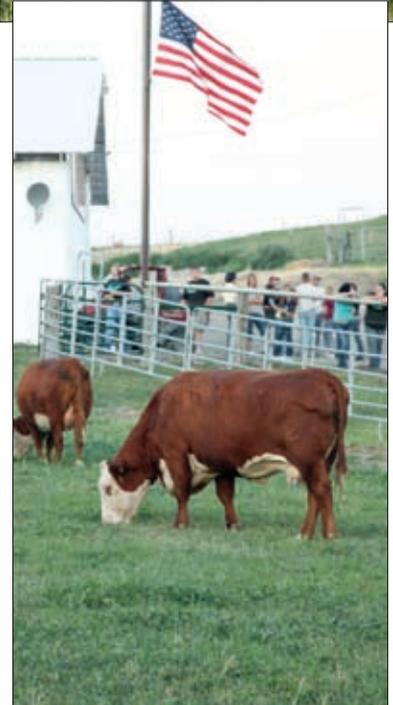
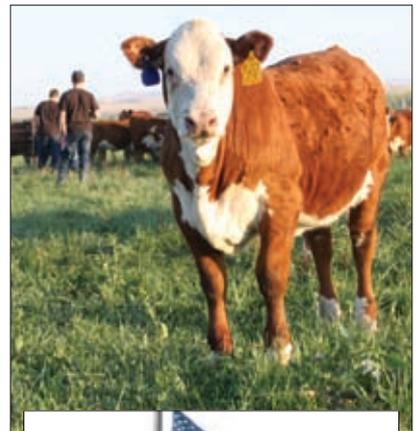
Longtime Hereford youth supporter Frank Rodgers visited with PRIDE attendees at the Heritage Cattle Co. stop on Wednesday.



Heat and lots of sand were not a challenge for Hereford kids as they attempted to climb a sand dune at the Bruneau Dunes State Park & Observatory.



After a long day of visiting ranches Wednesday, Hereford youth still had enough energy to boogie down.



The final stop on Wednesday was Colyer Herefords near Bruneau. The Colyer family had its sale heifers on display as well as some herd bulls and cow-calf pairs. **HW**