



Sixty participants from 23 states and Canada participated in the 2012 PRIDE Convention. A highlight of the event was visiting MSU and the historic Purebred Beef Barn.

Lighting the Way to Leadership



Highlights of the 2012 PRIDE Convention.

by *Jaime Hanson*

Every other year the National Junior Hereford Association (NJHA) hosts the Program for Reaching Individuals Determined to Excel (PRIDE) Convention.

The 2012 PRIDE Convention was hosted in East Lansing, Mich., home to Michigan State University (MSU), July 30-Aug. 2. There were 60 attendees from 23 states and two participants from Canada.

Monday evening was kicked off with some ice breakers, a keynote speech from MSU graduate Justin Ransom, who works in the U.S. Supply Chain Management for McDonald's Corporation LLC, and a delicious steak dinner, followed by game night.

Ransom left attendees with several take-away messages. He talked about how we need to adapt to change and that change is not a bad thing, but takes a lot of work to get there through the right path. (See "Ransom's message," Page 38.)

Tuesday

Tuesday was a busy day at MSU, when several knowledgeable faculty members shared their knowledge on topics such as form to function in beef cattle, food safety, meat science, herd health programs, proper



NJHA directors Tamar Adcock and Jaime Hanson welcome participants to PRIDE.

processing, tagging, tattooing and body condition scoring of cattle.

Two workshops were about evaluating cattle, and attendees had the opportunity to judge a couple of classes while at the MSU Purebred Beef Cattle Unit. Then, while in the meat lab we got to evaluate steer carcasses from a recent junior show in Michigan.

A huge thank you goes to all of the MSU faculty members who helped put this event together and shared their knowledge with us including Dave

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Erick Fredrickson, Wolfeboro, N.H., participates in an ice breaker activity on Monday night.

Hawkins, John Shelle, Sara Wells, Jennifer Dominguez, Dan Grooms, Dan Buskirk, Cody Sankey, Ken Metz and Ken Guens.

Wednesday

Wednesday was the last full day of PRIDE Convention. The morning started with motivational speaker Heather Schultz of Georgia.

Schultz spoke at a previous PRIDE Convention, and we were excited to welcome her back. She was wonderful and got everyone involved while



At MSU attendees learned about carcass quality and practiced quality- and yield-grading a carcass.



Motivational speaker Heather Schultz says youth make up 26% of the population but are 100% of the future.



NJHA board members Tamar Adcock and Brady Jensen thank Dave Hawkins, retired MSU professor, for serving as a tour guide.

touching our hearts and making us think about our attitudes and where we want our future paths to take us.

She says she truly believes in today's youth and encouraged attendees to believe in themselves. She pointed out that youth — who are 26% of the population but 100% of the future — have the power to change the world.

She also shared some great quotes including, "You are either a contaminator or a contributor in this world so choose your attitude," "There is a price attached to every decision; decide wisely," and "Like, love and respect yourself first."

Schultz also led a couple of team-building workshops, and then the NJHA board led some workshops.

As an NJHA director, I helped facilitate the workshop on "Mastering Your Agvocacy." We discussed the Masters of Beef Advocacy (MBA)

program offered by the National Cattlemen's Beef Association. Several attendees have obtained an MBA, but we encouraged the others to look into this six-part program about the facts of the beef industry and how to talk to consumers about industry issues.

During the workshop, we gave attendees two scenarios to think about how they would react. We discussed how to use facts, tell your story/ experiences, share photos and use emotions when talking to individuals. It is also important to stay calm, cool and collected even if someone angers you or is upset and attacking you. As Matt Woolfolk said, "You can't fight fire with fire."

Here are the two scenarios we discussed: 1) An animal rights activist approaches you at the Junior National Hereford Expo and asks, "How can you keep your animal tied up like that all

Ransom's message

Here are a few key points from speaker Justin Ransom:

- "Hard work trumps talent."
- "Out-work everyone else."
- "Don't worry about who gets the credit."
- "Live with the end in mind."
- "Find the one thing that drives YOU."
- "The most risky decision is not making one" — as the future of the agriculture industry, we are faced with a lot of decisions.
- "The most powerful tool for success is failure," because you learn from your mistakes.



On Tuesday after the tours and workshops at MSU, Hereford youth enjoyed cooling off at the waterpark.

day long?” and 2) Your school cafeteria is proposing to move to a meatless Monday menu. How do you present your idea to oppose the situation?

Other workshops included

“Robert’s Rules of Order” and “Dos and Don’ts of Your Wardrobe.” After the morning sessions, attendees loaded the bus and headed to Grand Haven State Park along Lake

Michigan to go swimming, play volleyball and visit one of the 115 lighthouses in the state of Michigan.

The next stop was Grand Meadows Farm, home of the Dave and Jill Bielema Family. The final stop was Ridgeview Farms, owned by Bob and Jami Goble.

After the tour at Gobles, everyone enjoyed a steak dinner and a barn dance.

As the week came to an end, all attendees agreed it was a “mega fun” PRIDE. We all made new friends or grew closer to old ones, took in a lot of beautiful sights, learned a lot about the beef industry and how to become a better leader, and were privileged to see some wonderful Hereford cattle. **HW**

Wednesday evening PRIDE participants enjoyed visiting Ridgeview Farms and danced the night away as DJ Keysto Stotz kept the dance mix playing.



NJHA board plans for the new year

Prior to PRIDE (Program for Reaching Individuals Determined to Excel) Convention, National Junior Hereford Association (NJHA) directors attended a board retreat and planning session at Tim and Nancy Keilty’s family lakehouse on beautiful Lake Michigan.

During the weekend, the board did some final PRIDE planning, including preparation work for the NJHA board-led workshops. They also discussed the 2012 Junior National Hereford Expo (JNHE), made plans for the 2013 JNHE and discussed the NJHA bylaws and code of conduct.

The team also enjoyed plenty of time on the beach and in and around the lake.



The NJHA board worked and played hard prior to PRIDE Convention. The retreat was hosted by Tim and Nancy Keilty of Cottonwood Springs Farm near Leland, Mich., on the shores of Lake Michigan.