

# Schmidt Named Advisor of the Year



Pictured (l to r) at the awards ceremony on July 20 are NJHA Director Jason May, Randolph, Minn.; Jenna Schmidt, Pipestone, Minn., Advisor of the Year recipient; and retired NJHA communications chair, Jaime Hanson, Comfrey, Minn.

Growing up in the National Junior Hereford Association (NJHA) taught Jenna Schmidt, Pipestone, Minn., the importance of giving back to those that have provided to you. At the young age of 28, Jenna was honored as the 2013 National Junior Hereford Association (NJHA) Advisor of the Year during the 2013 VitaFerm Junior National Hereford Expo (JNHE) in Kansas City, Mo.

Jenna has contributed her time, talents and guidance for many years to the Minnesota Junior Hereford Breeders (MJHB) members and their families. She was nominated by MJHB member Jaime Hanson and received the honor during the 2013 JNHE awards night.

Jenna was born and raised on the Schmidt Herefords beef cattle and crops operation that has been in the Schmidt family since the early 1940s. Jenna is a third-generation Hereford breeder. For the Schmidt family, raising Herefords is done through "Quality not Quantity," as their motto says. The same quality runs through the family as they are individuals who are always willing to visit and lend a helping hand.

Jim and Jeri Hanson, who have been co-advisors with Jenna since 2008, commented, "As a young person, Jenna was given the opportunity to not only show Herefords but also taught the skill of raising good cattle. She is now willing to give back to the youth of Minnesota and others through her commitment as an advisor for MJHB. She is and always has been a wonderful role model — not only for the youth but also for us adults."

Jenna and her younger sister, Amber, grew up in the ranks of the NJHA, Minnesota 4-H and FFA programs, where they learned valuable skills, were successful in the showing and met an endless number of families from across the nation.

These lessons learned are what Jenna says made her want to continue to be a part of the NJHA. Current NJHA Board Director Jason May from Randolph, Minn., explains his involvement with Jenna as an advisor, saying, "Jenna has shown me over the years how to give back to the breed that taught her and I so much. It is amazing to see what she has given back at such a young age and continues to stay close with her family

and the operation, which evidently is very important to her."

## Starting the Midwest Classic

In 2007, still a junior member and college student, Jenna started the Midwest Classic Hereford Show with Amber in their hometown of Pipestone, Minn.

It was December of 2008 that she took on the role as co-advisor with the Hansons. Jenna has coordinated the Midwest Classic Show for the past seven years. In 2009 the show included the Minnesota Junior Angus Show and the Minnesota Junior Red Angus Show. Red Angus has continued to be part of the show the last five years.

Jenna says developing the show was another way of providing her membership the opportunity to learn and interact with their fellow cattlemen and cattlemen. In 2012 she applied to host the Midwest Regional Hereford Show that has now been held in Minnesota for the past two years. MJHB membership numbers and state involvement have increased with Jenna's added leadership, as well.

In her nomination letter, Jaime wrote, "Jenna has been like a big sister to me. From 4-H shows to area junior and open shows, she was willing to show me the ropes and encouraged me to chase after my dreams; and here I am today with some of those dreams achieved and hoping that an award like this can begin to prove how much she has not only helped me, but all of my fellow state Hereford breeders."

After receiving the award, Jenna said she was honored and appreciative of the nomination. "I never expected to be selected. I just try to help the juniors and their families the best I can. I started the Midwest Classic show with my sister Amber as a way to give the juniors in Minnesota a junior breed show of their own, like I had in my early years of showing. I never imagined it would grow to what it has today with 150 head of cattle exhibited this year with the gossip of it possibly increasing by another 50 head next year."

Thanks to Jenna's leadership, it is an



exciting time for the Minnesota juniors and their families.

Jenna currently works as the quality control manager for Northern Pride Inc. in Thief River Falls, Minn. Although working a few hours north of the Schmidts' home place, she is still actively involved in the operation, maintaining the records and assisting with daily chores whenever home.

As far as advice, Jenna suggests that advisors keep the juniors and their families informed about what is going on and what is coming up as the most important thing. It is also something that needs to be done through a variety of communication methods such as e-mail, Facebook, newsletters and phone calls. "You need to find what best suits each family and try not to leave anybody out," she adds. **HW**



Schmidt family members (pictured l to r) are: John, Joyce, Amber and Brad Seiss, and Jenna.