

FACES^{OF} Leadership



Wyatt DeJong challenged members to attempt the impossible.

Highlights of the 2013 PRIDE Convention.

by **Luke Bolin**

Each day youth make decisions that directly affect the course of their lives. This year 78 Hereford and Maine-Anjou juniors from 21 states made the decision to attend the 2013 Program for Reaching Individuals Determined to Excel (PRIDE) Convention and National Youth Leadership Conference (NYLC) in South Dakota to discover the *Faces of Leadership*.

"This was my first PRIDE Convention and I would have to say it was an awesome experience," explains Cody Jensen, National Junior Hereford Association (NJHA) director from Courtland, Kan. "I enjoyed how we had the chance to meet junior members in more of a relaxed environment instead of a rushed and more stressful environment like at shows.

Another aspect I liked was how the Maine-Anjou juniors shared the experience with us. I hope this program can expand to reach more juniors and even possibly to other associations."

To begin the conference, Wyatt DeJong, a former American Junior Maine-Anjou Association (AJMAA) board member and national FFA officer, shared his experiences of accomplishing goals, which he had thought were unattainable. To end his presentation, Wyatt challenged the juniors with the question, "What are you going to do this week that you think is impossible?"

Leading the next presentation was motivational speaker, V.J. Smith. He told the group that, "Life is a like a salad bar, you have a lot of different things that



Convention speaker V.J. Smith kicked off the 2013 PRIDE and NYLC convention focusing on how simple choices can lead to big rewards.



you can put on your plate but each thing you put on your plate is your choice, the good and the bad. Every day you have a chance to learn what the good and bad things are in life.”

V.J. shared with the group five steps that could positively affect their lives:

- 1) Smile and the world smiles with you.
- 2) Always look into someone's eyes.
- 3) You can't put a burp back. In life what you say cannot be unsaid.
- 4) A thank-you is a powerful thing.
- 5) Some words are diamonds; some words are stones — encourage others when given the opportunity.

Attendees then enjoyed game night. From the hilarious game of Guesstures and multiple games of Spoons, which at times

became dangerous, to laughing uncontrollably as Amy Cowan gave the clues in Mad Gab, attendees enjoyed time to interact and have fun.

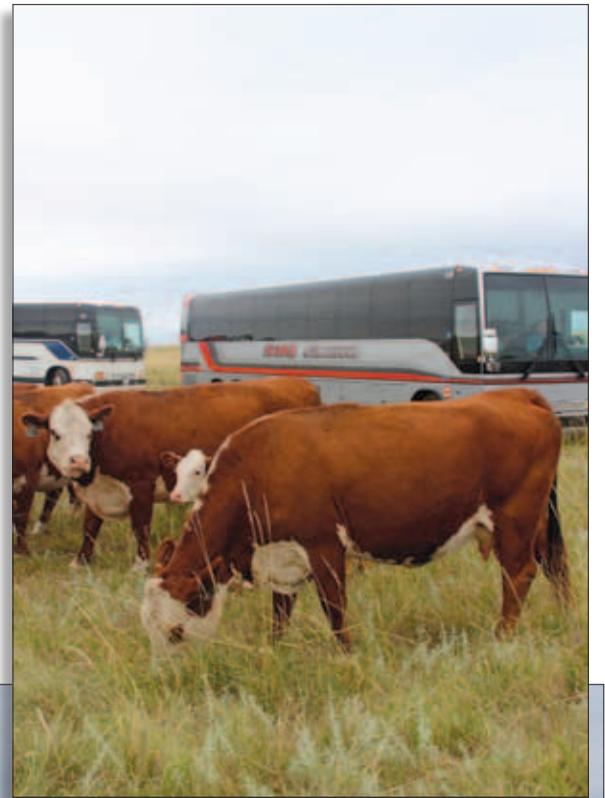
Bright and early the next morning attendees loaded the buses for a full day of tours. The first destination was Rausch Herefords, Hoven, S.D. While at Hoven the bus also stopped at the “Cathedral on the Praire” (see Page 67).

The next stop was Fawcett's Elm Creek Ranch, Ree Heights, S.D. The rolling hills and 20 square miles of beautiful pastureland that are part of the ranch were gorgeous even on the cool and damp South Dakota day.

The final stop of the day was Bushy Park Farms (BPF), Mitchell, S.D. BPF raises both Maine-Anjou and Hereford cattle. After a tour of the facilities, juniors judged two classes of heifers. This activity allowed everyone to sharpen their

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The first tour stop was at Rausch Herefords. Two 55-passenger buses cruised the pastures near Hoven, where NJHA members had a chance to see the No. 1 Dams of Distinction herd in the nation.



Members of the Rausch family were recognized for hosting a tour stop.



Hereford and Maine-Anjou juniors enjoy game night.



At the second stop, Fawcett's had several pens with herd sires and pairs on display so attendees could see a representation of the Fawcett breeding program.



Keith Fawcett, AHA Board member, welcomes youth to Fawcett's Elm Creek Ranch.



While touring the facilities, attendees had a chance to learn about the services provided by Trans Ova.



Participants enjoyed placing two judging classes at BPF.



Convention attendees learned about beef quality grading as well as proper cooking techniques during beef boot camp at SDSU.



Trae Simmons, BPF director of sales and registrations, talked about BPF genetics.



Kelly Bruns, animal science professor, welcomed youth to SDSU.



Cory Thomsen, BPF general manager, escorts ECR Who Maker 210 ET down the alley for the juniors to view.



Juniors had a chance to work on their interviewing skills during a media-training workshop at SDSU lead by Lynn Gordon, assistant professor.



At SDSU youth watched a demonstration showing how different tillage options affect runoff.



judging skills while also being able to see some of the BPF sale offerings.

The final morning kicked off with a tour of the industry's leading genetic company – Trans Ova Genetics. The juniors had a chance to learn about the different advanced reproductive technologies offered by Trans Ova, including artificial insemination, embryo transfer, in-vitro fertilization and cloning.

The last stop was the campus of South Dakota State University (SDSU). Here juniors were exposed to various aspects of agriculture.

The first SDSU demonstration focused on different tillage options and how rain and runoff can affect the land. Next, the juniors participated in a beef boot camp that covered the entire beef processing process from grading to the juniors having a chance to cook their own meat.

Another workshop hosted by SDSU was on media training and focused on tips to help attendees become better agricultural advocates. During this activity, all attendees were interviewed and recorded on a camera simulating a TV interview.

Wrapping up the conference was V.J. Smith. He told attendees the story of Marty, a cashier at Wal-Mart, and how a letter V.J. had written to Wal-Mart completely changed Marty's life.

He spoke of how Marty didn't have a lot of money or material things but how he thought he was the richest man in town because the relationships he developed mattered the most in his life.

V.J. added that Marty taught him, "You get what you give in life," and throughout his life, Marty had gotten exactly what he had given. At the end of his presentation, the juniors received V.J.'s book "The Richest Man in Town."

"To say PRIDE was a success yet again, would be an understatement," says Aleesha

Howe, NJHA member from Wagontown, Pa. "The speakers this year really hit home. With the fast pace of life these days we sometimes forget how important something simple like a 'thank you' really is and that sometimes a smile is all someone needs to brighten their day. Wyatt and V.J. hit it out of the park.

"One of the highlights of PRIDE for me was getting to know the juniors from the Maine-Anjou association, it was pretty cool to be able to get a different perspective on the beef industry from juniors active in another junior breed association," she adds. "I can't wait for PRIDE next year." **HW**



"Cathedral of the Prairie"

In a small prairie town in north-central South Dakota stands a cathedral that can be seen from miles away. The unique magnificence of this "big church in a little town" is what makes it one of South Dakota's great places.

Saint Anthony's "Cathedral of the Prairie," located in Hoven, S.D., was completed in 1921 at a cost of \$250,000. The value of the church is now estimated at \$20 million. The church, believed to be patterned after churches typically found in Bavaria, boasts an intricate and ornate design that rivals any church for miles.

Although Hoven's population is only 600, people come from around the world to attend Mass at the famous church. The sanctuary seats more than 1,000 people, and the church is listed on the National Register of Historic Places under the original parish name of St. Bernard's.

The cathedral still holds Mass regularly, and hosts a variety of special performances each year. These have included the South Dakota Symphony Orchestra, as well as several choral performances by South Dakota university choirs.

For more information regarding the "Cathedral of the Prairie," visit hovensd.com/st_anthonys.htm. **HW**

