



A Harvest to Remember

Hereford Youth Foundation of America Generates \$2 Million for Leadership and Education.



As the sun was setting over the grapevines perched in perfect rows on the rolling hills of Sonoma County, Hereford breeders and supporters were raising their paddles and bidding to make a difference. The Harvest II fundraising event benefitting the Hereford Youth Foundation of America (HYFA) generated \$2 million for leadership events and scholarships Aug. 26-27 at the Kunde Family Winery and Vineyards in Kenwood, Calif.

The Harvest II event, hosted by Jim Mickelson, American Hereford Association (AHA) Board of Directors member, and his wife, HYFA Board of Directors member Marcia Mickelson, brought together 185 Hereford enthusiasts from across the United

States to Boot Hill on their estate and welcomed dozens of bidders online.

“The Hereford Youth Foundation of America has become an important partner in the future successes of our juniors,” Jim says. “It was with great pleasure and pride that we welcomed Hereford enthusiasts from across the United States to invest in the future of the Hereford breed.”

The Harvest II auction grossed \$350,000 on 39 lots and was managed by National Cattle Services Inc., Eddie and Ruth Sims. The high-selling lot was a trip to Las Vegas for the 2017 National Finals Rodeo (NFR) complete with round-trip airfare courtesy of Bob and Lisa Norton, BioZyme Inc., on the Norton’s private Cessna Citation CJ4 aircraft.



Lot 1 in The Harvest II auction was the Bronze Bull that made its debut at the record-breaking 2016 Junior National Hereford Expo (JNHE) in Madison, Wis. This lot was offered by the 2016 JNHE host committee.



The Harvest II was the perfect mix of networking with Hereford breeders and supporters and contributing to the future of Hereford youth.



Rick Malir and Bonnie Coley-Malir presented the first Hereford Youth Foundation of America (HYFA) leadership endowment. This \$500,000 legacy gift will be given over 10 years and will help fund a lifetime of leadership opportunities for Hereford youth. In addition, Rick and Bonnie have included HYFA as their primary beneficiary and are making a planned estate gift of \$1 million for a total contribution of \$1.5 million. Pictured are Bonnie, Rick and Ray Ramsey, HYFA president.



The Harvest II event would not have been possible without hosts Jim and Marcia Mickelson of Kunde Family Winery in Kenwood, Calif. Pictured (l to r) are Jim Mickelson; Amy Cowan, Hereford Youth Foundation of America director; and Marcia Mickelson.



A silent auction was hosted at the "Welcome to Wine County" event Friday evening. The auction and welcome fundraiser raised \$10,000.

Silent Auction and Heads & Tails Generates \$10,000 for the cause

Thank you silent auction supporters

- Sarah Aubrey, Monrovia, Ind.
- Tod and Mary Beckett, Dublin, Ohio
- Jennifer Loewen-Cavill, Cincinnati, Ohio
- Classic Leather Designs, Penrose, Colo.
- Guy and Sherry Colyer, Bruneau, Idaho
- Steve and Jill Folkman, Ixonia, Wis.
- Kevin and Sheila Jensen, Courtland, Kan.
- Rick and Bonnie Malir, Dublin, Ohio
- Jim Mickelson, Santa Rosa, Calif.
- Bob and Lisa Norton, St. Joseph, Mo.
- Elizabeth Reisch, Nampa, Idaho
- George and Karen Sprague, Eugene, Ore.
- Roger and Martha Siever, Pikeville, Tenn.

Curtis and Diane Younts, Belton, Texas, donated the NFR Gold Buckle tickets and parking. The lot sold for \$37,000. In addition, the silent auction and welcome fundraiser on Friday evening grossed \$10,000.

Endowments for the future

Three new scholarship and leadership endowments were also announced at the Harvest II auction.

Rick Malir and Bonnie Coley-Malir, Dublin, Ohio, donated a \$500,000 leadership endowment to HYFA. The 10-year gift will fund a lifetime of leadership opportunities for National Junior Hereford Association (NJHA) members. Additionally, the Malir family

announced they are including HYFA as their primary beneficiary and will make a planned estate gift of \$1 million for a total contribution of \$1.5 million.

Perks Ranch, Rockford, Ill., established a \$100,000 scholarship endowment benefitting HYFA and NJHA members. The inaugural \$5,000 scholarship will be awarded during the AHA Annual Meeting this fall in Kansas City, Mo.

BJ Jones and Sondra Brancel, co-chairmen of this year's Junior National Hereford Expo — A Hereford Scene in 2016 — donated \$100,000 to HYFA and the Growing a Lasting Legacy Campaign. This gift represented the tremendous fundraising effort made by the

state of Wisconsin and supporters from across the nation who came together to benefit Hereford youth.

"The generosity of the Hereford family has taken HYFA to new heights," says Amy Cowan, AHA director of youth activities and foundation. "It was a historic evening for the Foundation and the breed and we can't thank the donors, attendees and buyers enough for supporting this great cause."

See Page 44 for a complete list of donors, including consignors and buyers.

Visit HerefordYouthFoundation.org for more information about HYFA, or contact Amy Cowan at 816-842-3757 or acowan@hereford.org. **HW**



The 2016 Junior National Hereford Expo (JNHE) — A Hereford Scene in 2016 — showcased more than 1,300 head of cattle and 900 exhibitors from across the country in Madison, Wis. B.J. Jones and Sondra Brancel, co-chairman of the event, presented \$100,000 to HYFA and the Growing a Lasting Legacy Campaign. Pictured (l to r) are Amy Cowan, Hereford Youth Foundation of America (HYFA) director; JNHE co-chairmen Sondra Brancel and B.J. Jones; and Ray Ramsey, HYFA president.



The newest scholarship endowment made possible by the Perks Ranch of Rockford, Ill., was announced at the Harvest II auction. Doug and Mary Perks, along with their family, made a generous donation of \$100,000 to the Hereford Youth Foundation of America (HYFA). Pictured (l to r) are Anna Perks; Brie Perks; Mary and Doug Perks; and Wade Perks.

continued on page 44...



Saturday's lunch was hosted at the historic Dunfillan Ruins.



Participants enjoyed a tasting on the "Mountain Top" at Kunde Family Estate.



A wine and olive oil tasting was also enjoyed at B.R. Cohn Winery on Saturday.



Ruth Sims, Elgin, Okla., and Doug Perks, Rockford, Ill., were honored as retiring directors of the Hereford Youth Foundation of America.

Thank you Harvest II donors and buyers

Donors

Atkins Herefords, Tea, S.D.
 Barber Ranch, Channing, Texas
 BioZyme Inc., St. Joseph, Mo.
 Brumley Farms, Orovada, Nev.
 Buck Cattle Co., Madill, Okla.
 Bushy Park Farm, Mitchell, S.D.
 Churchill Cattle Co., Manhattan, Mont.
 CK Cattle, Highmore, S.D.
 Colyer Herefords, Bruneau, Idaho
 Cooper Hereford Ranch, Willow Creek, Mont.
 Cottonwood Springs, Cedar, Mich.
 Delaney Herefords, Lake Benton, Minn.
 Eichler Livestock, Aberdeen, S.D.
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 GKB Cattle Co., Waxahachie, Texas
 Holden Herefords, Valier, Mont.
 Iron Lake Ranch, Athens, Texas
 Knoll Crest Farm, Red House, Va.
 Kolt Cattle Co., Seward, Neb.
 Kunde Family Winery, Kenwood, Calif.
 MCS Cattle Co., Elgin, Okla.
 NJW Polled Herefords, Sheridan, Wyo.
 Bob and Lisa Norton, St. Joseph, Mo.
 Perez Cattle Co., Nara Visa, N.M.
 Rafter J Cattle, Abilene, Texas
 Shaw Cattle Co., Caldwell, Idaho
 Sierra Ranches, Modesto, Calif.
 Sullivan Farms, Dunlap, Iowa
 Turkey Feather Ranch, Ada, Okla.
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 Whitehead Ranch, Menard, Texas
 Curtis and Diane Younts, Belton, Texas

Buyers

Greg and Janice Actis, Bakersfield, Calif.
 Aubrey Cattle Co., Monrovia, Ind.
 Bar One Ranch, Eugene, Ore.
 Barber Ranch, Channing, Texas
 Tod and Mary Beckett, Dublin, Ohio
 Mickey and Kay Blakely, Hennessey, Okla.
 Burns Farms, Pikeville, Tenn.
 C&L Hereford Ranch, Ixonia, Wis.
 Churchill Cattle Co., Manhattan, Mont.
 Colyer Herefords, Bruneau, Idaho
 Katie Colyer, Bruneau, Idaho
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 Gene Source, Schulenberg, Texas
 GKB Cattle Co., Waxahachie, Texas
 Grand Meadows Farm, Ada, Mich.
 Hamman Ranch, Jacksboro, Texas
 JB Show Cattle, Victoria, Texas
 King Herefords, Stanley, N.M.
 Lambert Ranch, Oroville, Calif.
 MacFarlane Livestock, Cottonwood, Calif.
 Rick and Bonnie Coley-Malir, Dublin, Ohio
 Mead Cattle Enterprises, Midville, Ga.
 MM Ranch Polled Herefords LLC, Chanute, Kan.
 Next Generation Genetics, Endeavor, Wis.

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 Bethany Nolan, Gilmer, Texas
 Nolan Herefords, Gilmer, Texas
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 Perks Ranch, Rockford, Ill.
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