

# Gig 'Em Herefords

2006 PRIDE Convention educates, entertains and motivates.

by Amy Cowan

The campus of Texas A&M University (TAMU) set the stage for the 2006 Program for Reaching Individuals Determined to Excel (PRIDE) Convention, Aug. 3-6, in College Station, Texas. PRIDE participants were greeted with the traditional "Howdy" by TAMU faculty and staff. Eighty-five enthusiastic junior members, parents and advisors from 16 states gathered from as far away as Montana and Virginia, for three days of educational workshops, tours, and industry and inspirational speakers.

Aggie pride prevailed as the Hereford group was treated to some of the best in TAMU hospitality starting with a visit to the beef and research center. The Texas hospitality continued with a state-of-the-art tour of the veterinary sciences department, educational demonstrations and the famous Freebirds burrito luncheon in the atrium of the Kleberg Animal Science



Department. The young minds attending Gig 'Em Herefords left College Station well informed about TAMU and the College of Veterinary Medicine, better educated about cow herd management practices and motivated to live their lives right now.

"This year's PRIDE Convention was by far the most educational event to date," says Chris Stephens, American Hereford Association (AHA) director of youth activities. "The seminars were not only informative, but fun, and the attendees were able to take with them insightful knowledge on a wide range of topics."

He continues, "The speakers were phenomenal and really captured the attention of everyone in attendance. The social activities were a real treat as well, from ice skating to dancing through the night at DeShazer's. All said and done, it could not have been a better atmosphere for learning and making lifelong memories."

The pictures that follow provide a snapshot of PRIDE.



Participants were welcomed Thursday evening by Chris Skaggs, animal science associate professor, and the crew at the Texas A&M (TAMU) Beef Center. Skaggs gave an overview of the entire animal science department and shared some good insight on what one would gain from a degree at TAMU.



Paul Maulsby, TAMU Beef Center manager, led an informative tour of the Beef Center and research facilities. Here participants take a closer look at the feedmill. Prior to the feedmill they saw where the university conducts research in feed efficiency and also where ongoing research is being conducted on beef, sheep and swine.



Jake Franke, TAMU's 2005-06 livestock judging coach, used four different caps as a creative, yet educational, approach to demonstrate the thought process of analyzing a class of animals and giving oral reasons. Junior board member, Roger Morgan, presented a set of reasons at the end of the workshop to show the components of effective oral reasons.



PRIDE participants took a break from the Texas heat and enjoyed an evening at the local ice skating rink. The junior board showed off some fancy footwork on the ice, while others concentrated on staying upright.



**Left:** David Forrest, reproduction professor, visits with Cindy Rogers and her daughter, Shelby, after his presentation.

**Below:** In the classroom TAMU faculty presented numerous educational workshops ranging in topics from reproduction to meat science to marketing.



Buddy Farries' difficult calving demonstration took everyone back to the ranch and the last time they helped a heifer through the calving process. The TAMU professor and Extension veterinarian gave a step-by-step look at what to do, and in some cases what not to do, to make difficult calving easier on you and the heifer. Farries' insight will be valuable in calving barns around the country when the Hereford youth practice the steps he taught.



Touring the Texas A&M College of Veterinary Medicine was a highlight of the week's activities. Hereford youth divided into groups and got an in-depth look at the state-of-the-art animal hospital and teaching facility. From the equine side of the hospital to the food animal division, all were impressed with the TAMU veterinary program and what the animal hospital has to offer. Pictured here Kevin Washburn, assistant professor of food animal medicine, leads a tour around the vet science campus.

Keynote speaker, Rick Rigsby, gave an amazing presentation that captivated everyone's attention. He recently published a book about the life lessons he learned from his late father and the life lessons we can all learn from that generation.



Next stop George Bush Library. In addition to the activities on the TAMU campus, PRIDE participants enjoyed the opportunity to learn about some of the nation's political history at the home of George Bush's presidential library. A tour through the library gave a comprehensive look at the 41st president's term.

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DeShazer Cattle Co., Hearne, Texas, rolled out the red carpet for the PRIDE delegation. Managers Tim and Fiona Lockhart and their crew were gracious hosts preparing a delicious CHB steak dinner with all the fixings, followed by The Eli Young Band in concert. Youth and adults enjoyed a tour of some of the cow herd and then a night of dancing and socializing.



On Sunday, Cassie Bacon, National Junior Hereford Association (NJHA) director, led the morning devotional. A vespers service was then conducted by the NJHA board of directors. This service concluded the weekend's activities and juniors reluctantly left their new and old friends to travel back home.

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### Six scholarships awarded at PRIDE

At the 2006 PRIDE (Program for Reaching Individuals Determined to Excel) Convention, Michael Coley and Meghan Schatte were awarded the prestigious Future Cattleman Scholarship, which is given to members of the National Junior Hereford Association (NJHA) who have portrayed excellence throughout the junior program. Selection of winners is based on the juniors' individual accomplishments, as well as leadership, herd management and breeding goals. Both recipients received a \$750 scholarship from the Hereford Youth Foundation of America (HYFA) and American Hereford Women (AHW).

Coley and Schatte, along with Maddee Moore and Ashley Middleswarth, also received the Golden Bull Achievement Award. This award also recognizes members of the NJHA who have excelled throughout the junior program. Each recipient received a bronze Hereford bull as well as a \$750 scholarship from the HYFA and AHW.

Coley, Castalian Springs, Tenn., is a senior at Middle Tennessee State University. He has been a member of the Tennessee Junior Hereford Association since he was 7 years old. Coley runs his cows with the rest of the Coley Herefords, and helps with the work of his family's ranch. He has shown Hereford cattle across Tennessee and regionally, and this year, attended his first Junior National Hereford Expo (JNHE), where his team won the senior judging contest. Other highlights of his career have included winning the heifer showmanship, polled and horned heifer shows, and bred-and-owned heifer show, all in the same year, at the Tennessee Junior Livestock Exposition in Nashville. Coley served as president of the Tennessee Junior Hereford Association from 1999-2004, and was elected as president again in 2006.

Schatte, Giddings, Texas, has been a member of the Texas Junior Hereford Association since she was only 3 years old. She has 13 cows that run on her parents' Bar S Herefords ranch. Schatte has shown not only heifers and steers, but also pigs and lambs. This was her first PRIDE, but she's attended eight JNHEs, one at which she and other Texas youth won the junior team marketing contest. For the Texas Junior Hereford Association, she has served as vice president twice, reporter and director. She has also been a district FFA officer. Throughout the year, Schatte works at Producers Cooperative Association in College Station, Texas. She is a sophomore at Texas A&M University.

Moore, Cove, Ore., has been a member of the Oregon Junior Hereford Association (OJHA) and the Oregon Junior Hereford Breeders (OJHB) for five years. She is president of the OJHA. Moore owns five cows with calves and has received most of her genetics from her grandparents of Chandler Herefords in Baker City, Ore. Her focus is raising quality, functional females that can also hold their own in the showing. She also produces bulls to sell primarily to commercial cattlemen in eastern Oregon. In addition to her junior Hereford involvement, Moore helped develop an FFA chapter in her local high school. She works at a camp and conference center in Cove, and also assists Weimer Cattle Co. of Susanville, Calif., fitting and showing cattle as needed. She is dual enrolled at Oregon State University and Linn-Benton Community College.

Ashley Middleswarth is the fourth generation in her family's Hereford tradition. After nine years as a member in both the Wyoming Junior Hereford Association and the NJHA, Middleswarth decided it was time to run for the NJHA board. She succeeded and served two years as a director and one as secretary (2004-05). In addition, Middleswarth is president of Collegiate FFA at Oklahoma State University and an active member of the Collegiate CattleWomen and Block & Bridle club. She also works as a College of Agricultural Sciences and Natural Resources Career Liaison, and in the summer returns home to help work calves and assist her parents in the everyday chores of running the operation. Middleswarth has exhibited cattle on the national level and was named the Wyoming State FFA Star Farmer in 2004. HW



Pictured (l to r) are: Meghan Schatte, Giddings, Texas; Shery Pope-Smith, American Hereford Women past president, Tulsa, Okla.; and Michael Coley, Castalian Springs, Tenn.