

# Keepin' the Momentum

With the Thanksgiving holiday right around the corner, there is no time like now to say thanks to all our members, supporters, fans and friends of the National Junior Hereford Association (NJHA). The past year has been nothing but exciting.

Fall sale season is in full swing and Facebook, Twitter and Show Text are overflowing with incredible Hereford sale reports. The momentum that the junior heifer market has created is making a statement in the seedstock industry and gives us so much to be thankful for.

The mission of the NJHA is to build future leaders, and as I reflect on the Junior National Hereford Expo (JNHE) in Grand Island, Neb., and Program for Reaching Individuals Determined to Excel (PRIDE) Convention in Michigan, it is rewarding to see this mission being accomplished in our junior programs.

It "takes a village" to organize events like the JNHE, and the state

of Nebraska went above and beyond. Nebraska raised more than \$90,000 for "Livin' the Hereford Life," and as we close the books on the 2012 event, I am very excited to report that \$30,000 from the state funding efforts in Nebraska will be presented to the Hereford Youth Foundation of America (HYFA) to help fund future junior national events.

This gift to HYFA gives us added momentum as we plan for "Show Me the Herefords," July 14-21 in Kansas City, Mo., and as we get our JNHE rotation in place for 2014 and beyond.

A great big thank-you to the Nebraska executive committee, led by Grant and Linda McKay, and to all the "villagers" in Nebraska who got the ball rolling and created so much momentum behind the 2012 JNHE. The JNHE oversight committee is making plans to be back in Nebraska; stay tuned as we announce the locations and dates for future events later this fall.

The momentum from the champion drives in Grand Island has flowed right on into the fall sale season and the first national Hereford shows of the year. Despite Mother Nature dealing some bad luck to our farming and ranching families across the nation, I am continually amazed each week by the numbers, the reports and the energy surrounding our breed this fall.

The Hereford is in demand; we are seeing many new faces in and around the Hereford circles, and we welcome all the new NJHA members. If you would like to become a member, visit [JrHereford.org](http://JrHereford.org), and if you have not renewed your current membership, please do so today so you will be eligible for NJHA programs and events.

As an NJHA member, not only will you be able to participate in the JNHE, junior AI program and PRIDE Convention but you will also have the opportunity to apply

for scholarships made possible by HYFA. This fall we had more than 30 college-age students apply for scholarships and will award \$36,000 to our next generation of leaders.

In addition to scholarships, all junior members reap the benefits of HYFA's support of leadership and education. Thanks to the foundation, the 2012 PRIDE leadership conference was a highlight of the summer for those who attended. It was neat to take the group to Michigan State University (MSU) and to see firsthand an institution that has done so much for building leaders in our industry and the Hereford breed. Thank you HYFA, MSU, Ridgeview Farms, Grand Meadow Farms and Cottonwood Springs for helping us build future leaders and momentum.

The NJHA board has just finished its calendar fundraiser that supports the board's travel to shows and events throughout the year. Thank you to everyone who purchased an ad in the 2013 calendar. Look for the calendar in the December *Hereford World*.

In looking ahead to the new year and all that is on the horizon for the NJHA, be sure to check out [JrHereford.org](http://JrHereford.org) and the NJHA Facebook page for junior news and announcements. We have recently posted the fall *Advantage* newsletter, which is packed with information, stories and deadlines that will keep you and your family up-to-date.

Bailey Clanton has extended her summer internship and is assisting with NJHA projects this fall and working closely with the national Hereford shows. Bailey brings a great deal of energy to the junior department and passion for leadership, having served on the American Junior Shorthorn Board. Please contact Bailey or me with any questions you have. We look forward to seeing you at the next event and keeping the Hereford momentum going strong. **HW**



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