

# Driving Success, Fueling Ambition

Every January livestock exhibitors flock to a place full of life, history and ambition — the National Western Stock Show (NWSS) in Denver. The NWSS is more than just a stock show. It is every livestock exhibitor’s dream — a dream to compete on a stage set like no other. The air is crisp, the mountains are tall, and the competition is fierce.

The National Junior Hereford Association (NJHA) is ready to parade possibly the strongest set of Hereford cattle ever to be shown at the NWSS. As incredible as the cattle may be, there is one animal this January that will be studied, awed and admired more than any other. This animal will set the pace for the NJHA in 2017 and will provide the Hereford Youth Foundation of America (HYFA) the opportunity to

continue its unprecedented strides for Hereford juniors.

If you have not seen this animal yet, you will need to make your way to the Rockies and take a walk up the long hill at the NWSS. In the barn you can navigate your way to Barber Ranch’s stalls. There you will find a heifer donated to HYFA whose phenotype is exceptional and whose pedigree runs as deep and rich as the passion Hereford producers possess. BR Kate Rielle 5532 ET, born Aug. 5, 2015, is sired by NJW 73S W18 Hometown 10Y ET and out of BR Gabrielle 5082.

On Jan. 13, 2017, Kate Rielle will be offered in the Mile High Night Sale as Lot 1. Do not miss your opportunity to be a part of “Growing a Lasting Legacy,” a campaign by HYFA supporting Hereford youth across the country. This heifer already has a story written for her, and now it is time to let her start yours.

Hereford breeders continue to support the NJHA. This past November the NJHA offered an extremely attractive choice as Lot 1 in the Bluegrass Stakes Heifer Sale in Louisville, Ky. This premium lot was sold to help raise funds for the Junior National Hereford Expo (JNHE) in Louisville. The lot included the pick of the stalls at JNHE 2017.

As many of you know, a good spot in the barn can make the difference between a good week and a great week — we don’t have bad weeks at JNHE. Thank you to all of the supporters of this awesome opportunity. We cannot wait to see you in Louisville next summer.

This fall the NJHA board of directors wrapped up another round of selling calendar ads. With some creative thinking, our annual calendar has been revamped. The calendar ads are bigger and more vibrant and attractive, and the

calendar itself is even bigger and much more useful.

This calendar is perfect for cattleman all around the country. What makes it unique is that it is an awesome advertising opportunity. For a month, thousands of livestock producers are looking at your ad. Think about how many people you can expose your operation to without having to lift a finger. Advertising can be very expensive, and although the NJHA board feels its calendar ads are affordable, you need to make every penny count.

If you want to be a part of it, feel free to contact an NJHA director. We will be more than happy to walk you through the details and to set your operation up for success.

Why should you want to participate in fundraising activities presented by HYFA and NJHA? Why is fundraising important? HYFA and NJHA are doing all they can to provide opportunities for the next generation of leaders within the agriculture industry and the Hereford industry specifically.

These fundraisers do more than generate money. The money raised fuels dreams for higher education, careers and ambitions. Members of the NJHA are passionate and diligent to become successful in one facet or another.

The money raised by the foundation heifer in Denver is used by HYFA to support leadership for and education of Hereford youth. The annual calendar allows the NJHA board to be heavily involved in leadership and communication with state associations. The money raised pays for travel expenses and ensures your junior directors can be as effective as possible during their terms.

As your NJHA fundraising chair, I would like to send a sincere “thank-you” to all of those who support NJHA, HYFA and JNHE. **HW**



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