

# Foundation's Focus

by Amy Cowan

## Making a Difference

How do we measure success? In the Hereford breed, success is measured by the data we collect, sale averages and the demand for our branded product. However, for the Hereford Youth Foundation of America (HYFA), we measure success in the number of National Junior Hereford Association (NJHA) members' lives that we touch. Whether through scholarships, the Faces of Leadership Conference or educational opportunities at the Junior National Hereford Expo (JNHE), each year we work hard to create more opportunities than before.

This past year I have been reminded numerous times just how lucky this breed is to have a generous group of donors and supporters who step up each and every time to support Hereford youth and the future, not only of agriculture and the Hereford industry, but also of this great nation and the world.

The Harvest II fundraiser, hosted last summer in California, was a monumental occasion for HYFA, and I am still in awe of what our Hereford family accomplished that evening in wine country. Thanks to donors like Jim and Marcia Mickelson, Bonnie and Rick Malir, the Doug Perks Family, the 2016 JNHE host committee from Wisconsin and all those who raised

up their paddles, we were able to reach some major milestones and to make a huge difference in all of our HYFA missions. This event has propelled us onto a new path of growth, and this fall we will unveil HYFA's new strategic plan that sets the course for the next five years and beyond.

From events like The Harvest II, new programs such as Feed the Future program were born with our longtime friends and supporters at BioZyme® Inc. We still have plenty of room to grow this program, but we appreciate all of the support thus far and are excited to see what the future holds for HYFA and Feed the Future. See Page 198 of this issue for a listing of all of the participants, and if you don't see your name on the list, we hope you will be encouraged to send in your receipts to help us make a difference in the future lives of Hereford youth.

Scholarships and the donors behind the names of these scholarships are the backbone of HYFA and one of the most rewarding measures of success that the foundation has. Last year, with the addition of the Vanier Family Scholarship program, HYFA proudly awarded more than \$160,000 in money to deserving individuals during the Hereford Honoree Reception in Kansas City, Mo.

One by one the scholarship recipients made their way to the stage and told their stories. Standing on the stage with these bright young minds and hearing firsthand what these scholarships meant to them sure made me proud of the talented, passionate and driven youth that make up the NJHA.



Upon college graduation, Briana Katzenberger, NJHA member from Wisconsin, shows her gratitude for HYFA's support of her education.

NJHA member Briana Katzenberger from Wisconsin said it best on social media when she proudly displayed a word of thanks to HYFA on her graduation cap. "With my college graduation tomorrow, I feel it is necessary to give a shout out to this amazing foundation. All the way from the University of Wisconsin-La Crosse, I would like to say thank you so much to everyone that is a part of it and for your outstanding generosity. I couldn't have done it without you all."

Scholarship recipients like Briana are the future. We send our thanks to all our supporters and friends — HYFA is making a difference. **HW**

Amy Cowan is the American Hereford Association's director of youth activities and foundation. She can be reached at [acowan@hereford.org](mailto:acowan@hereford.org).

### 2017 fall scholarship update

The Hereford Youth Foundation of America scholarship application deadline is Sept. 1. Please visit [hereford.myreviewroom.com](http://hereford.myreviewroom.com) to start working on your application today. More than \$130,000 will be awarded this fall, including 10, \$10,000 Vanier Family Scholarships. **HW**