

Foundation's Focus

by Amy Cowan

Thanks for Getting on Board

Who doesn't like the thrill of a good auction, especially when it comes to raising funds for a good cause and the future of our breed?

On behalf of the Hereford Youth Foundation of America (HYFA), the Hereford Research Foundation and the Junior National Hereford Expo (JNHE) South Dakota host committee, we extend a huge thank-you to all of the donors and supporters from coast to coast who placed a bid in support of our education and research missions.

In March, we hosted two online fundraisers: one to support breed improvement projects and the other to benefit the upcoming JNHE in Grand Island, Neb. In total, we sold more than 100 lots, and the HYFA

generated close to \$70,000 from these two sale offerings with buyers spanning the entire country.

None of this would have been possible without our industry friends at SmartAuctions and Lowderman Auction Options for the use of their online sale platforms. These marketing vehicles, combined with the outpouring of support from donors with semen, embryos, deer hunts, artwork, marketing services and more made for a successful fundraising effort this spring.

The online auction allowed us to reach a vast audience, and this long list of donors and buyers is nothing short of impressive. I applaud everyone for logging on and placing a bid. We appreciate

each and every online bid that was placed in support of HYFA and the Hereford Research Foundation.

Fundraisers like these create more opportunities for future educational and leadership programs. This coming year alone, HYFA will give back close to \$250,000 when it comes to educational programs at the JNHE, scholarships, leadership events and the National Junior Hereford Association Fed Steer Shootout. These programs and research projects help improve the Hereford breed and do not happen without your help. Thank You! **HW**

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

Thank You, Hereford Express Online Sale Supporters

AgriLabs, St. Joseph, Mo.
Anderson Bean Boot Co., Mercedes, Texas
Bar A Cattle Co., Schulenburg, Texas
Buck Cattle Co., Madill, Okla.
Chuck and Ace McHatton Family, Madill, Okla.
Churchill Cattle Co., Manhattan, Mont.
CK Cattle, Highmore, S.D.
Copeland & Sons Herefords, Nara Visa, N.M.
Craig Covey, Hamill, S.D.
Curtis and Jackie Castle, Crawford, Okla.
David Fosbrink, Columbus, Ind.
Edenburn Family Farm, Penfield, Ill.
Erica Boyer, Vinita, Okla.
Fawcett's Elm Creek Ranch, Ree Heights, S.D.
Flying R Farms, Rossville, Kan.
Focus Marketing Group, Prairie Village, Kan.
GeneSeek, Lincoln, Neb.
GeneSource, Schulenburg, Texas
Green Hereford Farm, Munfordville, Ky.
Hara Farms, Brookville, Ohio
Harrison Cattle Co., Arapaho, Okla.
Hoffman Herefords, Thedford, Neb.
JB Show Cattle, Refugio, Texas
Jacob Chapman, Seneca, Ill.
Jae Van Horn, Macomb, Ill.
Jeff and Stacey Stump, Great Bend, Kan.
Jim Coley, Castalian Springs, Tenn.
John E. Kline & Sons, Le Roy, Ill.
Jones Show Cattle, Lima, Ohio
Krebs Ranch, Gordon, Neb.
Lonestar Cattle Co., Ft. Lauderdale, Fla.
Lori and Gene Stumpf, Columbia, Ill.
Maryland Junior Hereford Association



Melissa Photography, Melissa Grimmel Schaaqe, Manhattan, Kan.
Michelle Weber Studio, Lake Benton, Minn.
Mitchem's Farm, Vale, N.C.
KOLT Cattle, Garland, Neb.
Nickelson Farms, Belgrade, Mo.
Pete and Laura Atkins, Tea, S.D.
Purple Reign Cattle Co., Toulon, Ill.
Pugh Central Station, Louisville, Ohio
Randy Castor, Vici, Okla.
Sara Wall, Sherman Ill.
T/R Cattle Co., Glencoe, Okla.
The Eudy Family, Harrisburg, N.C.
Theuret Cattle Co., Kenedy, Texas
TK Cattle Co., Burwell, Neb.
Todd Wagenblast, Terrebonne, Ore.
Turkey Feather Ranch, Ada, Okla.

Thank You, Hereford Research Online Sale Supporters

AgriLabs, St. Joseph, Mo.
All-flex USA, Dallas, Texas
Justin Beckstrand, Warwick, N.D.
Shane Bedwell, Holt, Mo.
Albert Bonebrake, Springfield, Mo.
Heather Breasbois, Merrill, Mich.
GKB Cattle, Waxahachie, Texas
Burns Farms, Pikeville, Tenn.
Lance Cline, Havensville, Kan.
Colyer Herefords, Bruneau, Idaho
Bill King Ranch, Stanley, N.M.
Jason Day, Telford, Tenn.
Delaney Herefords, Lake Benton, Minn.
Paula Dinkel, Junction City, Kan.
David Donnelly, Farmington, Minn.
Dustin Layton, Edmond, Okla.



Joe Ellis, Chrisman, Ill.
Falling Timber Farm, Marthasville, Mo.
Genex, Shawano, Wis.
Daniel Graham, Diagonal, Iowa
Chris Happ, Mendota, Ill.
Hoffman Ranch, Thedford, Neb.
Holden Herefords, Valier, Mont.
Knoll Crest Farm, Red House, Va.
Kunde Family Winery, Kenwood, Calif.
Jim Liebhart, Waukomis, Okla.
Loewen Herefords, Waukomis, Okla.
Jerry Lopez, Garland, Texas
Dee Braman, Victoria, Texas
Walter McKellar, Senatobia, Miss.
Drue Neben, Waverly, Neb.
Jason Nickelson, Belgrade, Mo.
Olsen Ranches, Harrisburg, Neb.
ORigen, Huntley, Mont.
Andrew Pennell, Navarre, Ohio
Brad Pezanoski, LaSalle, Ill.
Kim Prestwood, Lenoir, N.C.
S.P. Prestwood, Hudson, N.C.
Wintun Ranch, Roseville, Calif.
Ben Roudabush, Mitchell, S.D.
Stacy Sanders, Edgerton, Mo.
Sandhill Farms, Haviland, Kan.
Royce Scoresby, Roseville, Calif.
Shaw Cattle Co., Caldwell, Idaho
Sonoma Mountain Herefords, Santa Rosa, Calif.
ST Genetics, Navasota, Texas
Michael Sherman, Montgomery, Pa.
SmartFeed, Rapid City, S.D.
George Sprague, Eugene, Ore.
Locke St. John, Pell City, Ala.
The Bluffs at Valhalla, Byers, Colo.
Werk Herefords, Herman, Minn.