

Faces of Leadership Is Your Gateway to Opportunity

Join the National Junior Hereford Association for the Faces of Leadership Conference in San Francisco, Calif., Aug. 1-4, 2018.

Hereford youth will meet on the West Coast this summer for the 2018 Faces of Leadership Conference Aug. 1-4 in San Francisco.

During the annual three-day event, more than 100 participants, ages 14-21, will listen to nationally recognized speakers and will participate in workshops to enhance leadership abilities, develop communication skills and gain beef-industry knowledge.

"This year, the Faces of Leadership Conference will be held in the Golden State," says Brooke Hinojosa-Sidwell, National Junior Hereford Association (NJHA) director and leadership chair. "This event is an extraordinary opportunity for juniors to experience a side of production agriculture that is not common anywhere else in the United States."

Faces of Leadership events

The conference will kick off Wednesday afternoon with a stop at the Golden Gate Bridge and a ranch tour near Modesto, Calif.

On Thursday, the conference will take participants north to the California State Capitol in Sacramento. While there, the group will visit the California Cattlemen's Association. The eventful day will wrap up California-style with an evening pool party and barbecue.

Youth will tour the area on Friday to experience California's diverse agriculture industry. The conference will conclude that night with the Hornblower Dinner Cruise and Dance through the San Francisco Bay.

"This is an excellent opportunity for juniors to get to know other juniors, to gain leadership skills

and to see different parts of the country," Hinojosa-Sidwell says.

The final deadline for registration of \$500 is July 15. Visit Hereford.org/youth/faces-of-leadership/ for more information and to register for the event. **HW**

Faces of Leadership testimonials

Jarrett Breber

"Some things I acquired are better communication skills. For example, at the ropes course at Kansas State, we needed to communicate and strategize a way to beat the challenge we had to face. This helps in everyday life to help figure out challenges that we might face day to day and find ways to get around them."

Jacob Toombs

"I gained a lot of leadership skills and learned about the Hereford industry from people that have spent their entire life with cattle. Faces of Leadership has helped me get out of my comfort zone, because there are people from all over the country, and we all have different backgrounds and styles of beef operations. This helps me learn how to talk to others and make friends with people you are not familiar with at all."

Sarah Lawrence

"The best leadership skill I gained was to grab your worst fears by the horns. I am most excited for who will be there, who I will meet, what I get to learn and the skills I will develop."

Allie Schrammel

"Attitude is a little thing that makes a big difference. I have carried this quote with me, and remember it every time I have to get out of my comfort zone. I look forward to arriving at our destination and touring all the places we go."



Modesto, Calif., Aug. 1-4

- Registration will open in April
- Early bird registration cost – \$400 by June 15
- Registration includes hotel, meals, transportation, tours and program materials
- Registration cost June 15-July 15 – \$500
- All flights into San Francisco International Airport (SFO) by 1 p.m., Wednesday, Aug. 1, and out by noon, Saturday, Aug. 4.

Wednesday, Aug. 1

Welcome to Faces of Leadership

Shuttle from the airport will gather juniors at the DoubleTree by Hilton Hotel San Francisco Airport

Noon - 1 p.m. — Lunch and registration

1 p.m. — Load buses for Modesto

2 p.m. — Hop off at Golden Gate Bridge

2:30-4:30 p.m. — Travel and check in at DoubleTree by Hilton Hotel Modesto

6 p.m. — Evening ranch tour

Thursday, Aug. 2

Visit California Cattlemen's and the Capitol in Sacramento

Evening pool party and barbecue

Friday, Aug. 3

8-2 p.m. — Area agriculture tours

7 p.m. — Hornblower Dinner Cruise and Dance, San Francisco Bay

Friday evening we will conclude the conference and stay at DoubleTree by Hilton Hotel San Francisco Airport

835 Airport Blvd., Burlingame, CA 94010

Saturday, Aug. 4

Breakfast buffet and departure, all flights out of SFO by noon

Hotel Headquarters

DoubleTree by Hilton Hotel Modesto

1150 9th St., Modesto, CA 95354

209-526-6000