

Foundation's Focus

by Amy Cowan

Creating opportunities and preparing members of the National Junior Hereford Association (NJHA) for the real world is front and center of the mission of the Hereford Youth Foundation of America (HYFA). The Foundation is proud to offer countless scholarship opportunities for Hereford youth, awarding more than \$170,000 every year.

After establishing scholarships, HYFA's focus shifted to the Growing a Lasting Legacy campaign and educational events like the Junior National Hereford Expo (JNHE). Years later, with many thanks to successful fundraising efforts, HYFA and the legacy fund financially support the JNHE up to \$50,000 each year to offset escalating facility expenses.

Bridging the Gap

Focus on education

HYFA continues to add funds to focus on leadership and education. The Coley-Malir Leadership Endowment is taking the Faces of Leadership Conference to new heights, and the Cottonwood Springs Educational Endowment is opening doors to educational experiences at the JNHE as juniors get ready to head to college and to take that first internship or job.

In a quest to help youth discover their passion and plans for the future, the NJHA board is excited to announce the inaugural Bridging the Gap College and Career Fair, debuting at the 2019 JNHE. This event will connect NJHA members with collegiate and industry professionals. Brand representatives will talk one-on-one with juniors

and their families — an excellent way to start the conversation about college and careers.

"Hereford juniors are highly regarded and represent the utmost in talent," says Nathan Hopkins, NJHA membership chairman. "What better way to feed their potential than provide avenues for education, internships, careers and future endeavors?"

Hereford juniors — don't miss this opportunity to converse one-on-one with industry professionals who will help guide your college experience and help you bridge the gap to a successful career. **HW**

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

The advertisement features a collage of images showing various scenes from the fair, including booths, people networking, and displays. The main text reads:

BRIDGING THE GAP
A COLLEGE AND CAREER FAIR EXPERIENCE

MONDAY, JULY 8
TUESDAY, JULY 9
10 a.m. — 4 p.m.
National Western Stock Show Complex
Stadium Arena Connecting Link • Denver, CO

Don't miss out on this opportunity to connect with agricultural related organizations, colleges and universities.

FOR MORE INFORMATION, CONTACT:

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