



Join the National Junior Hereford Association for the 2019 Faces of Leadership Conference in Lincoln, Neb., July 30-Aug. 3.

by **Adrian Austin**

Hereford junior members are scheduled to gather this summer in the Cornhusker State for the 2019 Faces of Leadership Conference July 30-Aug. 3 in Lincoln.

The annual four-day event, made possible by Rick and Bonnie Coley-Malir and the Hereford Youth

Foundation of America, will host nearly 100 participants ages 14-21. During their time at the Nebraska Innovation Campus (NIC) at the University of Nebraska-Lincoln (UNL), attendees will listen to nationally-recognized speakers and participate in junior board workshops, which will assist in the enhancement of each individual’s leadership talents, communication skills and will encourage working in team settings.

“Faces of Leadership is a great opportunity for emerging leaders in the Hereford breed,” says Hannah Williams, National Junior Hereford Association (NJHA) director and Nebraska native. “The past few years I have learned so much about my personal growth as a leader and how to grow in leadership within the breed. This conference has provided me skills that I have been able to bring back to my state association and use to improve our leadership team. I believe it is important for junior members to attend this event and gain a better knowledge of the Hereford breed, make lifelong friends from across the country

and learn how to become a more distinguished leader.”

Williams’ excitement is drawn from both the conference being hosted in her home state and the opportunity for Hereford youth to experience the newest addition to UNL campus. The NIC Conference Center has been reconstructed to provide a unique full-service conference venue to UNL and will provide a spacious, interactive area where conference members can engage and learn.

Itinerary sneak peek

Faces of Leadership will kick off Tuesday afternoon with a session on utilizing personal strengths led by Lindsey Hastings, director of the Nebraska Human Resources Institute. Team-building exercises will follow as members develop a better understanding of their own personal strengths in a group setting.

Wednesday will be a fun-filled, informative day, as attendees will learn from Tom Field, PhD, director of the Engler Agribusiness Entrepreneurship Program and



holder of the Engler Chair in Entrepreneurship at UNL. Field will emphasize Engler's core belief that one idea can be transformed into an enterprise as well as share his own self-proclaimed passion for the potential of young people.

Samuel Lawrence, NJHA director, shares his outlook on what members can gain from Faces of Leadership and the entrepreneurial opportunities this year's conference will offer.

"Faces of Leadership is unique because it's something different than our typical cattle events," Lawrence says. "It's awesome gathering with other youth members to learn and develop without the hustle and bustle of a livestock show surrounding us. I'm particularly excited for a theme of entrepreneurship at this year's conference. I'm eager to learn about how to develop my own ideas, while becoming a better leader and business person."

Amidst the theme of entrepreneurship, youth will also have the opportunity to hear from Matt Davison, associate athletic director for UNL football. A former Husker football and basketball player, Davison will share how

to become a successful individual who can also contribute to team goals. The jam-packed day will come to a close with a few rounds of mini golf and a pizza buffet.

During Thursday sessions, attendees will collaborate on a project and will present their projects to see which team comes out on top. Members will take in a Lincoln Salt Dogs baseball game later that evening.

On Friday, conference participants will tour the Food Innovation Center on UNL's Innovation Campus and also visit UNL's animal science department.

To round out the event, attendees will head to Dunlap, Iowa, for a tour of Sullivan Supply's headquarters.

"Attending Faces of Leadership is a great way for junior members to learn about the industry, network with peers and gain leadership skills they can use for years to come," shares Taylor Belle Matheny, NJHA director and communications chair. "From my time as a junior member I remember the fun atmosphere at each Faces of Leadership conference



and the ability to see so many unique parts of the country. It was a highlight of my junior career and one I encourage everyone to participate in at least once."

Similar to the rest of her peers, Matheny was quick to share this year's conference will be one for the books. "I would encourage anyone who is considering the 2019 Faces of Leadership to register now. This will be one of our best conferences yet because of the opportunities available at the University of Nebraska."

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

FACES OF Leadership at a glance*

2019 Conference

Lincoln, Neb., July 30 – Aug. 3

- Early bird registration cost — \$400 by June 15
- Final registration cost June 16–July 15 — \$500
- Registration includes hotel, meals, transportation, tours and program materials
- Flights must be scheduled into Omaha Eppley Airfield by 1 p.m., Tuesday, July 30, and out by noon, Saturday, Aug. 3.

Tuesday, July 30

- Welcome to Faces of Leadership
- Shuttle from the airport will gather juniors and deliver them to: The Lincoln Marriott Cornhusker, 333 S. 13th St., Lincoln, NE 68508
- Events will be held at the Nebraska Innovation Center

Wednesday, July 31

- Morning session kick-off with Minute to Win It games and Matt Davison, associate athletic director for UNL football
- Session featuring Tom Field, Engler Agribusiness Entrepreneurship Program
- Lunch
- Afternoon sessions — team building pitch exercises and panel discussions
- Evening team activity — Valentino's Pizza Buffet and Mini Golf

Thursday, Aug. 1

- Team-building pitch competitions and continue with presentations and awards ceremony
- Evening — Lincoln Salt Dogs Game at 7:05 p.m. at Haymarket Park

Friday, Aug. 2

- Tour of the Food Innovation Center and the UNL Animal Science Department
- Conference concludes with Sullivan Supply tour in Dunlap, Iowa
- Return to Omaha, hotel accommodations will be: Best Western Plus Omaha Airport Inn and Suites 2510 Abbott Plaza, Carter Lake, IA 51510

Saturday, Aug. 3

- All flights depart Omaha Eppley Airfield by noon

*Schedule subject to change