

the advantage

national junior hereford association newsletter — Fall 2018

FIND YOUR PASSION



by Austin Matheny

From Milwaukee to Grand Island, I have traveled the country for Junior National Hereford Expo (JNHE), Faces of Leadership, state and regional

shows and other Hereford events. As I exited the showing for the last time as a junior member, I started to reflect on my journey as a member of the National Junior Hereford Association (NJHA). In 2005, when I attended my first JNHE, I did not know the people I met and the experiences I had would influence my life in the years to come. Some of you walked in the ring for the first time this year, some of you still have a few years left and some of you had your name called as a retiring junior. Regardless of whether this was your first or your last JNHE, I want to pass on advice I have been given over the years.

Set goals

I am not the type of person to write goals down, but I have them on a list in my head at all times. I am always adding to this list, making changes and crossing things off. As you go about your time as a junior, make

a list, add to it, change it and always make sure you are improving it. I can remember setting goals for myself at a young age which I have now been able to accomplish.

I was not the best speaker in FFA and certainly have not always been the best showman — but I always knew two goals of mine were to be in the top 10 in senior showmanship and to serve on the NJHA board of directors. Accomplishing these goals took a lot of hard work and dedication. I am not naturally a public speaker, but working toward getting better helped me get to where I am now. I strongly encourage you to start now; find goals and work on achieving them before the clock on your junior career runs out. I can promise setting and trying to achieve goals will add memories, lifelong friends and unforgettable experiences to your life.

Make friends

When you reach your last JNHE, my hope is you have friends from every state. Take time at cattle shows to leave the stalls, attend the membership meeting, compete in contests and go to opening ceremonies. These events may not seem important at the time, but when you go to college or take your first job, these people will be your roommates or coworkers.

Finding friends who understand the livestock industry makes showing cattle much more rewarding. Each summer I look forward to catching up with my old friends and meeting new ones. My challenge for you next summer in Denver is to make a new

friend each day. Find friends inside your state and from all over the country. One day you will be thankful for the friendships you made at a young age.

Find your passion

If you were able to attend Faces of Leadership this year in California, I hope you remember our speaker Kenny Aronoff and his passion for music. If you were not there, I want to give you the advice Aronoff gave the juniors in attendance. His advice was simple — find your passion in life. So many times, we forget living life with passion is living life with a purpose. For some of us, this means staying in agriculture, while for others it is helping in other industries. Whatever you do, if it is your passion, I can ensure you will be well equipped because of your time as a member of the NJHA. As you choose colleges, degrees and jobs, keep that in mind. I encourage you to live your life with passion.

Many things have changed for our breed since my first JNHE in Milwaukee. The size of our event has changed, the junior membership is increasing and the cattle are better than ever. I have been able to change as well. I took this advice and made my time as a junior one of which I am proud.

It is never too late to take the advice I was once given and to implement it in your life. I have one last JNHE to attend as chairman of the NJHA junior board. I am excited about the opportunity to see all of you next summer, but meanwhile, I encourage you to put these three things into action now: set goals, make friends and, most of all, find your passion. ◀



NATIONAL JUNIOR
HEREFORD ASSOCIATION

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Austin Matheny, Mays Lick, Ky.
606-375-2167, austin.matheny61@gmail.com

Vice chairman:

Brooke Hinojosa-Sidwell, Carr, Colo.
970-302-9115, brookehinojosa10@gmail.com

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Taylor Belle Matheny, Mays Lick, Ky.
606-375-1618, taylormatheny97@gmail.com

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541-771-6161,
downingshowcattle@gmail.com

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Rylee Barber, Channing, Texas
806-676-0098, ryraba@gmail.com

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Nathan Hopkins, Winchester, Tenn.
931-636-5207 nhopkins3632@att.net

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Brooklyn Adam, Lathrop, Mo.
816-284-6722,
brooklynadam113@gmail.com

Montana Lawrence, Princeton, Minn.
763-268-9501, lawre474@morris.umn.edu

Samuel Lawrence, Avilla, Ind.
260-349-8866, slfittingservices@icloud.com

Bailey Jones, Darlington, Wis.
608-482-3507, baejones15@gmail.com

Abigail Spindle, Moriarty, N.M.
505-903-9145, abigail.spindle1@gmail.com

Hannah Williams, Kearney, Neb.
308-238-1033, hmwilliams13@yahoo.com

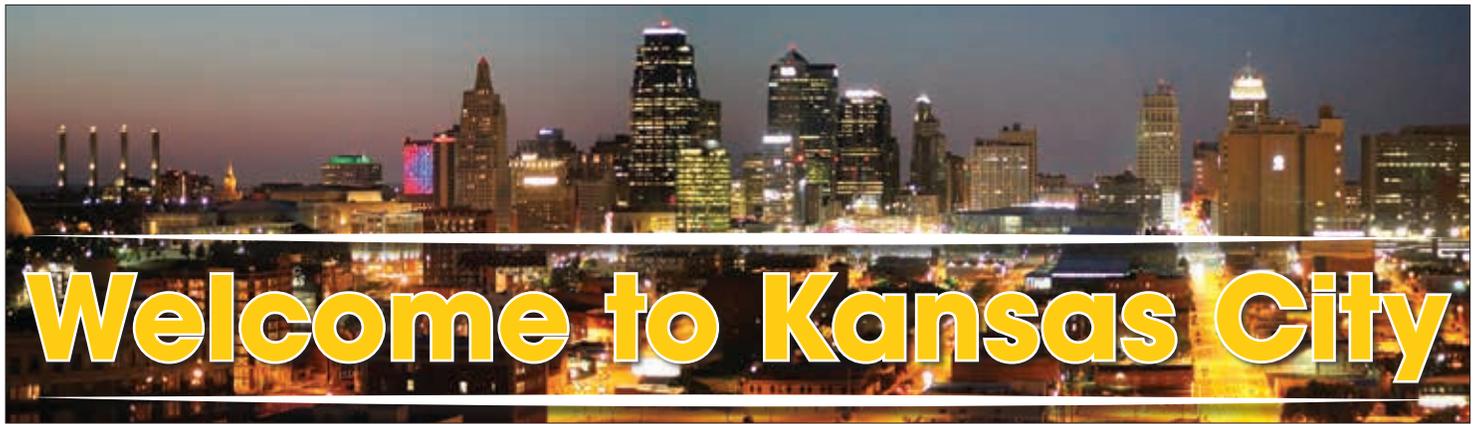
Director of Youth Activities:

Amy Cowan
11500 N. Ambassador Dr., Ste. 410
Kansas City, Mo. 64153
816-842-3757, acowan@hereford.org

Youth Activities Assistant:

Bailey Clanton
bclanton@hereford.org

JrHereford.org



by Brooklyn Adam

Every fall in Kansas City, Mo., during the American Royal, the American Hereford Association (AHA) hosts its Annual Membership Meeting and Conference. This annual meeting allows all members to come together for a trade show, educational sessions, honoree reception and the membership meeting where three new directors are elected to the AHA Board of Directors. To view the 2018 delegate list, please visit the annual meeting section of Hereford.org.

This year's meeting will be Oct. 26-28, at The Westin Kansas City at Crown Center. The trade show and educational forums will be Friday and the membership meeting will be Saturday. These events are open to all members and Hereford youth and is a wonderful opportunity to get more information regarding the breed and its activities. The AHA annual meeting is a staple in our national organization due to the many topics that will be discussed and decided on, all to make our breed better.



All youth members are encouraged to attend the Hereford Honorees reception Friday evening.

There is a schedule that lays out the entire annual meeting with all the important details regarding place and time at Hereford.org.

All youth members are encouraged to attend the Hereford Honorees reception Friday evening where the Hereford Heritage Hall of Fame and Merit and Hereford Youth Foundation of America (HYFA) scholarship winners will be announced. The winners of the Fed Steer Shootout will also be announced and presented with awards. The Hereford Honorees Reception cocktail hour will kick off the Friday evening event at 5:30 p.m. at The Westin, with the program

beginning at 6:30. To RSVP, please visit Hereford.org.

Before the trade show begins on Friday, there will be an open house at the AHA Headquarters from 8 a.m. until 10 a.m. The AHA relocated their headquarters in February 2018 since the old building was purchased and is now being turned into a new hotel conference center for the downtown Kansas City area. The new headquarters is in the old TWA Corporate Headquarters Building at 11500 N. Ambassador Dr. This building adds a bit of a historical value to Kansas City as it was previously the headquarters for the Transcontinental Air Transport. This building is a large four-story building that houses several businesses and companies, including American Hereford Association located on the fourth floor in suite 410. The office is now all on one floor with hallways connecting every department. The new office also includes an updated version of the museum that was in the old office.

We encourage everyone to stop by sometime and take a look at the history of our breed. When you call the new office, you will be connected to our wonderful receptionist who can then forward your call to any AHA staff member. The new office is a new, updated and fresh home for AHA and we can't wait to see everyone during the 2018 AHA Annual Meeting. ◀



There will be an open house at the AHA Headquarters from 8-10 a.m. Friday.

SHOOTOUT GAINS MOMENTUM



Abigail

by Abigail Spindle

The NJHA Fed Steer Shootout is an amazing opportunity for the youth of the Hereford breed to gain knowledge and experience about the cattle feeding industry and how Hereford genetics perform in the feed yard. The participants of the contest are able to see their steers' carcass merit and performance as well as profitability. There have been two contest groups that have been processed in 2018 and from those a combined 149 steers from 37 members and 13 states have competed in year two. There are numerous awards presented at the American Hereford Association's (AHA) Annual Meeting Honorees Reception. These awards include champion and reserve purebred Hereford pen, champion and reserve commercial pen, champion and reserve individual purebred Hereford steer and champion and reserve individual commercial steer.

The delivery date for year three of the contest is quickly approaching. **Steers must be delivered to Gregory Feedlots Inc. Nov. 17- 25, 2018, to participate in the 2019 contest.** Gregory Feedlots is located in Tabor, Iowa, which is about 35 miles south of Omaha, Neb. To be eligible, the steers must be born in 2018, must weigh between 500-800 lb. and be weaned for at least 45 days. The participant has several options when choosing which animals to use. It is a steers only contest, but you can choose either a single animal or a group of three. They can also be either purebred Hereford or commercial steers that meet CHB live-animal specifications. The best part of the contest is that all costs are covered by the feedlot and taken out of the revenue generated from the steer. Therefore, the participant does not need to worry about

paying for feed and different management practices throughout the contest.

Upon arrival, the steers get two weeks to adjust to the new surroundings and feed before information is recorded on the animal. After the warm-up period, the steers go through a variety of beginning treatments and measurements. They get ultrasound measurements, starting weights, tags, tissue samples, VitaCharge® drench and stress tubs, vaccinations and a de-wormer implant. All the steers receive the exact same treatments and feeding practices throughout the duration of the contest.

So far, there have been three webinars done last spring with educational content about the Fed Steer Shootout contest and feedlot cattle in general. In those webinars, it was mentioned that 1,289 miles is the farthest distance traveled from ranch to the feedlot. This proves that this program is nationwide, where you can compete against cattle from all over the country. The

webinars are useful tools to keep up to date with everything industry based about the competition. In the second Fed Steer Shootout Webinar about genetics, AHA's Director of Breed Improvement Shane Bedwell said, "What we've got to get our heads wrapped around is how we provide the commercial cattleman with the best genetic package available in order for him to be profitable. If we can do that Herefords are going to be sustainable and last a long time."

Trevor Johnson, from South Dakota, was one of the participants of



last year's NJHA Fed Steer Shootout. He really enjoyed the contest saying, "The shootout was very educational and opened my eyes to every aspect of the entire cattle industry, especially beyond just the cow-calf and seedstock sector. I gained knowledge on everything from feedyard management, animal health protocols, building feed rations, marketing and even the financial side of feeding cattle."

Trevor and his brother, Tate, had the group of three baldy steers named highest marbling score in the contest. The group they entered were steers sired by Hereford bulls and out of commercial Angus cows. At the end of the contest when the cattle are harvested and graded, participants are sent reports from their cattles' performance. This alone is invaluable to the participants and gives them knowledge of their herd. The Johnson boys were able to gain an understanding of what steps to take to make sure the next person feeding his cattle are successful and how to ensure profitability.

This program is a great way to get involved in the association without forking up the time and expenses it takes to prepare for a show. It is also a unique opportunity found only in this association that provides a look into the cattle of your specific operation. Don't miss out on this opportunity to get involved in this experience that will broaden your horizons of the beef industry. ◀



Trevor and Tate Johnson, Centerville, S.D., consigned the highest marbling score steer with their commercial calf in the 2017 NJHA Fed Steer Shootout.



Hereford Pen-to-Pen debutts in Grand Island



Bailey

by Bailey Jones

Giggles of young children, the pounding of 100 shoes, and the loud bangs as balloons pop are the sounds that filled the hall in Grand Island,

Neb. More than 160 National Junior Hereford Association (NJHA) members, from newbies to last-year members, gathered in the Quilt Room of the Pinnacle Bank Expo Center for the unveiling of our newest program at the 2018 Junior National Hereford Expo (JNHE).

The Hereford Pen-to-Pen program, a revamp of the past mentor program and new comer orientation, was unveiled with an afternoon of fun and games. The members were each given a card and told that one or two others would have the same card. These cards would determine who these members would be paired up with not only

that afternoon, but as a pen pal throughout the year and hopefully for years to come. One of the main goals of this program is to introduce new members to other juniors from different states to allow them to feel more comfortable as they adjust to an event with almost 1,000 attendees and give them lifelong friends that this association has given me and so many other members.

As the Pen-to-Pen program advances, we want to add more gatherings and activities throughout the week such as scavenger hunts, fun get-togethers and many others. As a soon to be retiring NJHA board director and junior member, I would love to see the program grow throughout the years and give young members forever friends and mentors that this program gave me as an 8-year-old newbie, with no clue what was going on.

It is amazing as I grow up to watch my young protégés get more involved and shine like the awesome kids I know they are. I



always make a point of trying to find them at every show we both attend and get a picture.

The Hereford Pen-to-Pen program is a great way for juniors to get inspired and to get involved. Meeting and interacting with older juniors inspired me to not only compete in other contests, but to get involved at a higher level such as attending Faces of Leadership. The relationships I have built throughout the years that stem from this program have allowed me to know that no matter where in the country I am, there is always someone there that will welcome me with open arms if I happen to break down in the middle of nowhere; or that there is always someone to turn to, to talk about switching career paths halfway through college to follow my dreams when it isn't "the normal" for a kid with an agriculture background like me. I truly believe in this program and cannot wait to help expand it this year and see it evolve and get better for years to come. ◀



Group Classes Highlight Opening Ceremonies



Samuel

by Samuel Lawrence

This year on the Hereford Express in Grand Island, Neb., the opening ceremonies were like nothing we have

seen before at the Junior National Hereford Expo (JNHE). How, you ask? In previous years, each and every state was called up to the showing to get their annual membership picture at the backdrop. Once all the states had gotten their picture taken, they paraded through the ring with their state flag while fun facts were announced about their state and the number of juniors involved in their state association. This year, we tried something a little different. Instead of having the entire junior membership from each state parade through the ring, the state selected groups of five or three Herefords paraded through the ring and were judged by the American Hereford Association Herdsman of the Year. It was truly a different, but unique opening ceremonies.

This year, the states were represented by their group of five or group of three. We had great participation in the different group classes this year. The group classes were exhibited throughout the course of opening ceremonies. The primary purpose behind the group classes is to bring recognition to the states as a team figure and to highlight juniors with accelerated breeding programs. The group classes that were offered include: state group of five, state group of three, produce-of-dam being a group of two, junior

breeder groups of three and adult breeder groups of three.

The large states, or states that had 25 head or more entered at JNHE, had a total of 16 entries at five head per entry. Each state selected their top five head from different juniors in their state to maximize their chances for the title of champion. Texas took the title as champion group of five and Oklahoma finished as reserve champions.

For the smaller states, or states that had less than 25 head entered at JNHE, we had a total of seven different states represented. The smaller states showed groups of three. The state of Georgia exhibited the champion group of three and Kentucky brought home the reserve champion title.

Produce-of-dam was a group class incorporated this year in order to highlight some of the top donors in the Hereford breed that are owned by juniors. In order for an exhibitor to have an entry for the produce-of-dam class, they had to have two bred-and-owned animals that were out of the same cow. There were a total of 23 entries in the produce-of-dam class. This truly speaks volumes to the quality of junior breeding programs in the Hereford breed. Rylee Barber took the title as champion in the produce-of-dam group class.

There were a grand total of 19 different exhibitors that competed in the junior breeder group of three class. In order for a



junior to participate in this group class, they had to have three calves that were bred-and-owned.

The adult breeder group class was another group class exhibited toward the end of the opening ceremonies. Any three calves that were sold by any ranch or farm qualified for this class. There were a total of four different groups that participated in this class. Buck Cattle Co. was selected as champion.

This year, our judge for all of the group classes was the Hereford Herdsman of the Year, Eric Eldridge. Eric is the herdsman at Colyer Hereford & Angus ranch in Bruneau, Idaho, where they run around 500 head of Hereford and Angus cattle. We would like to thank Eric for judging these classes for us on the Hereford Express at the 2018 JNHE. We look forward to another great year of group classes in Denver with Herefords on the Hill. ◀



Gateway to Opportunity



Faces of Leadership is committed to the growth of members and the opportunity to learn from all different aspects of agriculture.



Brandt

by **Brandt Downing**

Seventy-six junior members, ages 14 to 21, from across the country got to experience that California isn't all surfers and celebrities. We

traveled to the Golden state for the ninth annual Faces of Leadership conference to experience the agricultural diversity of the West Coast.

The week started out with members arriving to the San Francisco Airport and traveling to Modesto to have the opening ceremony and listen to Kenny Aronoff, a very talented and famous drummer. He has played for many big stars including Johnny Cash, Elton John, The Rolling Stones and more. He not only played for us, but reminded us of the importance of adversity and determination. He shared life lessons and taught us to never give up no matter the circumstance. Aronoff gave members a high energy start to an exciting week.

The next day, members learned about walnut and almond groves at Sierra Ranches while looking at their herd of Herefords. Tim and Kara Coleman welcomed the group with open arms. We were able to look at a local vineyard and even taste some grapes. We learned from local experts from both the nut industry and the vineyard industry.

From there, we were off to experience a robotic dairy. Members experienced the new technology and milking process first hand. Six-hundred head managed by several people and many robots gave a glimpse of what the future of agriculture could look like.

Next, we went to Ratto Bros. Fresh Produce. Participants learned about the

company's rich history and learned about the process from farm to shelf of many types of produce grown in Northern California. Then it was back to the hotel to listen to guest speaker, Rick Malir and ask roundtable questions with industry leader and Hereford breeder, Matt Leo.

Our first stop of the final day was Pedretti Ranches where we were welcomed with goodie bags and toured their Line One Hereford operation. We also viewed the dairy side of their operation and went onto the milking floor to see how a traditional milking operation is run. After this we walked through the almond hulling process at RPAC Almonds. Getting to see the entire hulling process was a unique opportunity for junior members. Participants were even able to taste the fresh almonds.

On our trip back, we made a final stop by Hilmar Cheese Factory to round out our look at the dairy industry. Members made cheese and learned about the process of turning milk into different dairy products seen in stores.

The cherry on top was a Hornblower dinner cruise on the San Francisco Bay. We went beneath the Golden Gate Bridge,

Alcatraz and enjoyed a fun night of dinner and dancing with a spectacular view of the sunset on the water. It's likely all participants can conclude it was definitely a trip for the books, which every person

learned something new about diversified agriculture.

Leadership, networking, communication skills and agricultural diversity were some of the experiences members took home and have a new outlook on. The

Faces of Leadership conference is focused on leadership development for the junior members from all around the country. Members saw the production process of so many different goods including fresh nuts, milk, cheese, collard greens, tomatoes, lettuce and of course, some good Hereford cattle too. To see farm-to-plate from so many different industries was truly a unique opportunity for the junior members. It was three days packed with so much to see, learn and experience. Keep a look out for information on next year's conference which will be in Nebraska. You won't want to miss the invaluable time with friends learning about leadership and agriculture as a whole. ◀

SAVE THE DATE
Faces of Leadership heads to Nebraska
July 30-Aug 3, 2019



Reflections



Hannah

with Keayla Harr and Rachael Buzanowski

by Hannah Williams

Keayla Harr, Jeromesville, Ohio

Keayla has been a National Junior Hereford Association (NJHA) member for 14 years, since her first junior national in 2004 in Tunica, Miss. She grew up in north central Ohio in the small town of Jeromesville where her and her family run 80 purebred Hereford cows and custom manage 100 purebred heifers for people from many different states.

Growing up around a custom fitting business that her parents ran, Keayla was born for the show barn. She began her show career very naturally, as traveling to national shows was a normal family vacation. Over her showing career in the Hereford ring, she can mostly be found showing bred-and-owned heifers, bulls or cow-calf pairs.

Keayla's involvement in the agriculture industry extends from being the president of the Ohio Junior Hereford Association (OJHA) to her local FFA chapter, along with holding several other positions in the OJHA, FFA and 4-H. Some of her favorite leadership events with the NJHA are the Faces of Leadership conferences. Keayla gives the NJHA credit for many of the leadership and communication skills she has developed which have helped set her up for future success in the industry.

Keayla is a senior majoring in animal science at Kansas State University. She hopes to continue her education in graduate school in the area of meat science or ruminant nutrition. Her goal after college is to obtain a job in the agriculture industry and then return home to Ohio a few years later to grow her Hereford herd and operation.

No matter where her career path takes her she says, "I couldn't imagine life without a bunch of Hereford people." Keayla's biggest



goal at home is to have their production sale annually instead of biannually, like it is now.

With it being Keayla's last year as a junior exhibitor, she definitely went out with a bang winning many scholarships at this year's Junior National Hereford Expo (JNHE) and being a nominee for the Hereford Herdsman of the Year for a second time. She felt very humbled and honored

hearing her name called out many times and thanks the NJHA for giving her these opportunities to be involved and receive scholarships. Although Keayla's parents couldn't make the trip to Grand Island this year, she felt right at home spending time with her Ohio Hereford family and helping out younger junior members with their cattle.

One piece of advice Keayla would like to give juniors is to surround themselves with good people, who are even better role models. The most important part of learning she says is to never stop learning. Over her junior career Keayla became successful by learning from other successful people and never sacrificing her integrity.

Rachael Buzanowski, Pompeys Pillar, Mont.

Rachael began her NJHA career at the JNHE in 2004 in Tunica, Miss. Although she was only 7 years old at the time, she made connections that lasted throughout her whole junior career. Looking back, she met one of her good friends, Jessica Middleswarth, at her first junior national and also found her



role model, Emilie Miller-Fink, who was a junior board member at the time. Growing up, Rachael was dedicated to showing cattle and more importantly cattle that her and her family raised. Her and her brother Austin grew up on their family ranch, Snowshoe Cattle Co., in south central Montana where they run 150 purebred Herefords. Over the course of Rachael's showing career, she is proud to say that every heifer she exhibited at the JNHE was a bred-and-owned female. Not only did she show heifers she raised, but one of her all-time favorites was her steer named Alfred. Rachael exhibited Alfred at the 2013 JNHE and then showed him at the Montana State Fair where he was selected champion steer overall.

Rachael graduated from Kansas State University this past May in animal science and is now attending law school at the University of Wyoming. Her plans are to be in law school for the next three years and then go on to get a job working with water rights issues, property disputes, agriculture policy or many other unique aspects of agriculture law. Rachael knows that no matter where in her career path she ends up she will always stay closely connected to the agriculture industry and continue to help her family raise Hereford cattle.

As an NJHA member, Rachael has made many connections across the country and knows her Hereford family is to thank for that. One of her most favorite things about being a part of the Hereford breed is the endless support she has received from her second family. In her first years of college, Rachael played college volleyball and would travel across the country to play. Even though she could be countless miles away from home, her Hereford family was always there to support her as she played. Attending school in Kansas, Rachael met the Bishop-Weaver family and they took her under their wing. This past year Rachael enjoyed riding along to different spring shows with their kids and being there to help in any way. This

truly showed her how the Hereford family will forever work in amazing ways to stay connected. Her advice to current and future juniors is to work hard, because hard work is what makes goals obtainable. Also, Rachael believes that no one should ever be afraid to ask for help, and that juniors should rely on a mentor to assist them in learning. ◀

FINDING YOUR NICHE



Montana

by Montana Lawrence

When I was younger I used to wonder if I would ever find my place in the Hereford world. Growing up and working on my family's farm I watched my eldest brother excel in every area of herdsmanship. It was clear to me even then that he would someday become a phenomenal cattleman. I, however, was left to wonder if I would ever find my "niche" in the cattle industry. It was not until later in my life that I learned just how many diverse opportunities our industry has to offer and found my place in it.

Michelle Weber is a livestock artist who has found her own unique way to contribute to the cattle industry by using her artistic talents to promote agriculture and support cattle youth across the country. In recent weeks I had the pleasure of interviewing her to discuss her history in agriculture, her passion for art and her recent involvement

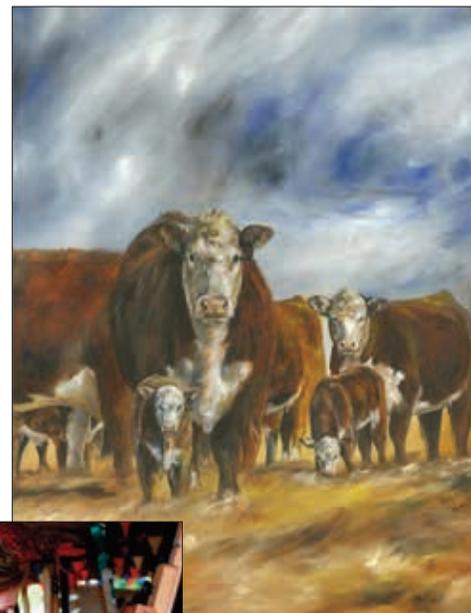


Michelle Weber with her husband, Jesse, and their three children, Reese, Andi and Wacey.

with the National Junior Hereford Association (NJHA).

Michelle is no stranger to agriculture or the cattle industry. Her interest in art and agriculture began at a young age as she grew up on a large crop farming operation in Windom, Minn. As Michelle progressed through high school and into college, her talent for art and passion for cattle began to develop into more than just a hobby. While attending South Dakota State University, Michelle planned to study art, ag and education, but eventually chose to pursue a degree in marketing. This branch of study opened Michelle's eyes to the marketability of her art in the livestock industry and ultimately served as the platform from which she launched her career as an artist. Michelle now lives on a cattle ranch near Lake Benton, Minn., where she raises purebred Angus cattle with her husband, Jesse and their soon to be four children. As I listened to Michelle talk, it became clear that her passion for cattle and ranch life fuels her artistic work. At one point she gave me a simple explanation saying, "Art and Agriculture have always been in my life." From her perspective the two go hand in hand.

While Michelle has been active in the cattle industry for many years, her involvement in the NJHA is a more recent development. This past summer the NJHA contracted Michelle to produce a painting to be sold as a fundraiser during the Junior National Hereford Expo (JNHE). If you attended the JNHE you may have seen a glimpse of this beautiful piece as it was being auctioned off during the awards ceremony. The painting was sold and donated back twice before it was finally secured by Moss Neck Herefords of Virginia. Our other buyers included JB Herefords, Refugio, Texas, and



The NJHA contracted Michelle Weber (left) to produce a painting to be auctioned off as a fundraiser during the 2018 JNHE. "Not Just a Day Dream" (above) raised more than \$20,000 for Hereford youth.



Nolan Herefords, Gilmer, Texas. All in all Michelle's work raised more than \$20,000 worth of funding for the NJHA and its board of directors. This fundraiser served as a great testimony not only to Michelle's talent, but also to the generosity of our Hereford families.

Michelle has also been working closely with the Hereford Youth Foundation of America (HYFA) to produce a series of children's books designed to promote Hereford cattle and to support youth through the Foundation 1 program. Her first book, "Harvey," was released early this summer. This book is one of a series, the next of which should be released some time in December. "Harvey" is available for purchase at ShopHereford.com and on Michelle's own web site MichelleWeberStudio.com where you can also find countless examples of her beautiful paintings.

As my conversation with Michelle came to a close, she left me with a parting thought for anyone looking to make a difference in the Hereford world. "Find your niche!" Like Michelle I believe that each of us has something wonderful to contribute to the cattle industry. Wherever your talent lies, whether it be in art, marketing, herdsmanship, education, communication, leadership and etc. Be assured, there is a place for you in the Hereford family and once you find it you'll never turn back. In the words of Michelle Weber, "It's been a great summer with the Hereford Association!" And I think we can all look forward to many more. ◀

Who is HEREFORD PREP?



Rylee

by Rylee Barber

The Hereford Prep Collection has taken the Hereford juniors organization by storm with their cute t-shirts, other apparel and fun items. Hereford Prep Collection has also been a major donor to the Hereford Youth Foundation of America (HYFA) as a member of the Foundation 1 Club. The Foundation 1 Club is a group of breeders and businesses who donate 1% of their sale gross or profits to HYFA to benefit leadership, scholarship and educational experiences for Hereford youth. This closely aligns with Hereford Prep's goal of keeping kids in agriculture and providing unique opportunities for young people to learn more about operating a business.

Hereford Prep Collection is a unique business that is completely run by youth. The faces behind Hereford Prep might be familiar to you if you stopped by the booth at Junior National Hereford Expo (JNHE) or if you "like" them on Facebook. The girls behind it all have a passion for Hereford cattle and the National Junior Hereford Association (NJHA).

These girls are passionate about the Hereford breed and shared what they liked

most about Hereford cattle. Several said that the industry and people were what made them love Herefords so much, as well as their calm demeanor and personalities.

When I asked the girls about the story behind Hereford Prep and why they started this business they each had a different outlook, but the common theme behind it was they wanted to promote the Hereford breed in a fun way that was unique to them. Taylor Curry also added, "Hereford Prep Collection was started to teach the youngest generation in the cattle industry about marketing, communication skills and promotion of a cute, chic clothing line and a great breed of cattle."

Through promoting Herefords and Hereford Prep several of the girls have had the privilege to travel around the country and to the JNHE. All of the girls had high praise for the JNHE and some of their favorite parts included the learning experiences,



Sydney Dvorak from South Dakota shows off her Hereford Prep wear at Faces of Leadership.

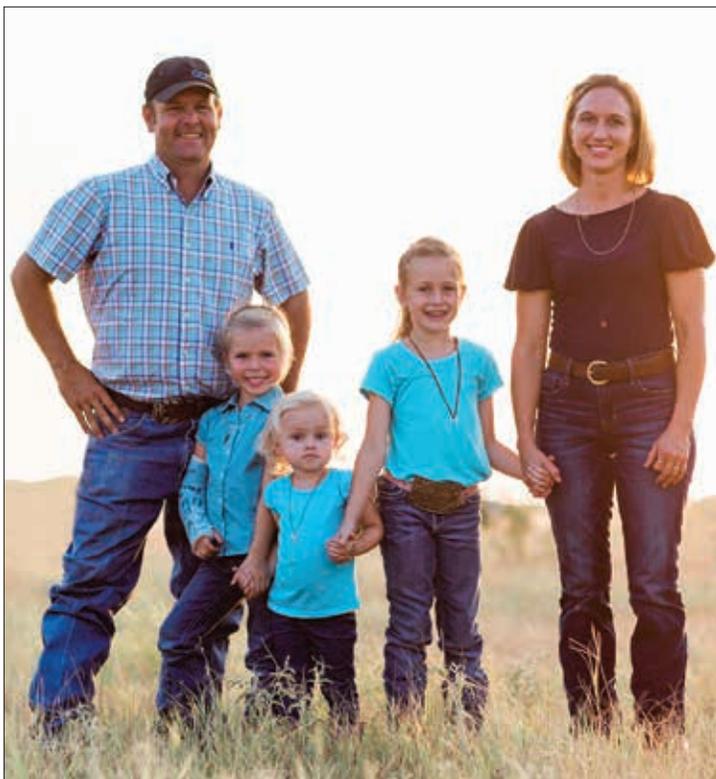
opportunities, the people involved and the new friends that they get to make each year.

While running Hereford Prep Collection and being involved in all aspects of the business, the girls have a unique opportunity to help design the clothes as well as model them. When asked what their favorite item was in the store each one of them had a different answer. Their favorites included the tie-dye fanny packs which debuted at JNHE, they said they were the perfect accessory to carry all of their stuff to the barn in. Another favorite was the sweatpant material shorts in olive green. The girls claim that they are the perfect thing to wear on long road trips to cattle shows. And while the girls love all of the Hereford Prep Collection items their last favorite is the "Messy Bun and Getting Things Done" shirt. This shirt is at the top of the lists for their favorite items.

Hereford Prep Collection is more than just a cute store. The people behind it know the benefit of helping young people and showing our future leaders that there are jobs involving agriculture out there for them. It is extremely important to keep reminding kids about agriculture and keeping them involved. Hereford Prep Collection is all about supporting the youth in every way possible and that is why they have chosen to be a part of the Foundation 1 Club. ◀



Hereford Prep Collection is a unique business that is completely run by youth.



Values, Family & Trust



Brooke

by Brooke Hinojosa-Sidwell

When looking at the lives of many successful Hereford enthusiasts, we often ask ourselves; where are they now and how did they get there? Shellie Collins, Oklahoma, a fifth generation Hereford breeder, has been through the ropes more than most of us. Shellie has been involved in many changes within the breed as well as having much success within the breed. This success reaches further than her individually as Shellie and her husband, Colby, strive for success with their three daughters.

I got the chance to catch up with Shellie Moore Collins, a former NJHA board president and National Hereford Women treasurer and ask her a few questions.

What inspired you to be a woman in agriculture?

To be honest with you everything in my life has inspired me to be a woman in agriculture. I am a fifth generation Hereford breeder. I was born into this industry and quite frankly, didn't ever want to be a part of anything else. My path thankfully was blessed with many opportunities and roles and I tried to do the best that I could. Sometimes it wasn't good enough. But sometimes it was just what was needed. God sent me to my husband, Colby Collins, and today we have three beautiful daughters, Cierra, Claire and Cricket, that we are blessed to raise on his family's ranch in southwest, Oklahoma.

Could you please explain the significance of the maroon jacket and how that effected you?

Being raised neck-deep in the Hereford breed I was fortunate enough growing up to be a part of both the horned and polled sides of the industry. To young people that seems foreign but to older people they understand. There was a divide and a difference in the past. Being a part of what brought the two sides together was what I felt was best for the breed as a whole. I knew deep down that combining the two associations was essential to the Hereford breed's overall success. Looking back and now seeing how everything has maintained at a higher level, I know we made the right choices and am very glad that I was a part of it.

What's your biggest accomplishment in the industry? How did you get there?

I'm not sure where to divide the line here. I had a career for six years as an agricultural loan officer with Farm Credit and a commercial bank before I "retired" to raise our family. During that time I helped many struggling farmers and ranchers in our area to become more financially stable. I am very proud of that. I personally have had many accomplishments in the industry. I was selected as an All-American Livestock Judge in 2002 and was on the national champion livestock judging team, I helped merge the junior horned and polled Hereford associations and served as president of the NJHA. I was a part of the National Hereford Women's merger and served as their treasurer. Our family has raised many champions in the showing and our daughters are just getting started. I truly hope that this is just the beginning for our family. Getting any of these tasks done requires a strong desire, work ethic and determination to do the right thing. Those three things can help anyone accomplish anything.

Being a mom of three precious little girls, what's the best advice you can give them to be as successful as you?

You have to maintain faith in God. Bottom line. That is the foundation and fundamental position to any person with success. I am trying to ingrain in them to be the girl worth waiting for. Life can be as hard or as easy as you make it. Work hard and earn what you receive. Success does not come to those that are waiting on the sidelines. You have to get in there and give it your best. Sometimes that is not good enough to win, but your name will be out there and if you do it with dignity, someone out there will notice and give you the shot that you are needing and looking for. No one is perfect! When you mess up and you will, admit it, take responsibility for your mistake and move on. The world will not end because of your mistake, but you can choose to make it better. We strive for better.

How does the Hereford family vary from any other industry as a family?

The dynamics of the Hereford family have changed in the last decade with people from other breeds wanting to breed and show Hereford cattle, but fundamentally we stick together. Values, family and trust are the foundation of the Hereford family. Even if you are new to it you see it and strive to be a part of it. That is what sets us apart and makes a difference to people that are part of our breed. Being part of the Hereford family is special and I hope everyone involved in our breed continues to put values, family and trust first so we can continue to grow and improve the Hereford breed.

After the interview, I thought about all women in agriculture, not just the Hereford breed. As I thought about all the accomplishments that men and women have made, I came to believe the words to live by in agriculture are as Shellie said, "values, family and trust." ◀



\$1

Matters

by Taylor Belle Matheny



Taylor Belle

If you are a member of the National Junior Hereford Association (NJHA), there is someone to say thank you to. It may be your parents, grandparents, aunts and uncles, or your sibling that makes it possible for you to be part of one of the

greatest junior associations — the NJHA. Year after year our loved ones and mentors ensure that we have cattle to show at the Junior National Hereford Expo (JNHE), steers for the Fed Steer Shootout and flights booked to attend Faces of Leadership. There are always people working behind the scenes that need to be thanked.

From some of my earliest JNHE's I remember VitaFerm® t-shirt day and the support they gave to make our event such a success. Throughout my time as a junior, I have seen VitaFerm make continual steps to improve our association for the betterment of junior members. One of the most recent initiatives made with VitaFerm and the Hereford Youth Foundation of America (HYFA) was the

Feed the Future Program. This program encourages Hereford breeders to purchase qualifying VitaFerm products and submit their receipts all while helping the future of Hereford youth. One dollar from every bag or tub purchased is donated to HYFA.

As junior members, we are asking for your help to spread the word about Feed the Future. Encourage the people who make it possible for you to be a member of the NJHA to follow these steps.

1

Select the correct VitaFerm supplement to maximize the potential of your cow herd. Eligible products include Concept•Aid®, Heat™,

Cattleman's Blend™, the Mineral Lyk Tub, 30:13 Protein Tub™, Roughage Fortifier, Sure Start® Pellet and new this year, VitaCharge Stress Tubs.

2

Each time you purchase an eligible VitaFerm product, take a picture of your invoice with your smartphone or camera and email a copy of the

invoice to Hereford@biozymeinc.com or text your picture(s) to 816-383-3109.

3

BioZyme will donate \$1 per bag or tub with proof of purchase to HYFA. Donations will be made annually.

Throughout the past year, breeders from all over the country have participated in Feed the Future. From coast to coast receipts have been submitted from farms, ranches and breeders who are looking to make a difference in the lives of Hereford youth. Because of their generous support last year, VitaFerm donated \$14,000 to HYFA. This year our goal is to double the amount of receipts submitted and in turn double last years incredible donation.

There are many people in our lives to say thank you to for making our time as a member of the NJHA possible. When you are encouraging your parents to submit receipts, take the time to say thank you. Thank them for allowing you to be raised in the Hereford breed that is setting a foundation for your future. As we tell them thank you, lets remember to say thank you to VitaFerm for their continued support of the NJHA. With their support, the NJHA will continue to provide leadership, education and scholarship opportunities to juniors just like you. ◀



Nathan

GETTING IT DONE

by Nathan Hopkins



PHOTO BY WAYLON LEE

Good morning, good evening, and how do you do?
I'm back again to share a thought with you.

It's really important to those I know,
so sit back, relax and enjoy the show.

We all are busy from sun up to sun down,
with chores on top of chores, no playing around.

Sometimes we feel like there's too much to do,
with washing and blowing and clipping them too.

Working the ground and planting the crops,
cutting the hay, it seems the work never stops.

Keeping our grades up at school and college,
playing some sports and gaining some knowledge.

Seeing dear friends that will always help out,
yes in a tight squeeze, they are there, no doubt.

We all have faith that things will work out,
because we serve the Lord who sees us throughout.

Ups and downs and sometimes sharp turns
and all along, we begin to learn.

Things of most value you cannot buy,
like time and health and strong family ties.

As we look around and take a good gander,
seeing the splendor makes life much grander.

We know we have loved ones who count on us each day,
and we know what to do, they don't have to say.

Our elders with wisdom and parents support,
siblings with promise and babies of course.

They all are encouraging and cheering us on,
to take the role of "Getting it done."

No matter the task, how small or large,
we know it's important to take charge.

We never sit idle when there's work to be done,
because being a leader means "Getting it done."

We do our best to get it right,
there's no time to argue who's wrong or who's right.

Time is a gift and deadlines are real,
so when you're a leader you don't just sit still.

Remember working together is half of the task
and being a leader means they don't have to ask.

We don't take shortcuts when time is tight,
to do a poor job means to not get it right.

Remember all eyes are watching to see,
if we are trustworthy and behave honorably.

We should desire to be the leader who cares,
one who lifts up and teaches and shares.

Who makes a difference in all that they do,
because they work hard and possess integrity too.

Leadership means more than taking the lead,
it means "Getting it done" and working with humility.

Sharing our talents whatever they are,
in whatever capacity and however far.

From the smallest of jobs to the tallest of orders,
a leader delivers not cutting the corners.

There are things we must learn and things we may teach,
times to be silent and times we should speak.

But the thing I must stress, so important indeed,
is to be a good leader by working diligently.

Work hard, be kind, and remain trustworthy too,
cause living on a farm, people are counting on you.

Just put forth the effort to "getting it done"
and I promise there will still be time to have some fun.

So now you know what I wanted to say,
leadership means everything at the end of the day. ◀

NJHA Dates and Deadlines

Note: NO late entries or applications will be accepted after the postmark date of each deadline.

- April 1** Spring scholarship application deadline on hereford.fluidreview.com
- May 1** Junior National Hereford Expo (JNHE) early bird online entry deadline
- June 1** Advisor of the Year Award nominations due
JNHE final online entry and showmanship deadline
 (No late entries accepted.)
 JNHE ownership deadline
 Photo contest entries due (Online only)
 Showmanship and pre-peewee showmanship entry deadline
NJHA board candidate application deadline on hereford.fluidreview.com

- June 15** Early bird Faces of Leadership registration online at JrHereford.org
 Extemporaneous Speaking Contest entries due
 Great American CHB Grill-off recipes and entries due
 Judging contest entry deadline (Online only)
 Illustrated Speech Contest applications due
 Peewee Speech Contest applications due
 Promotional Poster Contest entries due (if unable to attend the JNHE)
- July 6-13** Junior National Hereford Expo, Denver, Colo.
- July 15** Final Faces of Leadership registration deadline
- July 30-August 3** Faces of Leadership Convention, Nebraska
- Sept. 1** Fall HYFA scholarship application deadline on hereford.fluidreview.com