

Hereford Women | A Special Thank You

by Erin Lockhart

To start off 2020, the National Hereford Women (NHW) would like to recognize a board member who has gone above and beyond for the NHW, Hereford youth and Hereford breeders alike.



Shannon Worrell resides in Texas with her husband, James, and son, Jarrett. Together they run Worrell Enterprises LLC, where they raise Hereford and Angus cattle. Shannon joined the NHW board of directors in 2018. In her first year serving she created opportunities to raise more than \$50,000.

In October 2018, we sought to increase the National Queen's Scholarship fund in the Hereford Youth Foundation of America (HYFA) to \$200,000 by December 2019. This increase would allow for a total of \$10,000 to be awarded annually to four deserving ladies. HYFA agreed to match the funds raised, and pledges counted toward our goal.

Innovative ideas

For those of you who do not know Shannon, she lives a very busy life and

her mind is always turning. By the time we got to our spring meeting in May, Shannon had already supervised a gun raffle sponsored by the Texas Polled Hereford Association in Ft.

Worth and was ready to pitch her next big ideas.

Shannon's first pitch included her good friend, Kay Knight. Shannon spared no detail as she pitched the Kay Knight and NHW exclusive jewelry line. Kay had sketches drawn up and samples premade for us to adore. In Kansas City, Mo., Kay presented us with a \$3,000 check from the jewelry she had sold and from custom pieces she had designed through us.

Another one of Shannon's fun ideas was the Bucket Brigade at the National Junior Hereford Expo. All of us donated awesome prizes to complete six buckets. Buckets included hunting trips, luxurious accessories and even a showbox bar.

The ideas kept coming as she pitched the custom Hereford-hide pillows and custom luggage sales. Both have been popular and make awesome gifts.

Lastly, she prepared us for Kansas City by partnering with Kay Knight again to introduce the "Lady of the Royal." This gold pendant adorned with diamonds would be gazed at by many, but only one lucky lady would wear it home from the Annual Meeting. A donation of \$100 would provide for a bottle of wine, a wine glass and a one in 100 chance to win the pendant.

Lot 2 in the Ladies of the Royal Sale did not disappoint as Shannon had a Henry rifle custom-engraved with 10 brands encircling a cow-calf pair on the stock. The gun was auctioned off and was purchased by GKB Cattle, Texas.

Shannon is a wonder in her own right and never ceases to amaze the board with her incredible and out-of-the-box ideas. She makes time to accommodate all our requests and does so with a can-do attitude. We look forward to working with her over the next three years and cannot wait to see all the avenues she can lead us down to grow our scholarships and programs. She has encouraged us to go where the NHW have never gone before, to

make bigger goals and to dream bigger dreams. If we push our limits, there is nothing but great things in the future of the NHW. **HW**

To join and to learn more about the NHW, visit HerefordWomen.com or email nationalherefordwomen@gmail.com.



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