

by Hannah Johnson

## A Lasting Impression

This year's Junior National Hereford Expo (JNHE) was my first junior national and was certainly something special. Yes, it was different in many ways from the traditional eight-day event. Some might think I didn't get the "true" JNHE experience, but what I did take in was an event I won't soon forget.

### Influential moments

There are many moments from the JNHE that have stuck with me. I enjoyed seeing the excitement of juniors getting in the ring and the appreciation from families and juniors of Team Hereford's hard work to make the event happen. My favorite part of this year's JNHE was the Tuesday night virtual ceremony. Listening to the speeches from the retiring junior board members made me a little emotional, and I found myself tearing up behind my camera lens.

As those four juniors reflected on their time on the board and growing up in the barn, they shared stories of spending time with their families, making new friends and learning many lessons along the way. I found myself reminiscing on my time showing cattle and I really appreciated how those speeches moved me in that moment.

### Find JNHE Coverage

To find all Junior National Hereford Expo (JNHE) coverage and press releases visit [Hereford.org/media/news](http://Hereford.org/media/news). You can order backdrop photos and candids from the JNHE at [HerefordGallery.shootproof.com](http://HerefordGallery.shootproof.com).

Be sure to check out the American Hereford Association (AHA) Vimeo and YouTube accounts for videos from the JNHE and follow the National Junior Hereford Association and AHA Facebook and Instagram accounts for all event coverage and information. **HW**



Nine-year-old Hannah Johnson exhibits her steer at the Hancock County Fair in Ohio.

It goes to show how influential junior associations, activities and clubs are and how they can leave a lasting impression on our lives.

### Behind the scenes

I always find myself talking about teamwork in my column, but nothing really does compare to Team Hereford and their dedication when it comes to events. The editorial and communications team conquered the JNHE, and what I am most proud of is the hard work that was put in after our time spent down at the American Royal complex. When the dust settled and exhaustion had set in, our team kicked it into gear.

Our goal is always to operate as efficiently as possible so we can get press releases and photos sent to media and published on the website and can prepare editorial for the *Hereford World*. These may sound like simple tasks, but if you see us in the ring or walking around the barns at events, we always have cameras in our hands. We take thousands of pictures

we later have to sort through and then identify a multitude of faces. On top of that, there is the writing, fact checking and proofing. All of this can get a little tedious and overwhelming, but I was shown again that with a strong team, we can get the job done. I want to thank the communications team for their extra efforts to bring the membership fast and accurate results.

### One year down

I can't believe a year has passed since I joined the American Hereford Association (AHA) team in Kansas City, Mo. In the past year, I have flown for the first time (and many more times after that), built a network with people all over the country and learned a whole lot about the Hereford breed. I look forward to another year full of growth in this position and more memories to be made as a part of Team Hereford. I would like to thank all of the AHA staff for their support and helping hands throughout this first year. **HW**

Hannah Johnson is the American Hereford Association's associate director of marketing and communications. She can be reached at [hjohnson@hereford.org](mailto:hjohnson@hereford.org).



The AHA communications team wrapped up a busy JNHE spent capturing special moments and providing media coverage. Pictured (l to r) are: Hannah Johnson, Grace Vehige, Rachel Dotson and Diane Meyer.