

# Foundation's Focus

by Amy Cowan

## Investing in the Future

Sponsors and donors are a vital piece of the puzzle, especially in these unprecedented times we have been faced with lately. Looking back over the last six months with so many unknowns for the junior organization, it was reassuring to know that the Growing a Lasting Legacy Fund the Hereford Youth Foundation of America (HYFA) worked so diligently to build what we needed it to host the 2020 Junior National Hereford Expo (JNHE). Thanks to the generous support from our corporate partners and an amazing breeder network, we were able to host a JNHE we can all be proud of and one we won't soon forget.

From the early stages of this pandemic, it has been our goal to continue to provide scholarship and educational opportunities for the National Junior Hereford Association (NJHA) members to grow as they pursue their passions. At times we have had to be creative and to think outside the box, but with new technology, the opportunities abound for Hereford youth.

### Investing through leadership

BioZyme® Inc. has been a huge supporter of the junior organization the past 14 years. Throughout this partnership, VitaFerm® and the NJHA have created endless opportunities for our young members in and out of the showring. This year has been no different as the Sure Champ flag flew proudly over the JNHE as

our title sponsor, and participants of the Fed Steer Shootout are reaping the rewards of VitaFerm sponsoring the educational portion of this year's contest through the Feed the Future program.



Special this summer was Sure Champ's SCALE Leadership Conference. In a year when we were forced to cancel Faces of Leadership, VitaFerm stepped up and filled the void with an exceptional opportunity that was truly worth its weight in personal growth and development. This advanced leadership experience challenged participants to get out of their comfort zones, to be authentic, to become engaged and to make a difference. A huge thanks to Jessie Judge, BioZyme's marketing brand manager, for her foresight to make this conference happen and to our NJHA members for taking the action to be a better leader.



### Investing through education

This spring we welcomed our newest corporate partner, Merck Animal Health, and its investment is already paying off in our youth programs. Merck was a proud sponsor of our NJHA annual meeting and delegate activities at the JNHE, and HYFA couldn't be more excited to align with this leading company

as we work together to educate producers on the importance of animal health programs.

In keeping true to HYFA's mission of education, Merck is investing in the future by generating funds for educational, leadership and research efforts through a unique rebate program that will pay big dividends for Hereford youth. Merck has generously pledged \$100 for every photo of Hereford breeders using a Merck Animal Health product that is submitted via the American Hereford Association's Facebook page.

Merck is committed to investing in Hereford youth, and we need everyone's help to maximize the potential \$15,000 donation to the Foundation. I challenge you to grab your phone next time you work cattle and show your support to an industry partner that has stepped up and supported us.

Jessie Judge said it best as she wrapped up the SCALE Leadership Conference last week, "Sometimes our smallest actions can make the biggest difference." Team Hereford, let's take action by thanking our corporate partners and investing in the future. I promise when we all work together it makes a huge difference. **HW**

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