

The Ties That Bind Us

National Hereford Queen Melanie Fishel carries out a service project to benefit a Hereford family close to heart for many.

by **Grace Vehige**

In true family fashion, it is important to show support for those close to us. Callea Mae Breiner was not only a member of the National Hereford Women board of directors but also a cattlegirl, nurse, runner, friend, wife and mother. The Callea Mae Breiner Memorial Foundation was formed in her honor. This year's National Hereford Queen, Melanie Fishel, chose this foundation to support for the National Hereford Queen's annual service project. The funds raised during the service project will directly support Callea's two sons' future educations.

For Fishel, serving as National Hereford Queen is more than just a title. It means upholding the traditions of the Hereford breed.

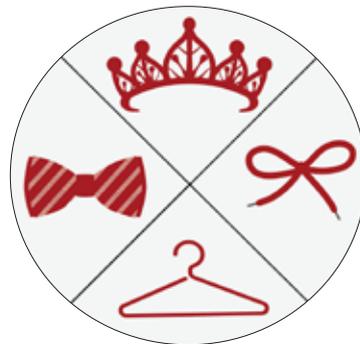
"Being a member of the Hereford family means having an incredible group of people in your life who believe in the value of community and are always there to support each other," she describes. "It is truly an honor to serve this group of people by advocating for this powerhouse breed and the traditions and values it represents."

Striving to serve

Standing true to her words, Fishel showed great tenacity despite the unknowns of the 2020 Junior National Hereford Expo occurring during a pandemic and worked to transition her project to a virtual platform, giving Hereford breeders across the country



National Hereford Queen Melanie Fishel leads a class into the 2020 JNHE showing.



2020 NATIONAL HEREFORD QUEEN SERVICE PROJECT

CALLEA MAE BREINER MEMORIAL FOUNDATION



many options to become involved and to support their own.

The first component for the service project is the sale of "Y-Ties," which are elastic shoe laces. The Y-Ties are \$5 per pair (\$6 for boot laces) and are available to purchase on the National Hereford Queen Facebook page until the American Hereford Association (AHA) Annual Membership Meeting and Conference in October.

Fishel arranged two additional fundraising activities to directly benefit the Callea Mae Breiner Memorial Foundation. A hand-painted Hereford tie, donated by Worrell Enterprises LLC,

was auctioned off and purchased by George Sprague for \$500.

"I would like to say a special thank you to Worrell Enterprises for donating the wonderful hand-painted Hereford tie and to George Sprague for his continued support of the National Hereford Queen program and Hereford youth," Fishel says.

The final fundraiser is called Closet Cleanout for a Cause and is also open to participation until the AHA Annual Membership Meeting and Conference.

"If you are doing some quarantine cleaning and are selling items either online or in-person, please use the graphic on the National Hereford Queen Facebook page to show that you are donating 20% of the proceeds to the 2020 National Hereford Queen Service Project," Fishel says encouragingly.

Running for National Hereford Queen was her way to help serve the people of the industry. Now, she is using the service project as a platform to encourage the Hereford family to lift each other up in times of hardship.

It is with a full heart that Fishel says, "I am overwhelmed and humbled by the love and support I have received from the Hereford family and look forward to raising even more money for the Callea Mae Breiner Memorial Foundation in the coming months." **HW**