

by *Chloé Fowler*

Allow Me to Introduce Myself

Hello, everyone. My name is Chloé Fowler, and I recently joined the youth and education team at the American Hereford Association (AHA) and Hereford Youth Foundation of America (HYFA). I am so excited about this new position as associate director of youth marketing and education and want to introduce myself before I meet all of you in person.

California's cattle country

I am from the small town of Ono in northern California, with no cell service, post office or potable water. I grew up on a commercial cow-calf operation with my mother at the helm. Growing up, I was riding horseback on the ranch before I could walk, propped on the saddle horn in front of my mom. From that view, I would point to Herefords in the field and give them names, forever solidifying my love for the breed and industry.

The commercial operation supplied the Hereford-cross steers I took to fair every year through 4-H and FFA. It was also the start of my own herd grown from bottle calves that I took in and nurtured until they were viable producers. My small herd and



those steers are one of the main reasons I could afford college.

Schooling and stock shows

In college my interests varied greatly, ranging from university student government to livestock show and rodeo event coverage. One of my favorite memories was my involvement in the Cal Poly Western Bonanza Junior Livestock Show as the marketing manager. I was so excited about the ability to grow the show and its coverage while improving it for the next generation of student leaders.

Since I was little, the running joke of my school career was that I never called in sick, but I was always gone. In elementary school I was pulled out of class to help with the cows, and it was no different in high school and college. I traveled to events for conferences and work, from the Arizona National Livestock Show and National Western Stock Show as interns to the Western Fairs Association Conference and fairs up and down California as staff.

In 2020 I graduated from California Polytechnic State

University, San Luis Obispo, with a major in agricultural communication and a minor in law. Originally, I intended to be a lobbyist — hence the minor. However, I realized my love for cattle, shows and events was too large to leave.

The challenge of finding a career as a 2020 graduate plagued my graduating class, and I was no exception. The opportunity the AHA provided with this role is incredible. This role is not just a job amidst the COVID-19 pandemic, but also a dream career within the industry and breed I love.

I cannot wait to meet the rest of Team Hereford at upcoming events this year. Please do not hesitate to introduce yourself, and I will do my very best to remember everyone's names. Thank you to this breed for being so welcoming, and I will make sure to work my hardest for all of you. **HW**

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