

Heifer Award Program Helps Youth

by *Diane Wilson*

The National Hereford Women (NHW) Youth Heifer Award program honors outstanding youth and future leaders of the Hereford industry. Each year, this program helps a young person purchase a registered Hereford heifer, encouraging youth interest and participation in exhibiting and breeding Hereford cattle.

Last year's NHW Youth Heifer Award winner, Jacey Massey of Strathmore, Alberta, recalls how her inaugural trip to the Junior National Hereford Expo (JNHE) and the NHW Youth Heifer Award made many of her dreams come true.

"2020 was my first opportunity to attend Hereford junior nationals. I worked with one of my lifelong mentors, Cody Lafrentz, from Hoffman Ranch. Attending junior

nationals has always been a dream of mine," she says. "I was successful with both females being strong contenders to division champions. I advanced in the intermediate showmanship and finished in the top 15."

Massey's show success was just the beginning. She was also awarded the 2020 NHW Youth Heifer Award. This award honors outstanding young people, like Massey, and encourages them to stay involved in the Hereford industry.

"I was lucky to win the youth heifer award program," she recalls. "Burns Farm from Pikeville, Tenn., was the 2020 Donor of the \$1,500 heifer credit. Our success as juniors depends on great families, such as the Burns. Given this opportunity, juniors get a hand-up to expand their breeding program from top producers."

Hereford breeders interested in donating to the Youth Heifer Award program may contact the NHW at nationalherefordwomen@gmail.com. The NHW sponsors many scholarships and contests during the JNHE, along with the National Hereford Queen program and the NHW Outstanding Hereford Woman of the Year. Go to HerefordWomen.com to learn more and to become a member.

NHW would like to thank the 2021 Youth Heifer Award Donor, Wildcat Cattle Co. from Darlington, Wis., for their generous donation.

Youth Heifer Award rules

Each year, the NHW and a Hereford breeder award a \$1,500 credit to a National Junior Hereford Association (NJHA) member during the JNHE toward the purchase of a registered Hereford heifer. In addition, the



Jacey Massey, Strathmore, Alberta, of JM New Trend Cattle Co., was awarded the 2020 NHW Youth Heifer Award.

NHW offers a \$1,000 award after proof of purchase — totaling \$2,500 for the junior member. The rules of the contest are as follows:

- 1) Must be present at JNHE to be eligible.
- 2) Must be 21 years old or younger by Dec. 31 of the current JNHE year.
- 3) Must be an NJHA member in good standing.
- 4) The winner will be drawn during the JNHE and announced during opening ceremony.
- 5) The donating breeder agrees to award a \$1,500 credit toward a heifer purchased at their sale.
- 6) Heifer award winner will have until May 1 of the following year to coordinate with the donating breeder for selection, transfer and registration of the heifer.
- 7) Transfer within own herd or family herd is not allowed.
- 8) Donating breeder will provide paperwork to the award winner indicating:
 - Date of transfer between seller and heifer award winner
 - Heifer award winner's name and address
 - Hereford heifer's registration number and name



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- 9) Heifer award winner must send a copy of the transferred registration paper to NHW treasurer, to be received no later than June 15 of the following year.
- 10) The winner will report his/her experience with the heifer in a story form to the NHW treasurer

- by June 15 of the following year.
- 11) Winner who completes the following steps will qualify for a \$1,000 cash award providing all three steps below are completed:
 - Write thank you notes to NHW and the donating breeder

sent to the NHW treasurer. The thank you will then be forwarded to the breeder.

- Submit story to NHW treasurer.
- Exhibit heifer at the following year's JNHE.

Stock Show Mom

by Kelly McConnell Thomas

She's up late with the last load of laundry, waiting on the good socks that didn't end up in the toes of the show kids' boots.

She hangs the rest of the show clothes by the door. Ironed and ready. Belt and boots to match.

She packs snacks, making sure the cooler is stocked with drinks that don't leave the show kids with purple faces.

She's in the barn working hair. Conditioner and her favorite scotch comb are her preferred tools. A mixture of new innovation and old-school proven results. She scours cattle websites, shopping like other women shop Amazon.

She fixes boo-boos and ices stepped-on toes. She's also the first one to tell her show kids to go for it, to jump in, to get the job done. She expects nothing but their best because she gives nothing but her best.

She's a showmanship coach. Her nerves are abundant when her show kids are in the ring.

She makes sure the kids keep blow-drying until the calf is actually dry. She reminds them that if they don't do it right, they're only cheating themselves.

She can fit a leg and ball a tail — combing, spraying, painting, clipping. Satisfaction is sitting back to look at her results.

She's the voice of reason before the auction. Then, in the heat of it all, with the heifer in the auction ring and the show kids at her side, she's the one nodding her head to bid just one more time.

She's been stepped on, slobbered on, pooped on and peed on by the show stock — and the kids. She shakes it off because that's just part of it.

Pajamas and rubber boots are as much a part of her wardrobe as the slacks, coveralls, scrubs or dresses she wears to her day job. She'd rather be in the PJs and boots.

She's cool and calm until her show kids are picked on or act up. Then the "momma cow" comes out; anyone who's ever tried to tag a freshly born calf with the cow on their heels can understand.

She's the heartbeat of it all. The schedule planner, the rule maker (and sometimes breaker), the disciplinarian of her own kids and, well, all the stock show kids.



NHW Board Director Kathy Bryan and daughter, Caly.

She's the chaos coordinator.

She has strong adhesive under her fingernails, easy-calving bulls on her brain and a fire in her soul.

She loves a good joke and can out-sarcasm the best in the barn. She accidentally says things that make her face turn red — more than she cares to admit.

She can tote and carry. She can break and show. She's a pooper scooper, a bucket hauler and a feed sack thrower.

She's proud of her family. She doesn't get enough credit. She loves every minute.

She's a Stock Show Mom. **HW**

Editor's Note: This article was originally written for and published by Weaver Leather Livestock for The Winners' Brand blog at Blog.thewinnersbrand.com/stock-show-mom/.

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



NHW Board Director Dana Pieper and daughter, Cady.



NHW Board Director Shannon Worrell and son, Jarrett.