

Faces of Leadership on the Move

The 2021 Faces of Leadership Conference relocates from Ohio to Oklahoma.

The 2021 Faces of Leadership Conference hosted by the National Junior Hereford Association (NJHA) and the Hereford Youth Foundation of America (HYFA) recently changed its location from Columbus, Ohio, to Oklahoma City, Okla., due to COVID-19 restrictions. The dates will remain July 28-31 with the early

registration deadline of June 15 and final registration deadline of July 15 at hereford.org. “We are excited about the opportunities that Oklahoma City will provide for our leadership conference and Hereford youth,” says Amy Cowan, American Hereford Association director of youth activities and foundation.

The city and the agriculture community in Oklahoma has been very accommodating and eager to help us pull off an event in a short time frame, and I am very excited with the plans we have in progress.” Cowan adds, “The theme for the conference is Improve YOU, and it is our hope to arm the participants with the knowledge and tools they need to be the best leaders they can be, so they can continue to be agriculture advocates.”

Highlights of the 2021 Faces of Leadership Conference will include a visit to Oklahoma State University, an evening at Express Ranches in Yukon, Okla., the National Cowboy and Western Heritage Museum and more. Attendees will hear motivational messages from Kelly Barnes, professional speaker and leadership coach from Choctaw, Okla., and from Oklahoma’s Secretary of Agriculture, Blayne Arthur. More schedule details may be found at <https://hereford.org/youth/faces-of-leadership/>.

The conference is offered to juniors between the ages of 14-21, and the annual event is made possible by the Rick and Bonnie Coley-Malir Leadership Endowment and the Hereford Youth Foundation of America. The mission of the conference is networking and focusing on individual development, goal setting, cultivating communication skills and exposing youth to a wide array of opportunities within the industry. **HW**

Chloé Fowler is the American Hereford Association’s associate director of youth marketing and education. She can be reached at cfowler@hereford.org.

**2021 FACES OF LEADERSHIP CONFERENCE
TENTATIVE SCHEDULE
JULY 28 - 31**

WEDNESDAY, JULY 28	
Noon	All flights into Oklahoma City and register at Embassy Suites Northwest by 2 p.m.
2 p.m.	Welcome and Opening Ceremony with NJHA Board
2:30 p.m.	Opening Keynote with Kelly Barnes, <i>Finding my Why</i>
4 p.m.	Leadership Workshop with the NJHA Board
7 p.m.	Dinner
THURSDAY, JULY 29	
7:30 a.m.	Breakfast buffet at Embassy Suites
9 a.m.	Oklahoma State University Campus Sessions and Tours
Noon	Lunch
1 p.m.	Telling your Ag Story with Oklahoma Secretary of Ag, Blayne Arthur and Tyler Norvell
5 p.m.	Evening at Express Ranches
FRIDAY, JULY 30	
8 a.m.	Breakfast at hotel
9 a.m.	Discover Oklahoma City
Noon	Lunch
1 p.m.	Keynote and workshop with Aric Jackson, <i>Preparing the Next Generation to Live Well and Lead Boldly</i>
7 p.m.	Dinner and Dance at Cowboy Hall of Fame
SATURDAY, JULY 31	
by Noon	All attendees depart Oklahoma City
Registration Deadlines	
Register on or before June 15 - \$400	
Register between June 16-July 15 - \$500	
Hotel Headquarters	
Embassy Suites Oklahoma City Northwest	
3233 Northwest Expressway	
Oklahoma City, OK 73112	