

by *Abbygail Pitstick*

Some people believe the National Hereford Women (NHW) solely focus on the National Hereford Queen program. Since the American Hereford Women and the National Organization of Poll-Ettes merged in October 2009, NHW has played a huge role in promoting Hereford cattle to the buying public, educating future leaders about the breed and promoting Certified Hereford Beef® (CHB).

### Events for all ages

Promoting the Hereford breed has become NHW's specialty. The NHW conducts countless socials to bring Hereford breeders together and promote their cattle. Every year at the American Royal, the NHW hosts a social before the Ladies of the Royal Sale. This gives the sellers an opportunity to connect with potential Hereford cattle buyers in ways which might not be possible without this social aspect.



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[HerefordWomen.com](http://HerefordWomen.com)



The National Hereford Women ride for the breed's brand, whether it is supporting National Junior Hereford Association members or curating recipes featuring Certified Hereford Beef®.

When it comes to the development and education of the youth involved in the Hereford breed, NHW sponsors numerous contests and scholarships throughout the year. One of the biggest and busiest times for the NHW is the Junior National Hereford Expo (JNHE). The NHW facilitates scholarship interviews and several skill-building contests for the Hereford youth during the event. These women enjoy working with National Junior Hereford Association members of all ages, through the variety of contests, along with their families during JNHE.

### Branding beef

NHW takes pride in promoting Hereford cattle, not only on the ranch but also on consumers' plates as well. *Certified Hereford Beef* is a product of the U.S.A. and backed by American Hereford farm and ranch families working hard to raise a high-quality product. To set CHB apart from other breed-based, branded meat programs, NHW

stepped up to help promote the Hereford brand. Many women in the Hereford industry have found ways to incorporate *Certified Hereford Beef* into their daily lives. Whether that is the CHB-centric meal they set on the table or the product they sell in their local shop, NHW members ride for the brand and the breed. Many of the *Certified Hereford Beef* recipes used by women in the Hereford breed can be found on the NHW website, *HerefordWomen.com*.

It is truly amazing what these women have been able to accomplish for the Hereford breed over the last decade. These women work extremely hard every day to support and promote the breed that they hold close to their hearts. The National Hereford Women are excited to see what the future holds not only for the NHW, but the Hereford breed as a whole. **NHW**

To join and to learn more about the NHW, visit [HerefordWomen.com](http://HerefordWomen.com) or email [nationalherefordwomen@gmail.com](mailto:nationalherefordwomen@gmail.com).