

We Miss Bob Norton



Bob Norton, a longtime National Junior Hereford Association (NJHA) supporter, was humble, kind and generous with a servant's heart.

"We have a responsibility to give back," Bob explained, during



an interview for the Hereford Youth Foundation of America (HYFA).

"We're defined not by what we make but by

how we spend what we make."

Bob passed away unexpectedly in April. You will find his obituary on page 98 of this *Hereford World*. He was Chief Executive Officer of BioZyme, Inc. Before that, he carved an enviable path in the beef packing business. Both roles served as a bridge to his longtime involvement with Hereford.

"What started as a business relationship has grown and evolved over many years to many wonderful friendships and memories," Bob explained.

The American Hereford Association (AHA) had first asked Bob and the beef company he represented to process the first Hereford cattle for the newly licensed Certified Hereford Beef® program.

Later, when Bob was at Biozyme, AHA approached the company about becoming a major sponsor of the Junior National Hereford Expo (JNHE).

Bob readily agreed to both requests, saying it was a great honor and privilege.

Besides VitaFerm® being a longtime sponsor of the JNHE, perhaps Bob etched his most visible Hereford



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legacy through his dedication and efforts as a member of the HYFA board of directors, beginning in 2015. He was instrumental in leading the Growing a Lasting Legacy campaign, which ensured JNHE sustainability. With his wife, Lisa, Bob also brought VitaFerm's Feed the Future program to life, which ultimately funded the NJHA Fed Steer Shootout.

"These young people are our legacy," Bob explained. "These young people are so talented. They are so much fun to be involved with. They inspire us as we watch them grow and develop.

"As the summer begins, Lisa and I start to get excited about this event (JNHE), about this reunion of Hereford families and friends coming home to be together once again." **HW**

HYFA and AHA Board Remembers

"There are those people that come into your life and make it better. Bob Norton was one of those people. I will be forever grateful for his friendship, mentorship and his steadfast support of all things Hereford youth.

"I will never forget the first meeting Craig Huffhines and I had with Bob, which set the stage for great things to come for the Junior National Hereford Expo. So many memories, but I think my favorite will be looking across the showing at the Junior National Hereford Expo and seeing Bob in the VitaFerm booth surrounded by Hereford kids lined up to shake his hand. Bob was the BEST, and we are going to celebrate the legacy that he has left by making the next generation better." — **Amy Cowan**, director of youth activities and foundation, American Hereford Association, Hereford Youth Foundation of America

"Bob was a great friend and so generous with his time, talent and treasure. He was an example for many of us and a role model." — **Bruce Everhart**, AHA Board president

"I feel very fortunate and privileged that Bob took the time to be a vital part of HYFA. He will be missed by so many that he touched." — **Ray Ramsey**, HYFA board president **HW**