

# JOYFUL SERVICE

Gatz shares the pride of giving back.

by Payton Paschoal

Support the Louisville community. Involve Hereford juniors and others attending the 2022 VitaFerm® Junior National Hereford Expo (JNHE). Those were the 2022 National Hereford Queen Lauren Gatz's goals when she began brainstorming her queen service project.

She accomplished both with Cornhole for a Cause, a cornhole tournament in support of Norton Children's Hospital in Louisville, Ky.

Gatz raised \$1,335 from entry fees and T-shirt sales for the event. She hand-delivered a check for that amount to the hospital, which is funded by donations. While visiting with the hospital's fundraising director, Gatz was able to see the impact of the donations firsthand.

"Being the National Hereford Queen, my year of service has mainly been to the Hereford association. I felt like doing this service project was a great way for me to show my passion for other things," Gatz says.

## More than a donation

Gatz says planning the cornhole tournament also honed her event planning skills; it was her first time hosting a large, interactive event. Logistics and marketing challenged Gatz during the planning process, but her biggest obstacle came the night of the tournament.

"The event was essentially organized chaos," Gatz says.

The bracket-style competition, held during the JNHE state food and fun night on July 17, featured 38 teams. There were 112 bean bags slapping 28 cornhole boards at one time. Although stressful at times, Gatz's non-stop smile showed how thankful she was for support from the Hereford family, as well as from her mom and the state queens helping facilitate the event. She also appreciated the nationwide support she received from Hereford producers and wanted to share it with others.

Gatz says she was proud to use her national platform to advocate for a cause she believes in while facilitating a unique fundraising project.

"Everybody loves a competition," Gatz says. "It's OK to have fun when you're giving back. A lot of causes are sad, but it is a good thing to be passionate and energized about giving back and being involved."

Gatz says community service is not a box to check on a resume. She explains juniors — everyone for that matter — should be proud to give back to whatever cause they are passionate about.



National Hereford Queen, Lauren Gatz (right), presented the \$1,335 raised through her Queen Service Project to Norton Children's Hospital.

## Service after JNHE

Gatz recommends future queens commit to an idea early when planning their service projects. She emphasizes queens should be confident in their ability and in the support system to execute the event. The positive feedback Gatz received from participants, their families and the hospital reflect her goals to support the community and encourage service among Hereford youth.

Gatz thanks the generous Hereford community for donating to her cause and supporting her throughout her year of service. Gatz says she would not be where she is today without their constant support. As she remembers her service project, she hopes others will too.

"I want people to remember how engaging it was, how much fun we had that night, and how we all banded together to give back to the Louisville community," Gatz says. **HW**



Cornhole for a Cause featured 38 teams tossing 112 beanbags at any given time.