

# 2023 NATIONAL HEREFORD QUEEN: JOYFUL SERVANT

## NATIONAL HEREFORD QUEEN MADISON KATZENBERGER IS AN EAGER ADVOCATE FOR THE BREED.

Madison Katzenberger's heart was racing as she was crowned the 2023 National Hereford Queen during the American Royal in Kansas City, Mo. It seemed almost like the Monroe, Wis., native was dreaming. Everything was a blur, from the crowd gathered ringside, to her mother's happy tears, but one thing was perfectly clear — the joy.

"I was just so full of joy that I achieved my goal and that I was able to make my dream a reality," Madison says.

Her dream to be named the National Hereford Queen revolved around the role's responsibility to be a representative of the Hereford breed — a breed Madison has loved her entire life. She is excited to attend shows, sales and events on behalf of Hereford breeders, and share her story with cattlemen and women throughout the country.

"I pursued the title of National Hereford Queen because I wanted to promote a breed that I am passionate about and make sure others understand why Herefords are rising in their popularity from a quality standpoint," Madison says. "I want to use my crown and my voice to show other producers what we Hereford breeders already know about our cattle."

**Age:** 22

**Parents:** Eric and Rosie Katzenberger

**Siblings:** Briana Katzenberger (27) and Rhett Katzenberger (25)

**College and degree program:** University of Wisconsin Platteville (UWP), animal science with a Spanish minor



Success; volunteer manager for the Pioneer Baseball team; and an advocate for the beef industry who shared stories about raising cattle with her fellow students. Outside of her college activities, Madison volunteers for her church, where she plays special music during services, sews banners for the sanctuary and is involved with Faith Stitchers, which sews projects for people in her church and community.

### National Junior Hereford Association (NJHA)

**membership:** 16 years

— Through those years, Madison attended the VitaFerm® Junior National

### Extracurricular activities and hobbies:

On campus, Madison was involved with UWP Block and Bridle Club, where she served as the president, beef show chair and public relations chair; a collegiate honor society called National Society of Leadership and

Hereford Expo (JNHE) several times, participated in contests and served as a delegate. Most importantly, she enjoyed meeting many other young people interested in the breed.

"I have enjoyed getting to know so many different people and hearing the impact the Hereford breed has had on their lives," she says. "I am honored to call so many of those people my friends."

### Family history in the Hereford

**business:** Madison is a third-generation Hereford breeder. Her family's registered Hereford operation started with her Grandpa Katzenberger in Loran, Ill. He purchased Hereford heifers and steers for Madison's dad, aunt and uncle to show at the county fair. Madison's father carried on the tradition. "My dad raised my siblings and me in the Hereford breed, and we have been involved ever since," Madison says.



Her family first attended JNHE in 2005 in Milwaukee, Wis., and Madison's involvement with the bald-faced breed has only grown through the years. She plans to have her own Hereford herd in the future.

#### **Titles prior to National Hereford Queen:**

Wisconsin Hereford Queen, Wisconsin Hereford Princess and Green County Beef Queen

**When did your sights become set on the crown?** When Madison was 8 years old, her dad took her to the Star Lake Cattle Ranch Junior Futurity show and sale in Skiatook, Okla. Lindsay Bielema, who was then the National Hereford Queen, asked to sit next to Madison at dinner. "I was awestruck and speechless. It was in that moment I knew I wanted to be the National Queen," Madison recalls.

#### **Who inspired you to run for National Hereford Queen?**

Madison's family has always been her No. 1 supporter in everything she does, but she also owes a lot of credit to 2018 National Hereford Queen, Abbygail Pitstick. "I had the opportunity to sit down and talk with her about her experience at the Cattlemen's Congress, and she was super encouraging and told me to 'Just go for it,'" recalls Madison. "A few weeks after that I was crowned the Wisconsin Hereford Queen at our annual meeting and the rest is history." Madison's ultimate inspiration, though, is junior members.

"I want to be an inspiration to them, just as those before me have been an inspiration for me," she says.

#### **What advice do you have for future princesses running for the National Hereford Queen title?**

Get involved — while Madison studied for her test and interviews, enjoying the NJHA activities and meeting new people helped her prepare most for the role. "Having knowledge is important but being able to build relationships with people and getting to know them as more than just a Hereford breeder from a random state is what will really set you apart," she says.



**What are your goals as the new National Hereford Queen?** Madison hopes to help strengthen the Certified Hereford Beef® program and promote Hereford-influenced genetics on commercial and dairy operations.

#### **What makes the Hereford breed special to you?**

Madison has a lifelong passion for Hereford cattle, and she is excited to share her Hereford story with others. "The Hereford breed is special to me because it represents everything I value

in life," she says. "Growing up in the agriculture industry, we have God to thank for everything He's done for us, and the Hereford breeders do a really good job of that. Herefords are very gentle and easy to work with; they are phenomenal mothers with high quality milking abilities. They also gain more on less feed, so they are a money saver, and most importantly, no two Herefords look the same."

#### **Describe your experience running for National Hereford Queen:**

Madison says her experience running for National Hereford Queen was the best she's ever had. "I was able to

meet so many different people from all over the country, immerse myself in the Hereford breed and its history, and get to know an elite group of girls from their respective states," she says. "Once I was crowned Wisconsin Hereford Queen and announced my candidacy for National Hereford Queen, I was greeted with so many kind words from family, friends and even people I had just met. It was so humbling to hear of the impact I've had on someone." **HW**



Five state queens competed for the crown. Pictured (l to r) are: Madison Katzenberger, 2023 National Hereford Queen; Jaclyn Aiken, Miss Congeniality; Lauren Gatz, 2022 National Hereford Queen; Elizabeth Crumm, second runner-up; Jaly Davis, first runner-up; and Kennedy Montag, third runner-up.