

Youth Movement | Are you BOLD?

by Kaylee McInvale

Given its definition, “bold” is the perfect acronym for the Building on Leadership Development (BOLD) Conference, which provides National Junior Hereford Association (NJHA) members — aged 18-21 — elite leadership training. It is organized and sponsored by NJHA and the Hereford Youth Foundation of America (HYFA).

Gary and Kathy Buchholz, owners of GKB Cattle, graciously hosted BOLD participants at their Hi-Point Ranch in Desdemona, Texas, March 23-26. They also hosted the inaugural BOLD Conference last year.



Chairman

JW Cox, jwcox2009@gmail.com

Vice chairman

Ralston Ripp, ralstonripp@gmail.com

Communications chair

Libby Rushton, libbyrushton2001@gmail.com

Fundraising chair

Wesley Denton, dentonw@ksu.edu

Leadership chair

Tar Tut, tartut@outlook.com

Membership chair

Lauren McMillan, laurentmcmillan@gmail.com

Directors

Lauren Jones, ljherefords15@gmail.com

Logan McFtridge, lmcftridge@gmail.com

Kaylee McInvale, kayleemcinvale@gmail.com

Haley Mouser, msfherefords@gmail.com

Hannah Pearson, hjpearson001@gmail.com

Isaac Rhode, isaaceb2021@gmail.com

Director of youth activities

Amy Cowan

816-842-3757, acowan@hereford.org

JrHereford.org

BOLD provides NJHA members personalized leadership, career development and industry-education opportunities. NJHA directors lead the event, which features leadership development experts, cutting-edge, real-world industry tours, home-cooked meals, and the chance to network with peers and established professionals. Participants are selected from BOLD applicants and limited to no more than 30 each year, which makes it a very personal learning experience.

BOLD firsthand

I was able to attend the inaugural BOLD Conference in 2022, and I wouldn't trade the leadership skills I gained and developed for the world. BOLD was created to build upon the leadership skills elite junior members have already honed while attending the Faces of Leadership Conference and participating in other NJHA programs, such as Pen-to-Pen or state Hereford workshops.

Personally, I was exposed to many facets of leadership and personal development I had never considered.

BOLD allows attendees, like myself, to better prepare for life as a college student and beyond, while discovering what their future may look like after their junior career is complete. In small



Kaylee McInvale, NJHA director

roundtables, we were able to meet industry leaders who shared their life stories and advice. I took those tales to heart. This conference pushed me to grow as an individual, and the excitement and potential of the BOLD Conference continues to grow as well.

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When breeders, like GKB Cattle, put faith into young people and their programs, it showcases the excitement the industry has for NJHA members as the leaders of the next generation, within and beyond the Hereford breed.

The American Hereford Association and breed leaders look to the BOLD Conference as another example of providing young people with the skills they need to step up and lead our industry into the future. **HW**