



Steps

NJHA members hone skills and forge relationships.

by **Tar Tut**

National Junior Hereford Association (NJHA) members from 11 states were eager to learn how they could build and develop their leadership skills at this year's BOLD Conference. It was evident as soon as the 21 selected participants arrived and began connecting during the March 23 event. GKB Cattle owners, Gary and Kathy Buchholz, once again graciously hosted the conference at their Hi Point Ranch in Desdemona, Texas.

BOLD — developed and presented by the NJHA board of directors — serves as an elite opportunity for NJHA members to expand upon leadership and skills developed during the annual Faces of Leadership Conference.

Hard-won experience

Kirbe Schnoor, a Western lifestyle influencer and media specialist, and Jenna Morr, Teton Ridge Sports director of social media and content, began the conference by sharing personal experiences from their careers and how events like BOLD can benefit participants.

Schnoor and Morr emphasized the need for participants to push themselves as they work to develop lifetime connections.

This concept has had a huge impact on my life. I wouldn't have had the opportunities that came my way as a young adult if I hadn't pushed myself outside of my comfort zone and met the people I now call friends or mentors.

Gary and Kathy Buchholz continued these threads throughout the conference, sharing insightful life lessons as participants toured and learned about various aspects of Hi Point Ranch.

Personally, I found their Five Ps — prior planning prevents poor performance — to be particularly straightforward and potent as a life lesson.

Industry knowledge

As BOLD participants honed their leadership skills, they also learned more about how the cattle and beef industries work.

Brenyn Burkholder, Certified Hereford Beef® (CHB) marketing manager, described the brand's



Randi Williams, Dublin, Texas, leads her blindfolded team through a maze, teaching juniors to work together as a team and develop trust with each other.

advantages and how the premium brand fits within the complex beef marketing system.

Kaylee Greiner, a graduate student at Texas A&M University, offered a broader overview of beef and consumers, focusing on the significance of food safety when handling and cooking beef products.

Participants used their newfound knowledge to cut and prepare their own CHB steak for dinner.

Better the best

NJHA board members led BOLD participants through three leadership workshops, challenging conference attendees to define themselves as leaders, identifying what they're doing with their leadership and noting how they want their leadership skills to evolve. The goal of each workshop was the same: better the best.

Interaction with business leaders from all facets of agriculture reinforced the message as they shared how their involvement in the NJHA and other organizations helped mold their futures.

Participants also had the opportunity to learn and share during dynamic roundtables covering everything from sales to videography. Roundtable participants included: Sara Rader, Priefert public relations coordinator;



2023 BOLD Conference attendees at the Hi Point Ranch in Desdemona, Texas.

Terri Barber, Elanco southwest territory manager; Kelsey Vejraska, American Hereford Association audio visual specialist; and Gary and Kathy Buchholz.

Barber told the juniors, “Comparison is the thief of joy.”

That struck a chord with me. As an NJHA board member, I hope our juniors continue to run their own race, at their own pace. At this rate, our members are on track to change the world, and it all begins with the Coming Home to Hereford and being BOLD.

These presenters also emphasized how attending conferences like BOLD helped them develop competitive advantages.

BOLD actions

Members of the Hereford Youth Foundation of America (HYFA) board of directors joined participants on the last morning of the conference. They had a chance to hear from participants about the personal



Juniors attending BOLD got to learn firsthand about the Certified Hereford Beef® brand and cut their own steaks for dinner, practicing proper food handling and safety techniques.

impact HYFA is making through opportunities like BOLD.

For instance, Marie Prodell from Algoma, Wis., shared a compelling message about how important the BOLD opportunity was to her. She prepared for the National Meat Animal Evaluation Contest throughout the year. It turned out the contest and BOLD were

scheduled at the same time. She chose BOLD.

“It was a huge sacrifice, but I’m so glad I had the chance to spend the weekend with like-minded people who love the same breed as I do and foster new relationships that I know will last a lifetime as I continue to build my herd of Hereford cattle,” Prodell says. **HW**