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NATIONAL JUNIOR HERFORD ASSOCIATION NEWSLETTER | FALL 2019





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TFR KU *Roll The Dice* 1326  
REG. #43477667  
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# WHAT'S INSIDE



## **5** HEREFORDS MADE HISTORY

The Junior National Hereford Expo was held in the historic National Western Stock Show complex.

## **6** BRIDGING THE GAP

Bridging the Gap a college and career fair debuted at Herefords on the Hill.

## **8** OUR SUPPORTERS

The Hereford Youth Foundation of America supports Hereford youth through scholarship, leadership and education.

## **10** LEADERSHIP. DEDICATION. TALENT

Jackson Neil claimed the 2019 Junior Hereford Herdsman of the Year.

## **13** TIMELESS

Dino Cornay donated an original drawing to support Hereford youth.

## **15** IMPACTING LIVES

Buddy and Lisa Edenburn set an example for members of the Illinois Junior Hereford Association.

## **16** HEREFORDS TAKE ON HUSKER NATION

National Junior Hereford Association members attended Faces of Leadership in Lincoln, Nebraska.

## **18** GAINING EXPERIENCE

The 2019 Fed Steer Shootout was a great way for NJHA members to gain practical industry experience.

# HEREFORDS MADE HISTORY

by Taylor Belle Matheny

Chairman

*From (l to r) Austin, Andrew, Taylor Belle and Suzanne Matheny made the trip from Kentucky to Denver for the Junior National Hereford Expo.*

The sun setting with the Colorado Rockies in the background, Herefords heading down to the yards and Juniors headed back up to the Hill with smiles on their faces. The atmosphere at Herefords on the Hill was one that made you want to soak up each minute. Hereford breeders were nostalgic reminiscing on the historic Denver Stockyards that has been home to the National Western Stock Show since 1906 and many were just seeing the Yards beauty for the first, but final time.

This was the final time that a Junior National would get to use these facilities and the final time for that many Herefords to fill the pens. Time has a way of changing things and change isn't always the easiest, but the way to look at the situation is, Herefords made history. We made history in more ways than one and if you joined us at Herefords on the Hill, you made history. The Hereford breed has a rich history in the beef industry and to be a part of such a monumental event is one that will be remembered.

To mark your stamp on a timeline with an event like the Junior National Hereford Expo (JNHE), it takes a team of people willing to give it their all to make it happen. This year's Western States Host Committee had a major role in making the event a success. From fundraising to unloading and cleaning the show ring this group of people made it happen, so Hereford juniors could experience the uniqueness of the National Western Stock Show Complex.

Each year the host committee helps with the planning and execution of the JNHE and with their support each one gets better and better. If you see any of the team members from this year, be sure to tell them thank you. Their dedication to youth made Herefords on the Hill the event that it was.

With each day and event that happens history is made. Since the beginning of Herefords exhibiting at the National



level there have been events that people will remember and reminisce on for many years. Next year, we head to Louisville, Ky., for Banners in the Bluegrass. I am excited to head to my home state, but more importantly I can't wait to see who will make history. As this summer comes to a close and the anticipation for next year begins, goals are being set by juniors who want to be part of history.

Some have their eye on a junior who made the Top 10 Senior Showmanship Finals to learn from, others are searching sale catalogs to find their next heifer, and many are watching their bred and owned heifer grow right before their eyes. It is in these moments of hard work and preparation that the next winner is born and gets to make their mark in history of the National Junior Hereford Association.

It seems like there is a lot of time before the best week of summer in 2020 makes its arrival, but we all know it will go by in the blink of an eye. I encourage you to set a goal and start working on it now so you can be named a champion and make your mark on the Hereford breed.

Being in Denver, Colo., for the 2019 JNHE was a week that I will remember for many years to come and my excitement is building for my last JNHE in the bluegrass state. The National Western Stock show is deemed the best 16 days in January, and I think the week of the JNHE is the best eight days of summer.

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# RESUME AND INTERVIEW SUGGESTIONS

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TERRI BARBER  
ELANCO ANIMAL HEALTH

THERE IS NO EXCUSE FOR ANYTHING LESS THAN CORRECTLY  
PRESENTED AND SUBMITTED WRITTEN DOCUMENTS.

---

STAY ABREAST OF INDUSTRY AND RELATED KNOWLEDGE.

---

PRACTICE AND ASK INDUSTRY EXPERTS TO PROVIDE FEEDBACK.

---

THERE IS NOT A BETTER TEACHER THAN THOSE IN THE FIELDS.

---

BE TIMELY WITH CORRESPONDENCE AND BE HONEST AND  
ACCURATE WITH ALL CREDITS INCLUDED.

# BRIDGING THE

# Gap

by Rylee Barber

Vice Chairman

A new addition to the Junior National Hereford Expo (JNHE) was the Bridging the Gap event. This event was an opportunity for Hereford juniors to interact with colleges and industry professionals from various companies. This first year we had four colleges and eight companies represented over the two-day event. Juniors had the opportunity to discuss with college recruiters about different degree plans, scholarship opportunities, and different programs the college offers. Hereford youth also had the opportunity to learn about internship and career possibilities from industry professionals from a wide variety of companies.

“The Bridging the Gap event was a one of a kind chance for juniors to gain exposure to new opportunities as well as a tremendous opportunity for colleges and agriculture companies to recruit the best of the best in the agriculture industry,” according to Melanie Fishel, National Junior Hereford Association (NJHA) member. Melanie is already in college at North Carolina State, but she was very eager to speak with industry professionals in the beef industry. She said, “Having lived on the east coast my entire life, I was not exposed to many career opportunities related to beef cattle. Through this career fair, I was able to talk with professionals who understood and could relate to my experiences with the Hereford breed, which opened my eyes to a plethora of other career paths where I could continue to pursue my passion for the cattle industry after graduation.”

Harley Rogers, a NJHA member that attends Texas A&M University said, “Everyone was so willing to help and talk about their companies. The Hereford association has some of the top kids in the industry and they are exactly the type of people that these companies would love to hire. However, you have to have the drive to get out and talk to them and discuss internships and other job opportunities.”

Harley mentioned that one of her favorite booths that she visited at Bridging the Gap was the Elanco booth. “Terri Barber, at the Elanco booth, was so willing to answer any questions about the company and even discuss internship opportunities. I felt that she really cared, not just about the company she was representing, but also helping the Hereford youth,” said Harley. Both Melanie and Harley expressed that

they were very impressed with the Bridging the Gap event and both took away several contacts for internships next summer.

Terri Barber attended the Bridging the Gap event as a representative for Elanco Animal Health. From her perspective as a recruiter, she was very appreciative of the juniors that stopped to speak with her about internship and career opportunities. She said, “Those juniors who made the time and effort to visit with me were dedicated to their true north and their future opportunities. I felt like the ones who followed up and provided their resume and a quick appreciation note were very sincere and worthy of being contacted by our intern director.” Terri went on to elaborate on how competitive Elanco’s internship program is each summer, but she expects at least half a dozen Hereford youth to be in that pool next year thanks to Bridging the Gap.

Bridging the Gap is the first event of its kind at any junior national. We highly encourage Hereford youth to stop by and visit with both the colleges and the different industry professionals. You never know when a new door might open because of it. Be looking for more information on our social media next summer on what companies and colleges will be attending Bridging the Gap at the 2020 JNHE.



*Melanie Fishel attends Bridging the Gap at the Junior National Hereford Expo.*





# OUR SUPPORTERS

by Brooklyn Adam

Director

**T**he Hereford youth programs and supporters are what sets our industry apart from others. We pride ourselves in the amount of support that our youth receive to help them accomplish their goals and prepare them in all their endeavors.

There are endless opportunities for our youth in the Hereford industry to apply themselves to and become successful.

The Hereford Youth Foundation of America (HYFA) is a fundraising program that supports leadership and education in our industry. Our newest program is the Foundation One Club. It was graciously initiated by Sierra Ranches of Modesto, Calif., in 2018 with one percent of their proceeds of their fall production sale being donated directly to HYFA. Following their initiation, we had support from the Ladies of the Royal and Mile High Night Sale which generated close to \$35,000 in one year. The Hereford Prep Collection, Michelle Weber Studios and Dino Cornay joined the Foundation 1 Club and the support has been growing ever since. That one percent has generated thousands of dollars to put towards youth and provide them with opportunities and experiences. National Junior Hereford Association (NJHA) and HYFA provide funding, in the form of scholarships, to support the youth in their college and career paths, as well. This year HYFA has awarded over \$173,000 to support youth through the summer scholarships.

Through our Faces of Leadership Conference we are able to offer the youth with exceptional experiences that will help them form leadership skills and build them to be better communicators. Thanks to the Coley-Malir leadership Endowment young leaders are able to develop their skills as individuals and build their team working skills as well. This year we traveled to Lincoln, Neb., and next year the conference is in Columbus, Ohio.

Bonnie Coley-Malir gave me some insight on what the Hereford Association has done for her and why she and her husband, Rick Malir, support HYFA and the Hereford Youth.

Bonnie said that although she has many favorites about the NJHA, the one thing that tops it all is supporting the Faces of Leadership Conference. "It is satisfying to see all the different programs that our donation is able to provide in support of the junior association." Bonnie was involved in the American Junior Hereford Association and says that giving back is a commitment she and Rick made whole-heartedly. "Seeing the junior members learn and grow as stronger and better leaders is rewarding to us."



*Past NJHA Chairman, Austin Matheny and Brooke Hinojosa-Sidwell, past Vice Chairman present Rick and Bonnie Coley-Malir with a Michelle Weber print at the 2018 Faces of Leadership Conference.*

Our mission really resonated with Bonnie and Rick as they decided to invest in the future of our programs, specifically the Faces of Leadership Conference. "We decided to invest in the leadership conference, because we know that the youth will be able to develop life skills that will prepare them to give back in their future endeavors."

Bonnie and Rick believe in the future of our youth and encourage all juniors, to attend the conferences, sales and events that are supported by those who are supporting them. "Although it isn't about quantity, it's about the quality, I would really like to see more juniors attend the conference and experience all the aspects it has to offer."

"We want to keep improving and making it the best conference of its kind in the industry." Bonnie and Rick have committed 10 years of support to the NJHA through the Coley-Malir Leadership Endowment. Faces of Leadership would not be near as successful or impactful it is weren't for their support to the Hereford Youth Foundation of America.

HYFA and its supporters have a high priority for the level of leadership that is offered to the Hereford association. Our breed has helped form some of the best leaders in the industry and will continue to do so through scholarships, education and leadership programs.



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*Annual Production Sale*  
February 10, 2020

*Fall Female Sale*  
October 4, 2020

*Sales at the ranch • Ree Heights, South Dakota*



**NJW 79Z Z311 Endure 173D ET :: Reg #P43722088 :: Polled**  
**KCF Bennett Encore Z311 ET x NJW 73S M326 Trust 100W ET**  
*Owned with Ned & Jan Ward, Wyoming & Upstream Ranch, Nebraska*

CED	BW	WW	YW	Milk	M&G	REA	MARB	SCF	BMI\$	BIIS	CHBS
2.3	4.0	81	136	31	71	0.70	0.34	18.7	418	532	126



**H FHF Advance 628 ET :: Reg #43720817 :: Horned**  
**HH Advance 4075B ET x CJH Harland 408**  
*Owned with Harrell Cattle Co., Indiana*

CED	BW	WW	YW	Milk	M&G	REA	MARB	SCF	BMI\$	BIIS	CHBS
3.6	3.4	65	103	22	55	0.70	0.22	14.6	355	442	130



**ECR 628 ADVANCE 8014 :: Reg 43965003 :: Horned**  
**H FHF ADVANCE 628 ET x ECR 0132 DOMINETTE 3374**

*Owned with Genex, Wisconsin; Baumgarten Cattle Co., North Dakota; Freking Farms, Minnesota*

CED	BW	WW	YW	Milk	M&G	REA	MARB	SCF	BMI\$	BIIS	CHBS
7.8	2.2	61	99	25	55	0.48	-0.01	14.4	321	389	113



**ECR CHEZ L18 SENSATION 7076 ET :: Reg #43859746 :: Horned**  
**GO EXCEL L18 x ECR MISS SENSATION 4406 ET**

*Owned with Roe Bros Livestock, Idaho*

CED	BW	WW	YW	Milk	M&G	REA	MARB	SCF	BMI\$	BIIS	CHBS
-0.2	2.6	56	85	32	60	0.44	-0.03	17.6	360	424	100

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*Ree Heights, South Dakota*

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# LEADERSHIP. DEDICATION. TALENT.

by Montana Lawrence  
Membership Chair



**T**he Herdsman of the Year Award is regarded as one of the most prestigious awards to be attained by Hereford juniors. There are many juniors deserving of the title and it is regarded as an honor just to be nominated for such an accolade. However, this award leaves room for only one recipient each year. No doubt, there are many young juniors who look up to the herdsman of the year and dream of achieving the same title. For those of you out there wondering what it takes to attain this prestigious award, you're in luck. The characteristics of a Hereford Herdsman are attainable and more than that there are countless people in the Hereford Family who are ready and willing to help you achieve your goals.

On the first morning of the Junior National Hereford Expo (JNHE) the advisors to the National Junior Hereford Board Max Stotz, Andy Beck and Betsy Beck set out on a mission to find juniors deserving of the Hereford Herdsman title. Each year our advisors nominate several individuals who are anywhere from 18-21 years of age. One of the main characteristics the advisors are looking for is work ethic. The nomination committee arrives in the barns early in the morning to determine which junior members are getting a head start working with their cattle. The members that tend to rise to the top are those who put in the work at home, at JNHE and at other junior contests across the nation. Work ethic tends to be the trait that sparks interest in the selection committee, but it is integrity and leadership that make any perspective junior a clear candidate for this title. The selection committee often consults with advisors and mentors to get a sense for

the perspective junior's character, knowledge and willingness to guide others. Once the advisors have agreed on a bracket of candidates, it is up to the JNHE exhibitors to vote for the member they believe to be most deserving of the title.

At the 2019 JNHE that person was Jackson Neil, a junior breeder from Northfield, Minn. Jackson has been showing at the junior national for over a decade and in that time he has served as a leader not only in the show ring, but also in his state and national association. From Jackson's perspective, "To be the Herdsman, it means to be the hardest working and humble people in the barn, willing to help anyone along the way." To those of you aspiring to be the greatest herdsman in your breed Jackson says, "Set your mind to something, work hard and don't stop until you achieve your goals. No matter how far away they may seem at times. Never turn down opportunities that you come across, you never know where they may take you."

True herdsmanship doesn't start at JNHE and it's not something that can be developed in the course of one show season. In the words of the award sponsor John Sullivan, founder of Sullivan Supply, "There is no one more dedicated than the Hereford Herdsman." Sullivan pinpointed three key elements that make a great herdsman: leadership, dedication and talent. Not everyone can be selected or even nominated for this particular award, but everyone can aspire to the level of excellence it represents. I believe, there is no group of leaders more dedicated and talented than the Hereford juniors. Whether you're in the ring, the barn or back home on the farm I challenge you to be the herdsman of the year.





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RJ & Laura Orsten

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came out to MN Tour! Thank  
you to all the bidders and  
buyers on our first online sale!





# Timeless

by Abigail Spindle  
Fundraising Chair

**C**ornay, a fifth-generation cattle producer from Folsom, N.M., grew up in the cattle business while pursuing his future dreams of becoming an artist. Cornay graduated from Kansas State University prior to moving back home to his family's northern New Mexico ranch. While in college, he was also a very successful livestock judge. His main focus in art is pencil drawings of cowboy culture. Dino has always been fascinated with his surroundings of the beautiful ranch he grew up on. He pulls his artful inspiration from the lifestyle he lives and the people of the industry. Cattle, horses, wildlife and people are what Cornay enjoys drawing the most. His heritage and true western lifestyle allow him to authentically portray the cowboy way of life.

Most of Dino's works are spoken for by private collectors before they are even finished. Over the years, Cornay has had many successful drawings. In fact, this year he was nominated to receive The Rounder Award, an award given to New Mexico artists who excel at depicting western culture through art. This award was created by the NMDA to honor those who, "live, promote and articulate the western way of life." This award is a true honor for New Mexican artists. Cornay has also worked with other organizations in the past including the American Angus Association, National Cattlemen's Beef Association, Colorado High School Rodeo Association and numerous others. His works continue to amaze people by tastefully reflecting the agricultural lifestyle.

Dino's piece, "Timeless," features the history and heritage

of the Hereford breed. The graphite drawing depicts both a horned and polled bull on either side of a calf lying down. It is amazing what a person can do with a pencil. The piece was auctioned off June 3, at Howl at the Moon in Kansas City held in conjunction with The Brand Marketing Summit. The drawing sold for \$27,000 to Bill King Ranch, Stanley, NM, Colyer Herefords, Bruneau, Idaho, Barber Ranch, Channing, Texas, and Cottonwood Springs Farm, Cedar, Mich. The syndicate was gracious enough to allow the drawing to hang in the American Hereford Association office and headquarters in Kansas City, Mo. "Although my family has raised other breeds my favorite has always been Herefords... I am truly honored the drawing gets to hang in the Hereford office in Kansas City. I have been there several times," Cornay says. The funds raised at this event went to HYFA for youth scholarships and development. Another print and giclée of this drawing was successfully auctioned off during JNHE this summer to support the National Junior Hereford Association (NJHA). We would like to thank Sidwell Herefords, Carr, Colo., and Will Wheeler, Chickasha, Okla., for their purchases and support of the NJHA in Denver.

The association is truly grateful for the drawing Cornay did and the funds it raised for our youth programs. We would like to extend a huge thank you to Dino Cornay for creating such a beautiful piece that expresses the generational progress within the breed.

Prints are available for sale at [shophereford.com](http://shophereford.com) and would make excellent Christmas gifts.





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# IMPACTING LIVES

by Hannah Williams

Communications Chair

We've all had those people in our lives that we look up to and admire, for some Illinois juniors those mentors have been Buddy and Lisa Edenburn. The Edenburns were nominated and awarded, this year's advisors of the year. Buddy and Lisa have been advisors of the Illinois Junior Hereford Association for over 10 years, and their dedication and warm hearts have shown through to the members. "Lisa and I have been blessed to serve such a great group of kids and we love them all," Buddy says. "The kids are why we do what we do, and we just hope to provide them a helping hand along the way."

Emily Bernard served on the Illinois Junior Association board of directors as the secretary this last year, and has worked firsthand with Buddy and Lisa. Emily described the pair as patient and willing to be available at any time of day. Emily states through her experience, "They have gone completely out of their way to help and are always there." She goes on to say, "They truly do care; they make it a priority to talk to every member in the Illinois Junior Hereford Association." Emily really appreciates how they have gotten the adult board involved with the junior membership, and she hopes to be an advisor one day herself. Emily sees herself following in their footsteps and as they have set a great example for her as a junior.

Past advisor of the year Jenna (Schmidt) McGunegill from Minnesota described how she felt being awarded, "It showed

me that all of my hard work was appreciated, and that the kids found value in the things I was helping them accomplish."

In her advising experience she believes some of the most rewarding times have been seeing Minnesota juniors go on to serve on the national board and reach their lifelong goals. Her plans are to continue advising and to keep the membership not only active in the show ring, but also in the array of contests.

As a junior member, my state association was also led with great advisor help and effort from our junior board members. It wasn't until I was elected to the state junior board, when I realized truly how much time, effort, and dedication advisors put into the youth. Not only in my home state, but across the nation, advisors can be found organizing everything from stalling assignments to helping kids be successful in a contest, and always supporting their junior members. Without the help of our committed advisors from all states, our junior national involvement in events would not run as smoothly. From the Hereford junior members; advisors we thank you for your hard work and dedication to help making the Hereford breed one of the best.

Each year advisors are nominated by state members, and then awarded at the awards banquet in July at the Junior National Hereford Expo (JNHE). If your advisor has made an impact on your life, and you are interested in nominating them, please send a nomination letter to [acowan@hereford.org](mailto:acowan@hereford.org) by June 1, 2020.

# HEREFORDS TAKE ON HUSKER NATION



by Samuel Lawrence  
Leadership Chair

**W**ow. I feel it is fair to say, if you didn't make it, you truly missed out on an incredible leadership conference. The 2019 Faces of Leadership held in Lincoln, Neb., July 30-Aug. 3rd was one of a kind. Prior to arriving in Lincoln, everyone in attendance was prompted to take the Clifton Strengths assessment. Upon completing this assignment, it provided each and every one of us our top five strengths based off an array of questions. There was a total of thirty-four different strengths identified that broke into 4 different categories:





executing, influencing, relationship building and strategic thinking. Personally, my top five strengths were achiever, adaptability, ideation, input and strategic. Dr. Lindsey Hastings, a Clifton Professor in Mentoring Research and the Director of Nebraska Human Resources institute, was our opening speaker for the conference. Dr. Hastings walked us through how the Clifton Strengths assessment works and what the outputs mean. In addition, she worked with us on how to develop and utilize those strengths.

Day one ended with our keynote speaker, Chuck Schroeder. For those of you who may not know Chuck, look him up. Chuck's life story and career path is truly unique and a reflection of his personality. Although Chuck spoke with us multiple times throughout the conference, there were a couple main points that resonated with me. Number one, know thy self. Initially, that hits as an easy, "duh," but after diving into the meaning of those three words with Chuck there is more to that implication than what I thought at first. He shared how his life and career had varied immensely, and it makes sense, he is a person that has had many ambitions and when he saw an opportunity, he took it. Take a minute to reflect, are you where YOU want to be? Are you chasing YOUR dreams?

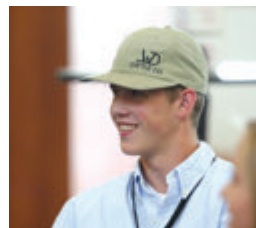
His second point was respect. This life is too short to be in an environment where respect is not mutual. Chuck told of a story from a trip he had taken where he had the opportunity to see and interact with a village of Eskimos. The village he interacted with can trace their lineage back to when their ancestors migrated to North America during the ice age and to this day, they still embrace the same, original culture. Chuck asked the Eskimos how have your people made it this long and the reply was simple, RESPECT. Without respect, the culture of your environment will fall apart. Leave, go do something different if respect isn't there, because it's simply not worth staying. Just these two simple points hit home for me. It made me truly reflect about where I was and who I surrounded myself with and I realized it was time for me to make a change in a couple areas of my life to truly be on the track I wanted to be on.

To build on our first night in Lincoln, we had Dr. Tom Field serve as the coordinator of the entrepreneurial simulation. Tom

is the director of the Engler Agribusiness Entrepreneurship Program at University of Nebraska – Lincoln (UNL). We broke into groups and independently came up with problems that were either being faced within the beef industry, or ways in which we make the Junior National Hereford Expo (JNHE) better. After we brainstormed different ideas, we narrowed it down to one. Upon identifying our topic, we made calls to breeders and others in order to conduct customer discovery. Once we conducted our customer discovery, we created a solution and pitched our ideas to a panel of investors. I greatly appreciated the opportunity to go through a process this rigorous that identified a real problem.

In addition to the programs and speakers previously discussed, we had the opportunity to listen to Matt Davison, Associate Athletic Director and Assistant Football Coach at the UNL. Matt provided us the opportunity to walk on the field which was an incredibly cool experience; however, prior to this Matt shared with us his background and some words of wisdom. His main take away was that 20 years from now, as we reflect, chances are we will wish we had invested more in ourselves. Not that we wish we partied more or played more video games, but that we would have invested more in bettering ourselves. Another thought-provoking question that Matt asked was, "think about the end of your life, what kind of impact did you have on those around you?" Matt had a unique way of sharing his thoughts on things and challenged everyone to think about his message.

Looking back over my notes from the conference as I prepared to write this article made me realize how truly awesome it was. Yes, in the heat of the moment I am sure we all enjoyed it, but what made this year's Faces of Leadership Conference truly special to me is that there was something from every aspect of the conference that stuck with me. As your current leadership chairman, I can say that I am genuinely excited as we have already started brainstorming and putting ideas together for the 2020 Faces of Leadership conference that will be held in Columbus, Ohio, July 28-Aug. 1st.



## FACES OF LEADERSHIP



# BALANCED & PROVEN GENETICS



## TFR KR CA CHING 1449 ET

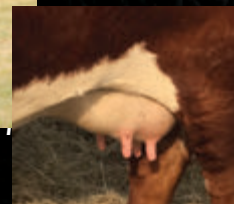
AHA: 43574709 \$35/Unit | \$75/Certificate

Ca Ching is a flush mate brother to the 2016 NWSS and FWSS Champion Polled Hereford Bull. Ca Ching is a moderate framed, thick topped, big hiped, wide based bull that exemplifies a rugged and masculine build. He is a true athlete that is backed by an Outcross daughter that offers a picture perfect udder. The Outcross females have become some of the most valuable property to own in the Hereford breed due to their unmatched fertility, udder quality, longevity, and strong maternal instinct. The Ca Ching calves that have been born are excellent! They are small at birth, come easy and exhibit added vigor. Ca Ching will be utilized heavily moving forward. If you're in the market for a Hereford bull that will sire females that will stand the test of time, look to Ca Ching!

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Star None Too Shabby 64Y  
(Dam of Ca Ching)



64Y Udder

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**P+**





# GAINING



by Brandt Downing  
Director



# EXPERIENCE

For the past three years, the National Junior Hereford Association (NJHA) members have been battling it out in the Fed Steer Shootout contest. BioZyme Inc.'s Feed the Future Program powers the growing NJHA Fed Steer Shootout. The contest allows for members of the NJHA to gain knowledge and experience in the cattle feeding and packing industry through a comprehensive and educational contest.



The shootout takes place in Gregory Feedlots located in Tabor, Iowa, which is about 35 miles south of Omaha, Neb. Throughout the contest, members receive ultrasound, performance, carcass, and health data collected on their steers.

The contest more than doubled in the first two years of its inception. This year, NJHA and BioZyme Inc. added more educational components to the contest. This included a series of videos and quizzes with a total of seven quizzes. There has also been numerous Facebook live videos and groups

established to help keep these contestants up to date on their project.

The participants have several options when choosing which animals to use. It is a steers only contest, but you can choose either a single animal or a group of three. The steers can also be either purebred or commercial steers that meet CHB live animal specifications. The best part of the contest is that all costs are covered by the feedlot and taken out of the revenue generated from the steer. Therefore, the participant does not need to worry about paying for feed and different management practices throughout the contest. Contestants will compete against cattle from all over the United States.

There is also a performance portfolio that allows contestants to organize their data and compete for the NJHA Fed Steer Shootout Junior of the Year. The portfolios were submitted September 1 and they are judged by industry leaders. The top five portfolios receive a \$1,000 scholarship to travel to Kansas City to compete for NJHA Fed Steer Shootout Junior of the Year awards. The NJHA Fed Steer Shootout Junior of the Year contest allows the top five portfolio contestants to compete in a series of speeches and interviews. The speech will be three to five minutes followed by an interview from a panel of judges. The interview will be regarding the contestant's portfolio and their speech. These two parts combined with the contestant's quiz scores determine the winner of the junior of the year. The winner will be recognized at the American Hereford Association (AHA) Annual Membership Meeting Honorees Reception on Oct. 25, 2019 in Kansas City. There are many other awards recognized that night for the Fed Steer Shootout including highest retail, champion and reserve purebred pen, champion and reserve commercial pen, champion and reserve purebred individual, and champion and reserve commercial individual.

The NJHA Fed Steer Shootout is an amazing opportunity for the youth of the Hereford breed to gain knowledge and experience about the cattle feeding industry and how Hereford genetics perform in the feed yard. This program is a great way to get involved in the association without forking up the time and expenses it takes to prepare for a show. It is also a unique opportunity found only in this association that provides a look into the cattle of your specific operation. Don't miss out on this opportunity to get involved in this experience that will broaden your horizons of the beef industry. This contest would not be possible without our premier partner, BioZyme Inc., as well as other contest sponsors including: Gregory Feedlots, Inc., GeneSeek, Allflex, UltraInsights Processing Lab Inc., Zoetis and Endovac Animal Sciences.

# FED STEER SHOOTOUT

## PERFORMANCE PORTFOLIOS

Fed Steer Shootout participants completed a performance portfolio that was reviewed by a panel of judges. The top five performance portfolios were selected and those National Junior Hereford Association members were awarded a travel scholarship. At the American Hereford Association Annual Meeting in Kansas City, Mo., they will compete for the junior member of the year.

### TREVOR JOHNSON | Centerville, South Dakota

The NJHA Fed Steer Shootout has been an amazing opportunity for me to get a glimpse into the fed cattle sector of the beef industry. I have been involved in the Fed Steer Shootout since its inaugural year, however my interest was sparked before the program was even started. I discovered my passion for cattle feeding in 2016 when I was finally old enough to attend my first Faces of Leadership, held in Amarillo, Texas that year. During our time in Texas we visited Randall County Feedyard and David Baumann, chairman of the Texas Cattle Feeders Association at the time, gave a tour while driving through Dawn Custom Cattle Feeders. From the time we stepped foot on the yards I knew cattle feeding was in my future, making it a logical decision to participate in the Fed Steer Shootout.

### KADE BOATMAN | Rockford, Illinois

Last fall my parents suggested that I participate in the Fed Steer Shootout. I was excited as I am always willing to try something new, but I don't think I really knew what I was getting in to. I decided to enter a pen of three registered Hereford steers, so on Thanksgiving weekend we loaded the steers and headed to Gregory Feedlot in Tabor, Iowa. It was pretty neat to see a feedlot up close. Even though I had a weaning weight on each steer from October 3rd, I also weighed them the day before we loaded them to go to the feedlot. When we got to the feedlot, they gave us a scale weigh ticket and with the help of my parents I figured their shrinkage percent, which was a little over 3%. I had studied what percent shrinkage was from the Junior National Hereford Expo (JNHE) quiz bowl contest, but it was really neat to figure this on my own cattle and use it in real life.



## HALEY MOUSER | Tenstrike, Minnesota

A substantial part of the Fed Steer Shootout is tracking performance data of the steers. Through ultrasound technology, we are able to measure the rib-eye area, the amount of external rib fat, and the percent of intramuscular fat or marbling. It is a great tool for learning what is under the hide of an animal before it goes to harvest. Knowing this data allows producers to take advantage of market premiums. Having a cow/calf operation and selling all our calves private treaty, I enjoyed both learning and experiencing the other end of our industry and how finished steers are marketed. Personally, my favorite part was being able to track the performance of my steers, compare the differences between the three, and see how it correlates to their genetics and what I can learn about my cow herd.

## MOLLY BIGGS | Dixon, Illinois

This will be my third year participating in NJHA Fed Steer Shootout, and before my participation in the program began, I never really had an understanding for the feedlot/meat packing industry. Living in Illinois, one of the most competitive states to show cattle in every calf that is born, is bred with the hopes of being the next great show calf, when in reality that is impossible. I think the Fed Steer Shootout not only gives participants another way to find success, but is an excellent learning opportunity, and the knowledge to help make the next generation of cattle better, and the Fed Steer Shootout gives participants the cornerstone of knowledge to do just that. Thanks to the American Hereford Association (AHA), The Research Foundation, BioZyme Inc, and the Feed the Future Program, this year's program was better than ever.

## ELIZABETH PRIBIL | Hennessey, Oklahoma

Through many years of practice with industry professionals, livestock and meats judging has taught me to evaluate ideal genetic figures, and specific visual traits in breeding and market cattle. However, this contest along with participating in the meat evaluation CDE has taught me to better understand the process from breeding to slaughter. Just as important is the economic repercussions from a great cattle market to a declining market which were found in the months of June, July and August when my cattle were harvested, and the country received record rainfall. This contest made me more aware of the realistic financial outcomes such as health/death loss, daily gain and the fluctuating grain prices, genetics, trucking and processing fees, and lastly the alternating climate. Ultimately, it is these factors that will affect my decision to retain ownership of my cattle through a feedlot and focus on certified beef programs such as CHB.

### IMPORTANT INFORMATION

CONTEST ENTRY DEADLINE | NOVEMBER 1, 2019

DELIVERY DATE | DECEMBER 1 - 7, 2019

Pre-delivery protocol: Weaned 45+ days, Vaccination Program (Two rounds modified live vaccine, specific protocol available)





LOUISVILLE,  
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JULY 11-18,  
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## **HOTEL INFORMATION**

**Crowne Plaza Louisville Airport**  
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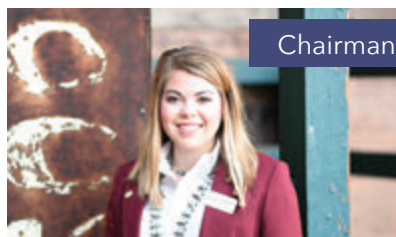
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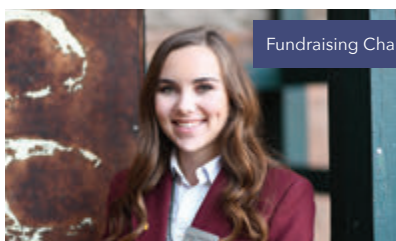
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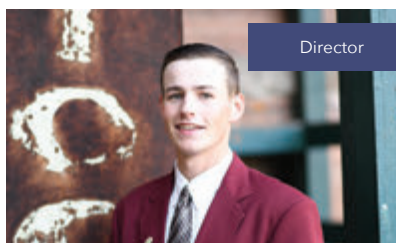
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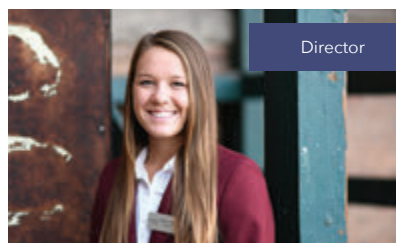
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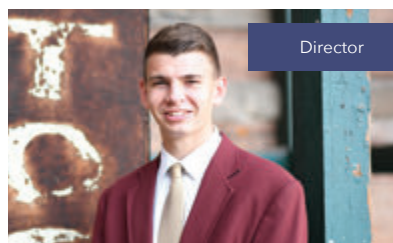
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