

# the ADVANTAGE



## JUNIOR MEMBER NEWSLETTER — Fall 2006

NATIONAL JUNIOR HEREFORD ASSOCIATION

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## Maximize Your Opportunities — Get Involved!

by Catie Sims, NJHA president

"Why get involved?" That's a question Hereford youth may ask, but the answer is easy, "Because of the vast opportunities available." There are endless activities that the National Junior Hereford Association (NJHA) offers junior members. The list goes on and on — leadership development, scholarships, lifelong contacts, great friends, skill-based contests, Program for Reaching Individuals Determined to Excel (PRIDE) Convention and the Junior National Hereford Expo (JNHE).

There are so many advantages to participating. Some of these include developing your leadership skills, hanging out with old friends and making new ones, meeting new people from various backgrounds and learning about new advances in the cattle industry.

### State level

Within your state association there are several things you can do to get involved. For instance run for an office, anything from district director to president. Participate in the contests at your state show. Taking an active role in the contests will benefit you in the future. I would not be serving as NJHA president this year without participating in the contests at our state junior show each and every year. The contests helped me develop skills that I use on a daily basis whether serving as NJHA president or at college. You can also go to Hereford production sales. Attending sales will help you to meet new people and make lifelong contacts that might just come in handy one day when applying for a job.

### National level

NJHA offers several activities for junior members to maximize their potential. At the JNHE members can participate in team marketing, judging contest, poster and photo contest, scrapbook, golden pitchfork, showmanship contest, illustrated speech contest, fitting contest and quiz bowl. Members can also apply for numerous scholarships.

Team marketing teaches members how to market their animals to a potential buyer. The judging contest is a great way to test members' skills in evaluating cattle as well as meeting judging team

members and coaches on a collegiate level. The poster and photo contest are a great way to demonstrate members' artistic skills. The scrapbook and golden pitchfork contests are good ways of bringing state associations together to achieve a common goal.

The showmanship contest is a way to demonstrate skills in the showing. The illustrated speech contest is a very beneficial contest that is offered at the JNHE. It teaches members how to speak in front of a group of people with poise and confidence — a skill that you will use virtually all of your life. The quiz bowl is a way to test Hereford industry and the cattle industry knowledge.

The many scholarships offered at the JNHE and through the Hereford Youth Foundation of America (HYFA) are a great opportunity for members to earn money to pay for their education. These scholarships help junior members pay for school and teach members how to articulate their ideas through an interview process.

Another great program offered to NJHA members is PRIDE Convention. PRIDE is hosted each year at agricultural-based schools around the nation. This is a great way for members to spend time with new and old friends while learning more about the Hereford and beef industry. Participants have the opportunity to see Hereford operations up close and personal and just have a good time. Getting involved in the NJHA is a win-win situation; it will benefit you immensely for the rest of your life.

Finally, I just want to say it is an honor to serve as president of the greatest junior cattle association on the planet. Also, I want to thank my family and friends for their never-ending love and support. I can't wait to see everyone at the many events coming up. Don't hesitate to visit with me at upcoming Hereford events or send an e-mail or call with any ideas you have to help make your junior association even bigger and better.



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# Beef Promotion 101

by Cassie Bacon, NJHA Director

**W**ith constant media announcements of E. coli, consumer health, and treatment of animals and the environment, it is more important than ever to be a beef ambassador.

It is amazing to me when I hear the word E. coli in the news for a vegetable that consumers automatically think that it has to do with beef. Why? Maybe our industry has not kept consumers educated on the steps we are taking to ensure food safety, the treatment and health care programs, and how much we value providing a safe wholesome product to the U.S. consumer's table.

At the Program for Reaching Individuals Determined to Excel (PRIDE) Convention this year there was a workshop presented by the National Junior Hereford Association (NJHA) board members on Certified Hereford Beef® (CHB) and how you as a Hereford beef producer can better promote this program to other beef producers and consumers. Here are a few tips on how YOU can be a beef ambassador.

## Where can I promote beef?

You can promote beef anywhere. Get creative. Think about where you can target consumers who may not be as educated about agriculture. Some ideas include your county, district, regional and state fairs; state cattlemen and women's events, the National Beef Ambassador Program ([www.nationalbeefambassador.org](http://www.nationalbeefambassador.org)), the NJHA illustrated speech contest, civic organizations and at your school.

## Examples of what to tell consumers about CHB:

- ☞ The Hereford breed has been around since 1881 — now that is something you can count on.
- ☞ For consumers, CHB provides a consistently satisfying eating experience without the excessive amounts of marbling commonly associated with premium quality beef.
- ☞ Since 1997 sales of CHB have increased an average of 30% per year. This product is affordable.
- ☞ When the word “certified” appears in the brand name, it means that the specifications such as breed or marbling scores are monitored and verified by an impartial third party such as the Agricultural Marketing Service (AMS) or the Food Safety and Inspection Service (FSIS). This certification helps ensure product consistency.

## When promoting beef, cook!

That's what the consumer wants. But remember some careful safety precautions to use and also teach your consumers while cooking:

- ☞ To ensure a wholesome safe product, use a cooking thermometer to check internal temperature of beef — steaks and roasts: 145°F; ground beef: 160°F.
- ☞ Explain each step of preparation, highlighting the convenience, safety, and quality of the product.
- ☞ Wash your hands. Don't cross contaminate; don't wipe face or hair. Wear an apron, gloves and hat, and have all other necessary utensils.

## Consumer questions

Do not be scared about questions a consumer asks. Take this unique opportunity to educate them. Especially if they have been misinformed or simply do not know about beef products or industry segments. Here are some example replies to some relatively common consumer questions.

### Consumer: “How can you guarantee that beef is safe to eat?”

**You:** American beef is the safest in the world. The U.S. Department of Agriculture (USDA), the Food and Drug Administration (FDA) and American beef producers have been at the forefront in creating programs to keep our beef safe. More than 75% of the time, when food borne illnesses occurs is because of improper handling in the home or restaurant. That is why it is so important to cook your beef to the proper internal temperature of 145°F for steaks and roasts and 160°F for ground beef.

### Consumer: “Isn't chicken healthier than beef?” or “I prefer chicken compared to beef.”

**You:** As an American beef producer I can confidently say that beef is one of the most nutrient dense foods to fuel an active and healthy lifestyle. USDA has recently released 29 beef cuts that are now considered “lean.” When comparing 3-ounce cooked servings, the 29 cuts of lean beef have, on average, only 1 gram more saturated fat than a skinless chicken breast, and all 29 cuts have less total fat and saturated fat than the same size serving of a skinless chicken thigh. A 3-ounce serving of lean beef contributes less than 10% calories to a 2,000-calorie diet, yet supplies the body with more than 10% of the daily recommendations of zinc, iron, Protein and B vitamins.

### Consumer: “I am a vegetarian. I don't eat beef!”

**You:** Everyone can make their own decisions for eating what they eat. I would however be careful, because no food contains all the essential amino acids our body needs except for beef. Beef is also an important source of Zinc, Iron, Protein and B vitamins. Only 40% of girls 12-19 years old are meeting their needs for iron and 47% of girls and 29% of boys 12-19 years old aren't getting enough zinc. It is especially important in early childhood and tween year development, to provide the nutrients required for a healthy body. Beef is a nutritionally dense product.

### Consumer: “Beef is too hard to prepare.”

**You:** Over the past seven years, the beef industry has been at the forefront in developing fast and convenient products for our consumer with nearly 2,500 choices to pick from. Heat-and-serve products have been developed for working mothers and teenagers when they get home from school. Beef meals have been developed as a convenience for America's hectic lifestyle. These meals not only taste good, but they are a complete nutritious meal.

As NJHA members, make a commitment to yourself, our breed and our industry to be an ambassador for beef. I am so proud of this industry and I want to share facts about beef with others. Find the passion deep within you and unite together with other breeders to make a difference in the way beef is viewed in our nation.

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**Leaders:**      are responsible.      do not accept the accepted.  
never stop learning.      have a positive attitude.  
have a strong enough self image to rise above peer pressure.

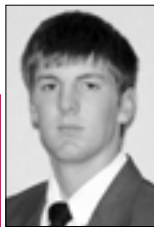
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# Meet the New NJHA Directors

by Roxanne Gebhart, NJHA director

In Louisville four new National Junior Hereford Association (NJHA) Directors were elected. The election process was so much more than "just a horse race" for the candidates as they proved their desire to serve the NJHA through their hard work and dedication throughout the week. All of the candidates deserve a round of applause due to their enthusiasm towards the Hereford breed. The four elected were Roger Morgan (Nebraska), Jessica Slone (Ohio), Sarah Stream (Iowa), and Roxane Gebhart (Oklahoma).

**Roger Morgan** has been a member of the Nebraska Junior Hereford Association for 18 years. He served as a state director and also vice president. On the national level Morgan has won the Prospect Award, Junior Golden Bull Award and Future Cattleman Scholarship. He is attending Northeast Community College (NECC) in Nebraska, majoring in agriculture. At NECC Morgan is on the dean's list, a member of the livestock judging team and Phi Theta Kappa.



**Sarah Stream** has been active with the Iowa Junior Hereford Association for five years and has served as royalty, junior director and voting delegate. She is a member of several organizations including Block & Bridle, Ag Business club, Collegiate FFA and the Collegiate Beef Team. In high school she served as a leader in 4-H and FFA, with titles ranging from caller to president. Stream is attending college at Iowa State University, majoring in agricultural business with a minor in animal science.



**Roxane Gebhart** has been a member of the Junior Hereford Association of Oklahoma (JHAO) for 10 years. She has served as president, treasurer, district director, delegate, state queen and princess. She also has been named an outstanding state member and received the Junior Golden Bull Award. Gebhart is attending Oklahoma State University (OSU), majoring in animal science and agricultural communications. At OSU Roxane is active with the College of Agriculture Student Council, Block & Bridle, Freshman in Transition Program and the Phi Alpha Delta Chapter.



**Jessica Slone** has been an active member of the Ohio Buckeye Junior Hereford Association for 11 years. She has served as vice president and reporter, and has been named the state's outstanding junior member. At college, Slone is a member of several organizations including CERES Sorority, the Agricultural Education Society, Collegiate FFA, the Agricultural Student Council and the Resident Student Association. She is attending the University of Kentucky majoring in agricultural education.



The next three years for the NJHA Board of Directors look to be a success, combining the knowledge and wisdom of older board members with the willingness to learn and enthusiasm of the new board members.

## Meet NJHA Advisors Todd and Kim Herman

Sometimes a good leader is not someone who stands in front and directs, but rather one who stays in the background and advises, never wanting any credit for the success. Todd and Kim Herman of Skiatook, Okla., are that type of leaders.

The couple was recently re-elected to serve as the National Junior Hereford Association (NJHA) national advisors. This is their second, three-year term.

Todd and Kim are dedicated to serving the junior members. They are always enthused about helping members in whatever way they can be of assistance.

Both have deep roots in the Hereford breed; their Hereford involvement and leadership began years ago. They are third-generation Hereford breeders and have raised their daughter, Kasey, to have the same love for Hereford cattle.

Todd was actively involved in the Ohio Hereford Association. He is the show barn manager for Star Lake Cattle Ranch. In 1987 he was voted the American Polled Hereford Association Herdsman of the Year.

Kim was very involved in the Maryland Junior Hereford Association and served as the National Polled Hereford Queen.

Each year they take Kasey to shows across the U.S. She made Hereford history when her past national champion produced a national champion and was also named national champion cow-calf pair.

The Hermans are extremely devoted to their position as national advisors. They give their time to the NJHA board because they love the Hereford breed and enjoy working with youth. They say it's their responsibility is to be someone the directors can go to and discuss ideas.



"We're not here to tell you what to do, we are here to offer advice when you need it," Todd and Kim explain. "It never ceases to amaze us the decisions the board members make and the level of maturity they compose. We are honored to be apart of it and just to be among them."

The NJHA board would like to thank Todd and Kim for all the encouraging support and words of advice.

# Participate in the Junior AI Program: Make a Difference in Your Herd

by Jason Ewing, NJHA Director

The American Hereford Association (AHA) youth department offers, with the help of cooperating progressive breeders throughout the nation, youth a rare opportunity to have genetic access to the breed's leading sires.

As a participant in the Junior AI (artificial insemination) Program, National Junior Hereford Association (NJHA) members have the opportunity to choose from a wide array of bloodlines and breeding programs, including current national champions and regional show bulls of the year. Most importantly, participants receive the semen and breeding certificates free. Their only cost would be an AI technician and shipping charges, if necessary.

This is a unique, long-range program to encourage youth to study and develop a plan involving sound management techniques in an effort to establish their own genetically sound breeding program.

## It's a simple procedure

1. Become a junior member of the AHA, if you aren't already.
2. Show your female at any qualifying junior show. That includes any junior show where AHA offers a portion of the cash premiums, or regional shows and state association field days that follow national junior rules and send exhibitor information to the AHA youth department.
3. During the following calendar year as when the heifer is shown, nominate her to the youth department before Jan. 15. All active junior members will receive an information packet in the mail. If you do not receive information in the mail, please call AHA.
4. Regardless of when the nominations are received, all will be held until Jan. 15, after the year shown, at which time they will receive equal consideration for their requested sires.
5. Once a certificate has been approved, pick up the semen at the storage point. Junior member is responsible for all semen shipping charges.
6. Registration of the offspring is handled by normal AHA procedures for calves conceived by AI. Standard membership registry rates apply.

## The sire owner

1. Has on file with the AHA an agreement to participate with such agreement furnished annually.
  - a. Bulls eligible to participate are those that have met AHA requirements necessary to qualify for purchase of non-owner AI certificates.
2. Donates not more than 25 junior AI certificates per owner and agrees to provide at least two units of semen per certificate.
  - a. Since ownership of registered Herefords is limited to four owners per animal, if all owners of a sire wish to participate with each owner donating the maximum there could be semen equivalent to 100 junior AI certificates per sire available to junior breeders in a single year.
  - b. Special junior AI certificates will not affect the annual quota of regular AI certificates that sire owners may purchase for resale.
3. Agrees that the AHA randomly assigns which junior will receive semen.
  - a. Junior certificates and semen will be allocated on a national basis, or upon written request will be allocated only with the same AHA field territory wherein the participating sire owner resides.
  - b. Sire owner may request that semen be assigned only to horned juniors or only to polled juniors.

After Dec. 1 nomination forms and a current list of available sires will be available, for a copy contact the AHA Youth Activities Department, Box 014059, Kansas City, MO 64101. Consider applying for the Junior AI Program, you might just breed a champion.

# What Can You Learn from Livestock Judging

by Roger Morgan, NJHA director

**H**ave you noticed that, other than the showing, one of the largest activities at the Junior National Hereford Expo (JNHE) is the judging contest? In fact at almost any livestock judging contest, you will probably notice Hereford youth putting their judging skills to use.

There are many reasons why this is a popular activity; probably the No. 1 reason is because National Junior Hereford Association (NJHA) members are competitive by nature. The judging contest is an activity that allows junior members to use the livestock selection tools learned from their parents, leaders, advisors and friends.

The great thing is livestock judging contests help members develop other important skills. One skill is decision making. Members learn how to quickly evaluate a class and then make their placing. They develop visual appraisal skills — the ability to compare one against the other and weigh the benefits of each. Then they decide which benefit is most important and make their decision. After their decisions are made, they utilize their memory. If it is a questions class, they have to remember each animal and its characteristics. If it is a reasons class, they have to hope that their notes are adequate to be able to communicate the reasons why they placed the class the way they did.

Members' communication and persuasion skills are taxed as they face the reason takers. They are given the opportunity to explain why they placed the class the way they did. If you didn't happen to see the class the way the official did, then you have the opportunity to explain why. The better you communicate and the more persuasive you are, the better you will do.

The decision-making and communication skills are two of the most important benefits of livestock judging, but there are others. If you participate on a collegiate livestock judging team, you may have the opportunity to experience long van rides to contests with six to 10 young adults and usually one grumpy coach. You learn to live without sleep, as you have marathon judging practices and even longer reasoning sessions. You get to work out in the fresh air, rain, snow or ice, and even smelly hog pens. Your wardrobe consists of tan "Rates," white shirts and blue blazers, and you hope that they still have all of their buttons. But, rest assured, you will benefit from all of these and will come out a better person.

Livestock judging is a great way to develop the ability to communicate with people, make decisions and persuade people to see things your way. It's not just a contest, it is developing life skills.





## 2007 Junior National Hereford Expo

July 7-14, 2007 • National Western Complex, Denver, Colo.

(Schedule subject to change)

### Saturday, July 7

- 8 a.m. Outdoor tie spaces available for early arriving cattle  
Barn available for setting up stalls
- Noon NJHA, AHA staff, host states and candidates meeting
- 6 p.m. NJHA director candidate orientation/junior board meeting (Hotel)

### Sunday, July 8

- Cattle may enter the barns
- 7:30 a.m. Begin processing cattle.  
All cattle processing will be completed on Sunday
- 9am – 1 p.m. People registration — pick up show shirts and tickets
- Noon Cattle arrival deadline  
Sign up for 3-on-3 basketball
- 1 p.m. 3-on-3 basketball
- 3 p.m. Process steers (weigh and ultrasound)
- 2 p.m. State advisors meeting
- 7:30 p.m. State delegate meeting, followed by candidate round table and meet the candidates dinner (Hotel)

### Monday, July 9

- 9 a.m.-Noon People registration
- 9 a.m.-Noon Contest sign-up and turn in posters and scrapbooks
- 9 a.m. Ed Bible, National Junior Merit, Pro Performance, NOP Founders and Hereford Herdsman interviews
- 10:30 a.m. Illustrated speech contest: senior, junior, intermediate and peewee
- Noon State silent auction baskets must be in place in hospitality area
- 1 p.m. Hereford bowl written test
- 2 p.m. Queen orientation
- 3 p.m. Mentoring mixer
- 6 p.m. State group pictures
- 6:30 p.m. Opening ceremonies  
Fun rodeo – junior mixer

### Tuesday, July 10

- 7:30 a.m. National Organization of Poll-ettes breakfast
- 8:30 a.m. Judging contest
- 10:30 a.m. Team marketing
- 1 p.m. Hereford bowl — final “buzzer” round (top teams compete)
- 2 p.m. Fitting demonstration
- 4 p.m. Team fitting contest
- 6 p.m. NJHA membership meeting – election of NJHA board of directors (Hotel)
- 7:30 p.m. Junior and adult social/dance (Hotel)

### Wednesday, July 11

- 8 a.m. Combined steer show followed by showmanship contest
- Showmanship contest, ring 1: senior, intermediate and senior final
- Ring 2: junior and peewee
- Steers are released immediately after the conclusion of the showmanship competition

### Thursday, July 12

- 8 a.m. Cow-calf pairs, bred-and-owned bulls, junior AI bulls, bred-and owned-heifers, junior AI heifers
- 7 p.m. Awards dinner and ceremony

### Friday, July 13

- 8 a.m. Begin owned heifer show

### Saturday, July 14

- 8 a.m. Resume owned heifer show, followed by the announcement of premier breeder, exhibitor, Walter and Joe Lewis Memorial winner, golden pitchfork, herdsman of the year and then all group classes.
- NO breeding cattle will be released until the conclusion of the show.

## 2007 JNHE Hotels

Hotel reservations can be made at the following two hotels located just minutes from the National Western Complex. A special rate has been given to American Hereford Association members at the following hotels:



<p><b>Renaissance Denver Hotel</b> 3801 Quebec St. Denver, CO 80207 (303) 399-7500 Rate: \$82</p>	<p><b>Doubletree Denver Hotel</b> 3203 Quebec St. Denver, CO 80207 (303) 321-3333 or (800) 222-8733 Rates: \$82</p>
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# Gig 'Em Herefords

**2006 PRIDE Convention educates, entertains and motivates.**

by Amy Cowan

The campus of Texas A&M University (TAMU) set the stage for the 2006 Program for Reaching Individuals Determined to Excel (PRIDE) Convention, Aug. 3-6, in College Station, Texas. PRIDE participants were greeted with the traditional "Howdy" by TAMU faculty and staff. Eighty-five enthusiastic junior members, parents and advisors from 16 states gathered from as far away as Montana and Virginia, for three days of educational workshops, tours, and industry and inspirational speakers.

Aggie pride prevailed as the Hereford group was treated to some of the best in TAMU hospitality starting with a visit to the beef and research center. The Texas hospitality continued with a state-of-the-art tour of the veterinary sciences department, educational demonstrations and the famous Freebirds burrito luncheon in the atrium of the Kleberg Animal Science Department. The young



minds attending Gig 'Em Herefords left College Station well informed about TAMU and the College of Veterinary Medicine, better educated about cow herd management practices and motivated to live their lives right now.

"This year's PRIDE Convention was by far the most educational event to date," says Chris Stephens, American Hereford Association (AHA) director of youth activities.

"The seminars were not only informative, but fun, and the attendees were able to take with them insightful knowledge on a wide range of topics."

He continues, "The speakers were phenomenal and really captured the attention of everyone in attendance. The social activities were a

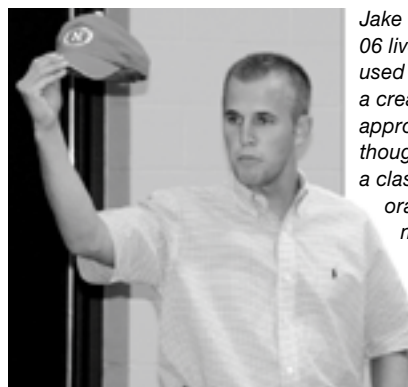
real treat as well, from ice skating to dancing through the night at DeShazer's. All said and done, it could not have been a better atmosphere for learning and making lifelong memories."

The pictures that follow provide a snapshot of PRIDE.



Participants were welcomed Thursday evening by Chris Skaggs, animal science associate professor, and the crew at the Texas A&M (TAMU) Beef Center. Skaggs gave an overview of the entire animal science department and shared some good insight on what one would gain from a degree at TAMU.

Paul Maulsby, TAMU Beef Center manager, led an informative tour of the Beef Center and research facilities. Here participants take a closer look at the feedmill. Prior to the feedmill they saw where the university conducts research in feed efficiency and also where ongoing research is being conducted on beef, sheep and swine.



Jake Franke, TAMU's 2005-06 livestock judging coach, used four different caps as a creative, yet educational, approach to demonstrate the thought process of analyzing a class of animals and giving oral reasons. Junior board member, Roger Morgan, presented a set of reasons at the end of the workshop to show the components of effective oral reasons.





*PRIDE participants took a break from the Texas heat and enjoyed an evening at the local ice skating rink. The junior board showed off some fancy footwork on the ice, while others concentrated on staying upright.*



**Left:** David Forrest, reproduction professor, visits with Cindy Rogers and her daughter, Shelby, after his presentation.

**Below:** In the classroom TAMU faculty presented numerous educational workshops ranging in topics from reproduction to meat science to marketing.



*Buddy Farries' difficult calving demonstration took everyone back to the ranch and the last time they helped a heifer through the calving process. The TAMU professor and Extension veterinarian gave a step-by-step look at what to do, and in some cases what not to do, to make difficult calving easier on you and the heifer. Farries' insight will be valuable in calving barns around the country when the Hereford youth practice the steps he taught.*



*Touring the Texas A&M College of Veterinary Medicine was a highlight of the week's activities. Hereford youth divided into groups and got an in-depth look at the state-of-the-art animal hospital and teaching facility. From the equine side of the hospital to the food animal division, all were impressed with the TAMU veterinary program and what the animal hospital has to offer. Pictured here Kevin Washburn, assistant professor of food animal medicine, leads a tour around the vet science campus.*

*Keynote speaker, Rick Rigsby, gave an amazing presentation that captivated everyone's attention. He recently published a book about the life lessons he learned from his late father and the life lessons we can all learn from that generation.*



*Next stop George Bush Library. In addition to the activities on the TAMU campus, PRIDE participants enjoyed the opportunity to learn about some of the nation's political history at the home of George Bush's presidential library. A tour through the library gave a comprehensive look at the 41st president's term.*



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DeShazer Cattle Co., Hearne, Texas, rolled out the red carpet for the PRIDE delegation. Managers Tim and Fiona Lockhart and their crew were gracious hosts preparing a delicious CHB steak dinner with all the fixings, followed by The Eli Young Band in concert. Youth and adults enjoyed a tour of some of the cow herd and then a night of dancing and socializing.



On Sunday, Cassie Bacon, National Junior Hereford Association (NJHA) director, led the morning devotional. A vespers service was then conducted by the NJHA board of directors. This service concluded the weekend's activities and juniors reluctantly left their new and old friends to travel back home.



## Six scholarships awarded at PRIDE

At the 2006 PRIDE (Program for Reaching Individuals Determined to Excel) Convention, Michael Coley and Meghan Schatte were awarded the prestigious Future Cattleman Scholarship, which is given to members of the National Junior Hereford Association (NJHA) who have portrayed excellence throughout the junior program. Selection of winners is based on the juniors' individual accomplishments, as well as leadership, herd management and breeding goals. Both recipients received a \$750 scholarship from the Hereford Youth Foundation of America (HYFA) and American Hereford Women (AHW).

Coley and Schatte, along with Maddee Moore and Ashley Middleswarth, also received the Golden Bull Achievement Award. This award also recognizes members of the NJHA who have excelled throughout the junior program. Each recipient received a bronze Hereford bull as well as a \$750 scholarship from the HYFA and AHW.

Coley, Castalian Springs, Tenn., is a senior at Middle Tennessee State University. He has been a member of the Tennessee Junior Hereford Association since he was 7 years old. Coley runs his cows with the rest of the Coley Herefords, and helps with the work of his family's ranch. He has shown Hereford cattle across Tennessee and regionally, and this year, attended his first Junior National Hereford Expo (JNHE), where his team won the senior judging contest. Other highlights of his career have included winning the heifer showmanship, polled and horned heifer shows, and bred-and-owned heifer show, all in the same year, at the Tennessee Junior Livestock Exposition in Nashville. Coley served as president of the Tennessee Junior Hereford Association from 1999-2004, and was elected as president again in 2006.

Schatte, Giddings, Texas, has been a member of the Texas Junior Hereford Association since she was only 3 years old. She has 13 cows that run on her parents' Bar S Herefords ranch. Schatte has shown not only heifers and steers, but also pigs and lambs. This was her first PRIDE, but she's attended eight JNHES, one at which she and other Texas youth won the junior team marketing contest. For the Texas Junior Hereford Association, she has served as vice president twice, reporter and director. She has also been a district FFA officer. Throughout the year, Schatte works at Producers Cooperative Association in College Station, Texas. She is a sophomore at Texas A&M University.



Pictured (l to r) are: Megan Schatte, Giddings, Texas; Shery Pope-Smith, American Hereford Women past president, Tulsa, Okla.; and Michael Coley, Castalian Springs, Tenn.

Moore, Cove, Ore., has been a member of the Oregon Junior Hereford Association (OJHA) and the Oregon Junior Hereford Breeders (OJHB) for five years. She is president of the OJHA. Moore owns five cows with calves and has received most of her genetics from her grandparents of Chandler Herefords in Baker City, Ore. Her focus is raising quality, functional females that can also hold their own in the showing. She also produces bulls to sell primarily to commercial cattlemen in eastern Oregon. In addition to her junior Hereford involvement, Moore helped develop an FFA chapter in her local high school. She works at a camp and conference center in Cove, and also assists Weimer Cattle Co. of Susanville, Calif., fitting and showing cattle as needed. She is dual enrolled at Oregon State University and Linn-Benton Community College.

Ashley Middleswarth is the fourth generation in her family's Hereford tradition. After nine years as a member in both the Wyoming Junior Hereford Association and the NJHA, Middleswarth decided it was time to run for the NJHA board. She succeeded and served two years as a director and one as secretary (2004-05). In addition, Middleswarth is president of Collegiate FFA at Oklahoma State University and an active member of the Collegiate CattleWomen and Block & Bridle club. She also works as a College of Agricultural Sciences and Natural Resources Career Liaison, and in the summer returns home to help work calves and assist her parents in the everyday chores of running the operation. Middleswarth has exhibited cattle on the national level and was named the Wyoming State FFA Star Farmer in 2004.



# It Ends With YOU!

by Jessica Sloan, NJHA director

It starts with thank but it ends with you. The words "thank you" aren't heard often in today's world and yet they should be. As National Junior Hereford Association (NJHA) members we should be shouting thank you at the top of our lungs every day to the individuals who make this association possible. After all "thank you" ends with you, and if you don't say it, no one ever will.

This year at the Junior National Hereford Expo (JNHE) thousands and thousands of

dollars were donated by sponsors to help make the show a success. If you have not done so already, be sure to write your class sponsors or activity sponsors a heart-felt thank you. It means the world to sponsors to see that the effort they put into youth organizations is appreciated by the youth involved.

The people we are the closest to deserve a thank you the most. It takes no effort, no letter, no envelope, as most are not even a phone call away. Our parents do so much for

us, especially when it comes to show season. Countless dollars spent, countless miles driven and countless hugs and shoulders to cry on. Our parents give to this organization in immeasurable ways and therefore the most important thank you we can give is to them. Do me a favor, right before you open the truck door at the next cattle show, say thank you to the person who got you there. You never know, that smile could last them the rest of the day!

## Where Are They Now?

by Katlyn Howes, NJHA secretary

"The NJHA will take you places!" Does this sound familiar? Here's the proof! Here are the stories of two past National Junior Polled Hereford Council (NJPHC) members and one past American Junior Hereford Association (AJHA) member who are extremely successful today.

### Kyle McMillan

"Growing up, Hereford cattle and junior association activities were the highlights of my summer," says Kyle McMillan, regarding his National Junior Polled Hereford Association involvement. He served on the Illinois Junior Polled Hereford Association board beginning at the age of 12, and then built up to serving on the NJHPC from 1993 to 1995.

He currently works for BASF Plant Science as their National Sales Manager for corn output trait products. He manages field sales activities, manages relationships with senior managers of key customers including breeding and agronomy teams to provide market-based feedback, and aids in the development of yearly marketing plans. McMillan believes that managing people is both the highlight and greatest challenge in his career. "The greatest asset to any company or organization is its people. When people feel they are sincerely appreciated and are acknowledged for their efforts, the quality of their work improves and all of the people around them can feel their positive energy," he says.

Where does the junior Hereford program fall into McMillan's success? He says that his experience with the NJPHC definitely helped to prepare him for a career, even outside the cattle industry, "The opportunity to serve as chairman [of the NJPHC council] helped me to develop my skills around leading change, running productive meetings, confident public speaking, and dealing with conflict. Learning these skills early in life provided me a differentiated advantage compared to other job candidates leaving college, and they were instrumental in my early career success."



in 1987, and served as chairman 1988-89. He exhibited at every Junior National from 1984 to 1990.

Moser says, "As a young person, I was terrified of public speaking, but [junior Hereford] activities forced me to face my fear and overcome it. I remember being asked to address the banquet [at the Canadian Junior Hereford Bonanza] with about five minutes notice, and I wrote my speech on my napkin. I couldn't have pulled that off if it hadn't been for the experiences of being a state association officer and having served a year on the Junior Council."

Public speaking is certainly a necessary skill for Moser's current career teaching classes about genetics and animal breeding to college students and youth involved in agriculture.

"The best part of my job is working with our students. While teaching is a challenge, it is very rewarding to get to know [the students] and see them succeed in their careers and personal lives," he says. Moser remains involved with the NJHA through his children.

### Terri Barber

Terri Barber joined the AJHA when she was 9 years old and remained an active member until 1991. For more than five years, she has been the director for livestock marketing in the state of Texas. She previously worked at the National Brangus Association for seven years, heading youth shows and activities.

She is also the president of the Texas Hereford Auxiliary, which raises funds for scholarships for Hereford youth. "I have a special fondness for livestock, especially Herefords," Barber says.

She is happy to have remained actively involved with agriculture and beef cattle for her career. "The best part of my career is being a reference for other up and coming adults who want to pursue a career in agriculture. To help people stay involved in agriculture in Texas and also nationally," she says.

Barber's favorite memories of her years as a junior member involve the camaraderie and friendships made with other members around the country.

"The AJHA laid the groundwork for me with skills for responsibility, record keeping, networking and public speaking, and gave me experience for opportunities like leading a large organization like the Texas Hereford Association and the Texas Hereford Auxiliary," Barber says. "It's been rewarding to be able to stay involved with the Hereford breed and give back to the organization that helped me get where I am today."



### Dan Moser

"Junior livestock projects in general, and specifically Junior Hereford activities had a big impact on me. I wouldn't have sought a career in agriculture if it weren't for those influences," says Dan Moser, Kansas State University animal science and industry associate professor. Moser was an active member of the Kansas Junior Polled Hereford Association of which he became president. He was then elected to the NJPHC





## Junior Breed Association Offers

# Leadership Skills for Life

Story and photos by Kim Kanzler Holt and Mark Sullivan, NJHA treasurer

Summer camp is an American institution and, as students return to school, many have fond memories from the campfires and camp songs they experienced this past summer. A handful of Idaho and Oregon youth, however, have camp memories of a different nature: working in teams to build skyscrapers with spaghetti noodles and marshmallows or nervously waiting their turn to deliver a prepared speech to peers, all in the name of building leadership skills for life.

Nearly 30 youth gathered together for this camp — the Northwest Junior Hereford Invitational (NWJHI) Leadership Camp — with Hereford cattle as the catalyst. The event was sponsored by the Idaho Junior Hereford Association and Idaho Hereford breeders, and hosted in conjunction with the state's junior

show this past June at Split Butte Cattle Co. in Minidoka, Idaho.

The camp was led by directors of the National Junior Hereford Association (NJHA). 2005-06 NJHA President Heather Thomas from Gold Creek, Mont., and Treasurer Mark Sullivan, Chehalis, Wash., teamed up to lead juniors ranging in age from 6 to 18 through leadership development, team building and goal setting activities. Fun was the name of the game, as juniors learned how to be team players as well as leaders in their state junior associations and in life.

"The junior board likes to conduct the state leadership camps to provide leadership training at the grass-roots level," explains Chris Stephens, director of youth activities for the American Hereford Association (AHA). "Going to the states individually creates a lot more of a one-on-one contact with the junior members."

The Junior National Hereford Expo (JNHE) and the Program for Reaching Individuals Determined to Excel (PRIDE) Convention are two national leadership building activities sponsored for youth by the AHA. Youth from coast to coast participate in these events. "The training there might not be as one-on-one, where the state leadership training is focused in on what that state is looking for and what they need help with," Stephens says.

"Interaction amongst your fellow association members is important because these are your friends and colleagues that you're going to grow with throughout your career in the junior association," Stephens adds. "It's important to have a good working relationship to reach association goals and to learn how to work with others to accomplish those goals."

## Applying life skills

While building a spaghetti and marshmallow tower with peers isn't much of a comfort threat, standing up in front of them and actually giving

a speech is more of a challenging activity. It's activities like these that, while uncomfortable, contribute to a young individual's personal growth and build confidence.

And when they're combined with cattle and state and national junior breed activities, they can provide a building block to a career in agriculture, as well as other fields. Stephens points out, "Juniors are learning skills that are going to get noticed first because of their networking ability and ease with meeting new people."

Examples of careers that former and current NJHA directors are pursuing include positions in marketing, PR, journalism, nursing, pediatrics and financial management. Others are employed as beef cattle geneticists, collegiate judging team coaches, at their state department of agriculture and in animal pharmaceutical sales. Some are employed in purebred and/or commercial ranch management, often returning to the family cattle operation.

While many junior breed leaders choose to remain working in the agricultural industry, others are highly employable in other career fields.

Sullivan recently graduated with an economics degree from the University of Washington and began his career with a financial management company in Bellevue, Wash. His resume, which listed his cattle experience and NJHA leadership activities, was especially interesting to prospective employers. In fact he received second interviews from multiple companies, including the Seattle Mariners. He terms his resume as "different. There's something in there that they really respond to."

The companies that Sullivan interviewed with didn't have any knowledge or experience in the cattle industry. But some were curious. "If they did ask what goes into what a member has to do to get an animal ready, they can't help but see how much dedication it takes and that you're a person who can follow through, which are all skills you have to have in the business world, in my opinion."

Referring to NJHA activities, Sullivan says, "I can't think of anything else that's going to give you such a wide base of knowledge as far as communicating with people of all ages. You're obviously organized and driven and they can see that."

Sullivan says that growing up with cattle and junior Hereford activities have helped him develop "tons of confidence and experience" from doing a little bit of everything. From calling people by phone to waking up early to get the work done, he says it's pride in doing a good job and working hard at something. "With cattle, especially, it's so easy to see tangible results if you put in the time and effort. So it really teaches you how to work hard."

## Affecting youth

At the NWJHI camp, Maddee Moore was one of the eldest junior participants who came with fellow Oregonians. Explaining why, she says, "Knowing what the NJHA stands for and what I learned at PRIDE the year before, I knew there was a different approach to leadership and



Can you market a toilet bowl freshner? This was just one of several "unusual" items junior members took to task selling as a team. Junior marketeers pictured here are Travis and Scott Jensen and John Wiseman.



The thought of speaking in public often makes grown adults quiver. Here, 18-year-old Maddee Moore (left) and 9-year-old Jae Anderson (right) speak like pros, while looking like royalty.

NJHA's Heather Thomas explains that being a true leader means you have to be

incredibly comfortable while looking like the silliest person in the room! Besides, you should feel like royalty when all eyes are upon you.



# Meet the Man Behind It All:

## *Chris Stephens, Director of Youth Activities*

by Sara Stream, NJHA director

### Where is your hometown?

I grew up on my maternal grandfather's farming and cattle operation in Wesson, Miss. I am the fourth generation in my family to farm and raise cattle.

### What is your background with the Hereford breed?

I began showing Hereford cattle when I was 8. Mostly on the local level for several years, but I was very active in 4-H and then began attending the Junior National Polled Hereford Show and Forum and participating more on the national level both in the showing and in several skill-based contests. I served on the National Junior Polled Hereford Council (NJPHC) from 1996-1998, and was elected chairman of the NJPHC in 1998.

While I was serving on the NJPHC, steps began to fall into place to merge the two junior associations — horned and polled — and many positive changes began to happen. The National Junior Hereford Association (NJHA) was formed a couple years later.

I won the title of champion senior showman at the 1999 Junior National in E. Lansing, Mich., and I also won the National Junior Merit Scholarship in 2000 at the 1st Junior National Hereford Expo (JNHE) in Tulsa, Okla.

I interned with the American Hereford Association (AHA) during the summer of 2001, and began my employment as director of youth activities and the Hereford Youth Foundation of America (HYFA) in December of 2002.

### Who has been a big influence on your life?

I must credit many Hereford breeders and friends for their support along the way. There are too many to mention, but a few are my family — Mom and Dad for always allowing me the opportunity to do what I wanted to do and supporting me 100% in everything. Walt McKellar; Walter and Louise McKellar; Eddie and Ruth Sims; Norm and Jane Durham; Bob Call; Randy and Kelly Owen and Jo Ellard have been my mentors and I thank them for their years of friendship and support. I also have a great group of friends who lend support time and time again.

### What is your educational background?

I received a bachelor's degree in agricultural communications and animal science from Oklahoma State University (OSU) in Stillwater.

### What hobbies do you enjoy in your free time?

I enjoy traveling, reading about history — people, Hereford breed, cattle industry and America — cheering for OSU (especially men's basketball and football), attending Hereford activities, spending time with friends and family, and helping local 4-H and FFA members with their livestock projects when time allows.



### What has been your most rewarding experience during your time with the AHA?

Working with great people and developing relationships with a vast group of individuals from a myriad of backgrounds has truly been a blessing. Most importantly, watching young people take advantage of the opportunities the NJHA provides for their growth and development as young adults. The one highlight that I feel most strongly about is the HYFA, working to reach the \$5 Million Capital Endowment Goal and working with they HYFA board of directors.

### What are your thoughts about the future of the AHA/Hereford industry?

To continue to move the Hereford breed in the right direction, we must keep communicating positive messages time and time again, until others are tired of listening. The messages must be told in a positive manner with concrete data to back it up. Positive Hereford breeders and AHA staff members must tell the messages; there is no room for negative attitudes. If we stay positive on all fronts we will move the Hereford breed forward. A house divided will fall. We must stay on course and stay positive. Be proud to be a Hereford breeder and let everyone around you know that you are a Hereford breeder!

### What are your duties on a day-to-day basis?

No two days are the same. I do a lot of planning and organizing each day. I oversee three big events each year, including the Junior National Hereford Expo (JNHE), Program for Reaching Individuals Determined to Excel (PRIDE) Convention and the HYFA Harvest Gala.

I also organize the HYFA board meetings and the many fundraising activities that are associated with the HYFA. I spend time assisting with planning and organizing for the six national open shows each year, and plan all the activities of the 12 member NJHA board and work with the directors on executing their plans and objectives.

Time management is essential in getting my 'to do list' accomplished. I also work closely with the American Hereford Women and the National Organization of Polled-ettes. A positive attitude is essential everyday you walk in the office. You never know when the opportunity might arise when you influence someone's life; so you had better make it positive!

### Do you have any last words of advice?

By all means — do it now! There is no time like the present. Don't let opportunities pass you by. Make each day count. Take advantage of each opportunity that comes your way, and be positive in each endeavor you undertake!

speaking skills that they would teach at this camp that I could go on and use later in summer in running for the national board and in my life."

Moore will be a college freshman majoring in animal science and agricultural education at Linn-Benton Community College and Oregon State University. She assures, "I've been to a lot of leadership camps all over the country and the NJHA's approach — from the way they present their speaking formats to how to write a speech and present yourself in public, to how to approach people to ask questions and help get kids to the

next level — is just so different. It makes wanting to be a leader really easy; everyone should want to do it because it's just so natural."

At the NWJHI camp, Sullivan told juniors they can take cattle activities as far as they want, and no matter their goals, they can use state and national leadership activities as a way to reach them. One 9-year-old camper took Sullivan and Thomas' messages to heart. Under 'expectations of myself' in the camp handbook, this junior penned, "To learn how to be an NJHA leader." Thus, mission was accomplished.



*Constructing a tower from spaghetti and marshmallows requires concentration like that displayed by Cami Jensen. Campers split up into teams and were timed. The group who built the tallest tower won — if it didn't collapse first!*



# 2006-07 NJHA Dates and Deadlines

**(Note: NO late entries or applications will be accepted after the postmark date of each deadline)**

## — 2006 —

- Nov. 1** – Ownership deadline for National Western Stock Show junior competition
- Nov. 13** – North American International Livestock Exposition Junior Show, Louisville, Ky.
- Nov. 15** – Entry deadline for National Western Stock Show
- Dec. 1** – Summer regional junior heifer show request form due

## — 2007 —

- Jan. 15** – Junior AI heifer nomination forms due
- March 1** – State field day information sheets, state officers and advisors due to Department of Youth Activities (State Advisors)
- May 1** – John Wayne Memorial Scholarship applications due
  - Junior Golden Bull applications due
  - Prospect Award applications due
- May 15** – Junior National Hereford Expo (JNHE) EARLY entry deadline
- June 1** – JNHE entry deadline
  - JNHE ownership deadline
  - NJHA director candidate nomination due
  - Hereford Herdsman Scholarship applications due
  - National Junior Merit Award applications due
  - Pro-Performance Breeder Award applications due

- Walter and Joe Lewis Memorial Award applications due
- Advisor of the Year Award nominations due
- PRIDE of the Nation Award nominations due
- Photo contest entries due

**June 15** – Ed Bible Memorial Scholarship applications due

**July 1** – Deadline for PRIDE Convention registration

- Illustrated speech contest applications due
- State voting delegate names due
- Peewee speech contest applications due
- Promotional poster contest entries due (if unable to attend the JNHE)
- National scrapbook contest entries due (if unable to attend the JNHE)
- Golden Bull Achievement Award applications due
- Future Cattleman Scholarship applications due

**July 7-14** – 2007 JNHE, National Western Complex, Denver, Colo.

**Sept. 15** – B.C. Snidow Award nominations due

- Gary Bishop Memorial Scholarship applications due
- Hereford Youth Foundation Scholarship applications due
- Bob and Dolores Call Memorial Scholarship applications due
- Bill and Jo Ellard Memorial Scholarship applications due



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