

the advantage

national junior hereford association newsletter — Fall 2014

THE RIGHT DIRECTION

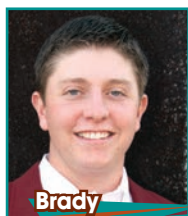
by Brady Jensen, NJHA chairman

Who wouldn't love Herefords and our youth after this absolutely amazing summer? From the wonderful state association junior shows across the U.S. to the Junior National Hereford Expo (JNHE) that was hosted in the great state of Pennsylvania to finishing out our summer at a truly special Faces of Leadership convention hosted in Arkansas.

Your National Junior Hereford Association (NJHA) directors made their rounds to many of the state and regional junior shows and activities, and the reports were more than impressive. The growth of our junior association and the involvement we are seeing within the membership are truly inspiring and are a credit to many of the leaders and advisors within each state association.

The 2014 JNHE was a truly magnificent event. From the conversations I had with families around the barns, it was many families' first trip that far east, but they were all enjoying the different scenery and truly high-quality facilities. Also, we had many new faces at JNHE, and those new exhibitors stepped right up to the plate. We had more participation in many activities throughout the week and heard nothing but positive responses.

There were many opportunities for the juniors outside of the showing and the competition circle. Many youth visited historical



Brady

sites like those at Gettysburg, and some juniors looking to cure their sweet tooth ventured over to Hershey to find a bite of chocolate.

At the end of the week, we watched four seasoned and outstanding leaders retire from the junior board of directors. But, with our outstanding junior membership, we had some great candidates in the election for the junior board of directors, and four very deserving members were handed a maroon jacket.

Just a few days later the Hereford youth were given a once-in-a-lifetime experience at the Faces of Leadership or Program for Reaching Individuals Determined to Excel (PRIDE) Convention that was held in Arkansas. The group toured some amazing family operations and listened to many talented and informational speakers, but potentially the most important dynamic of the event was getting the opportunity to visit Tyson headquarters.

In my years as a junior member, I have traveled all across the country attending many PRIDE Conventions, but this year's event was excellent. Adding the business aspect to the event, really helped connect the dots of what our goals for the event are all about.

Cultivating Hereford youth into great adults is truly what the NJHA is all about. Because of the many opportunities we offered this

summer, I cannot help but say that this organization is headed in the right direction. The future of the NJHA is shining bright, and I can't wait to see what is next.

Thank you

The 2014 JNHE was my final time to walk into the showing as an exhibitor. I still don't think I am ready to accept that, but I know I couldn't have invested my time any more wisely over the last 14 years. Words can't express how thankful I am for the doors and opportunities this association has opened up for me. I owe my parents a great deal of thanks for selecting this junior program for me to be a part of.

During my first years in the junior program, I was touched by so many great leaders within the Hereford breed. I began to idolize many of those young adults when I was going through the ranks of the NJHA and had dreamed of wearing a maroon jacket someday. While in Harrisburg, I was fortunate enough to be elected NJHA chairman. Being elected chairman was more than just an accomplishment for me; it was truly an honor.

As your 2014-15 chairman, I am happy to say that the NJHA has built me. Every leadership attribute I have and every skill I've gained has been crafted through my time in the NJHA. The direction the juniors are taking this association is going to be nothing but great, and I am excited to see where we go. ◀



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JrHereford.org

A Chance to **Learn**, a Chance to **Grow**

by Amanda Bacon, NJHA vice chairman



Amanda

This year's Program for Reaching Individuals Determined to Excel (PRIDE) Convention was one for the books. I think I can speak for all participants when I say it truly was an unforgettable PRIDE full of great times.

We had the opportunity to listen to three phenomenal motivational speakers to kick off our time in northwest Arkansas. We heard about how to build our communication skills as well as how to advocate for agriculture using social media outlets.

We toured Bacon Cattle and Sheep in Siloam Springs, Ark., as well as Willow Springs Club Calves, Prairie Grove, Ark. It is always great to get the opportunity to tour new operations and learn about other's breeding

programs. These operations welcomed us with open arms, great food and even better hospitality and we can't thank them enough.

Never did I expect to get the chance to make my own pizza, but as we learned, Tyson Foods is one of the largest producers of pizza toppings. As a result, we got the opportunity to create our own pizzas and eat them for lunch.

Needless to say, that was quite a memorable experience. We also toured the Tyson Foods Inc. Discovery Center and got a better understanding of the building's purpose and who their Research and Development team consists of, as well as their daily operations. Participants also learned about the purpose and values of Tyson Foods and then participated in developing a purpose and values for their own organization.

Getting to see the Crystal Bridges Museum and the original Wal-Mart store and museum was a once-in-a-life-time kind of opportunity. Monday evening we hopped aboard the Showboat Branson Belle on Table Rock Lake and had an evening full of entertainment and laughs.

The University of Arkansas went above and beyond to give us a great set of workshops that helped us work on our ability to be advocates for the industry, as well as gave us a chance to learn about different traits of leaders and their value.

On behalf of all the participants, I would like to once again thank everyone involved in providing this year's PRIDE participants with so many great opportunities to learn and grow. I hope that each participant takes their newfound knowledge back to their families, operations and state associations to help our breed continue to grow and prosper.

I challenge each state to help raise funds and provide opportunities for their juniors to attend the 2015 PRIDE Convention next summer. This conference is a key part in helping our juniors of today and leaders of tomorrow build their leadership skills and industry knowledge. As members of the National Junior Hereford Association (NJHA) we should be extremely grateful to be given an opportunity once a year to set aside working cattle, and get the chance to attend a conference aimed toward building our personal skills and knowledge.

Our junior board works hard each year to come up with a new and exciting place to host PRIDE where attendees will get to see a new scenic area, tour operations you may have only dreamed of getting the chance to, learning about so many different facets of the industry and most importantly getting to build life long relationships with members from across the nation.

I cannot even begin to describe how many memories, friendships and learning opportunities that PRIDE has warranted me over my years in the NJHA. Work with your adult and state associations and find ways to ensure that every junior across the nation gets these same opportunities to attend PRIDE.

The NJHA board is currently in the process of working on planning next year's convention and we look forward to getting the location and schedule out to all of our members in the near future. When you are planning your schedule for the summer of 2015, you won't want to miss PRIDE. We look forward to seeing you there. ◀



Scenes from **PRIDE**

Getting Out of Your (Comfort Zone)



by Austin Cole, NJHA director

Driving down I-65 south headed to Nashville, Tenn., early on a Wednesday morning, I could feel the butterflies fluttering in my stomach. It had finally hit me that I was about to fly eight hours away from home, 2,000 miles away with little cell service or any way of communicating.

This past March, I had the opportunity to study abroad in Ecuador. Wow, did it open my eyes. While on the airplane, they gave us a customs form to fill out before we arrived in Quito, Ecuador. I reached in my pocket, grabbed my pen and looked at the paper realizing it was all in Spanish, and I couldn't read a single thing on the paper besides "hola."

As you can tell, I made it home safe and had a great trip. Growing up I never thought that I would ever want to travel outside of the country, much less with school. I am going to give you three reasons why you should step out of your comfort zone and get involved: the unforgettable experience, learning something new and finally, the networking opportunities.



The first reason to get out of your comfort zone and get involved is experience. I promise that you will never experience as many different things if you just stay on your family farm and never leave.

I was in total shock when we arrived and started driving to our hotel, just seeing the landscape and how different everything looked. Viewing green grass and corn growing the first part of March was just unreal. During the whole trip the temperature never dropped below 60 degrees or above 75 during the day. Since Ecuador is in the middle of the world and so close to the equator, the temperature usually stays close to the same year around which makes growing crops very easy.

For the rest of my life, I will never forget visiting a dairy and potato farm where the workers showed us how to dig potatoes. Then they handed us the hoe and said, "Start digging." Well I dug for about 5 minutes and only got about three whole potatoes out of the ground and cut the rest of them in half.

Needless to say I got fired from digging, so I had to pack 150 lb. bags of potatoes down a 300-foot row and stack them. After about the third bag, I was ready to give up. Just being able to get away from our farm at home and experience firsthand how farming is done in other parts of the world is something that will remain with me for the rest of my life.



The second reason to get involved is to learn. At this year's Program for Reaching Individuals Determined to Excel (PRIDE) Convention, we toured Tyson Foods. I learned so many different facts about Tyson Foods. For example, they are not just a chicken finger company; they sell more beef than chicken.

When I first started showing cattle, I didn't have a clue what I was doing. I was the true definition of a "Freddy 4-H'er," but once I started showing I became involved in the beef industry and the National Junior Hereford Association (NJHA). I quickly learned how to become successful in the showing and moved up from the "Freddy" status.

As a college student, learning is my main goal. Like most college kids, I plan to apply for internships during summer break. This is another chance to get involved and learn something new about a field that you are interested in and planning on making a career of. I believe there is no better way to learn than to become engaged in something. The fact is, you pick up on new information so much quicker when you get to do what you truly enjoy.



The third reason to get involved is to network with people. Today it is so hard to find a job without knowing someone. You have to be outgoing so others will know your name and possibly be willing to put in a good word for you. How else are you going to network with people than to get involved?

I think you can network at any level. You should get involved in any way possible, whether it be joining a club at your college, becoming a member of your state Hereford organization, or at the national level by attending PRIDE and the Junior National Hereford Expo (JNHE). There are so many different opportunities out there for juniors to become involved and network. It just depends on you and the type of people you want to meet.

So if an opportunity comes open for you to get involved, don't hesitate, take a risk, and step out of your comfort zone. You never know, maybe you will experience something different, learn something new and be networking with a future boss or acquaintance. ◀



Chandler Mulvaney:

An Advocate from Day One

From a young age, Chandler Mulvaney has had a passion for cattle. Born and raised in Auburn, Ala., Chandler and his older brother and sister have shown cattle at the local, state, and national level since they were old enough to enter the showing.

Chandler and his family have been very active members in the National Junior Hereford Association (NJHA), showing at many Junior National Hereford Expos (JNHEs) and other shows during his showing career.

Chandler has learned that his true passion in life lies within the animal protein community. He is currently a junior at Auburn University studying agriculture communications and hopes to work for a state cattlemen's association/beef checkoff, the National Cattlemen's Beef Association (NCBA), a breed organization or a protein company.

Chandler has also had the opportunity to be a National Beef Ambassador. Let's get to know a little more about Chandler.

How did you get involved in the beef ambassador program? What steps did you take to participate?

In the spring of 2011, I heard of the National Beef Ambassador program through a NCBA publication and decided to talk with my state cattlemen's association about sponsoring the first Alabama contestant in 20 years to compete in 2012.

My parents and I drove to Wooster, Ohio, to watch the 2011 national contest. Watching the contest was the best way to learn, because it allowed me to determine the amount of dedication and work that it would take to make the team.

Starting that fall, I collected every article, research study, and beef-related publication I could get my hands on to learn more about all issues affecting the beef community globally. Over the next year, I studied the materials I had collected, met with Farm Bureau representatives to enhance my media and interview skills and asked questions of Auburn University researchers and professors to increase my knowledge of everything from beef economics to consumer expectations.

After completing three classroom presentations, two consumer demonstrations and one media interaction, I qualified



Chandler Mulvaney

to compete in the National Beef Ambassador Contest in Sacramento, Calif., in September 2012.

What did serving as National Beef Ambassador teach you?

I would have to say that being a National Beef Ambassador not only taught me the facts, storylines and sound bytes to talk about concerning

every topic related to beef, but above all else, my one-year term taught me how to be a great teammate, how to function as a team and how to professionally represent every beef producer across the U.S.

Every event I attended reminded me how monumental our responsibility is to tell the beef story. Without the National Beef Ambassador Program and the Beef Checkoff, cattle producers would have a much harder time communicating the truth and precise information consumers and families across the U.S. want to hear. With that being said, I learned the true importance of the beef community in a global economy and how every cow produced has a greater meaning than just being food for our growing world.

What is your most memorable experience in the showing?

I have two most memorable showing experiences during my show career. After showing since the age of 7, I realized at the age of 12 what it would take to win inside the showing at a national level.

I knew I would need to work harder in breeding for the cattle genetics I wanted, spend countless hours working and preparing my cattle at home and ready myself mentally for the showdown in the showing on a national level.

After a few years, in the summer of 2011, I was showing at that year's JNHE in Kansas City (in my last year as an intermediate showman). I had taken a 7-month-old Purple Inferno daughter to Kansas City for her first show. We worked together very well and after several heats, placed sixth overall in the intermediate showmanship division.

With the same Hereford female, I participated in the North American International Livestock Exposition (NAILE) that following November.

After a long summer and fall working to accomplish my goal of winning a division at a national show, my heifer named "GiGi" and I were able to win our division. To some, this may not seem like a great accomplishment but to me, having a female that I personally raised and showed makes me feel accomplished in my showing career.

What has showing cattle and being involved in the NJHA taught you the most?

When I was 11 years old, I read an article in the *Georgia Cattleman* featuring an elderly Hereford producer and his following quote has stuck with me ever since. "If you aren't going to be committed to something, then you might as well not be doing it at all."

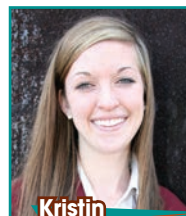
I took this quote to heart and started asking myself this question before committing myself to any new activity. To me, being able to learn the quality of commitment to either an organization, school, family or friends has allowed me to learn how to better manage my time and give these projects or people the time they deserve.

Also, I have been blessed beyond measure with a supportive family and older siblings who showed me the right way to work and be determined in everything I do. Looking back over my show career, I now realize that the countless hours of working, washing and doing other responsibilities on the farm allowed me to further develop my passion for youth in agriculture and working with an organization one day that creates opportunities for the next generation of those interested in agriculture to partake in.

What advice would you give to a Hereford junior?

If you know in your heart that something is right, don't be afraid to be the only one standing up and defending it. Even at a young age, don't be afraid to try something new and fight for an idea, dream or goal that you have set for yourself. Whether it is winning champion female at the next JNHE, becoming a National Beef Ambassador or creating a blog that defends the stance of modern agriculture, know that anything is possible if you are willing to commit yourself and be determined enough to follow it through. ◀

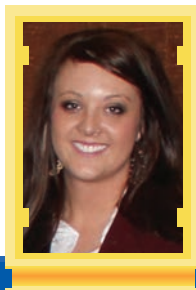
by Kristin Bielema,
NJHA membership chair



Kristin

Guess Who?

The four new National Junior Hereford Association (NJHA) board members were asked a series of questions. Can you match the four new board members with their answers?



Newbie #1

What is your favorite movie?

"The Cowboys"

What is your favorite movie quote?

"Mama always said life is like a box of chocolates, you never know what you're gonna get." — From "Forrest Gump"

What is your favorite food?

Ribeye steak

What are the three most interesting facts about you?

1. I can't throw up.
2. I am the first person in my family to show cattle.
3. I have a toy-sized Aussie Shepard who loves me more than anyone can love someone.

What are you most looking forward to while serving on the NJHA board?

Working with juniors across the nation and networking with people involved in the Hereford industry.

What is your all-time favorite show?

Junior National Hereford Expo

What is your worst fear?

Falling into a sinkhole and no one ever finding me

Newbie #2

What is your favorite movie?

"The Help"

What is your favorite movie quote?

"You is smart, you is kind, you is important." — From "The Help"

What is your favorite food?

Mexican food

What are the three most interesting facts about you?

1. My hidden talent is painting.
2. I've had surgery on both my legs at the same time.
3. I've had the opportunity to show seven different species.

What are you most looking forward to while serving on the NJHA board?

I want to give back to the members what the NJHA has given to me.

What is your all time favorite show?

National Western Stock Show

What is your worst fear?

Terrified of drowning and heights.

Newbie #3

What is your favorite movie?

"Flicka"

What is your favorite movie quote?

"You're killing me, smalls!" — From "The Sandlot"

What is your favorite food?

Any kind of pasta

What are three interesting facts about yourself

1. My family is hosting a foreign exchange student named Fien from Holland this year.
2. I've been playing soccer since I was 4 and live for every moment I have on the field.
3. I got a concussion in our district championship basketball game last year and was out of school with a headache for 21 days straight.

What are you most looking forward to while serving on the NJHA board?

I'm most excited for the opportunity to be able to give back and serve as a leader for the association that has had such a large impact on my life as well as meeting lifelong friends and traveling to new places.

What is your all time favorite show?

Western Nugget National Show. I love being able to work and show as competitors, then enjoy each other's company as a "Hereford family" at John Ascuaga Nugget. And nothing beats watching the sale in the Celebrity Showroom as the curtain rises to the song "The Auctioneer."

What is your worst fear?

Snakes

Newbie #4

What is your favorite movie?

"Frozen"

What is your favorite movie quote?

"Oh yes, the past can hurt. But you can either run from it, or learn from it." — From "Lion King"

What is your favorite food?

Fajitas made with a CHB® sirloin steak

What are three interesting facts about you?

1. I absolutely love Fall.
2. If you buy me a pumpkin iced latte from Starbucks, we can be friends.
3. I've traveled to the Bahamas.

What are you most looking forward to while serving on the NJHA board?

I'm most looking forward to traveling the country to see cattle and meet new friends.

What is your all time favorite show?

The American Royal

What is your worst fear?

Snakes

Answers

No peeking until you've decided Who is Who!

Newbie #1 – Austin Cole
Newbie #2 – Jessica Middlesworth,
Newbie #3 – Kelsey Stimpson
Newbie #4 – Kelsey Reppening



Elise

by Elise Hackett, NJHA
communications chair

A Huge HYFA

THANK YOU!



by Jason May,
NJHA fundraising chair

Over the past years, what Hereford breeders have done for the Hereford Youth Foundation of America

(HYFA) has been unbelievable. The generous donations from this family that we all call the Hereford breed keep rolling in to support our youth, and what a job you all have done.

To date, HYFA has given back more than \$385,000 in scholarships to Hereford youth to further their education. With the cattle industry breaking all time records for sale prices, who thinks we can break some records of our own?

Last year during the National Western Stock Show (NWSS) Mile High Night Sale in Denver we saw just what our breed could really do. GKB 8144 Notice Me Too B19 ET, generously donated by Gary and Kathy Buchholz from Waxahachie, Texas, brought an astonishing \$125,000. We could not begin to be thankful enough for what the National Junior Hereford Association (NJHA) received that evening. To GKB for donating the female and to Colyer Herefords, Bruneau, Idaho; Bar One Ranch, Eugene, Ore.; Elm Tree Farm, Paris, Ky., and GKB Cattle Co., Waxahachie, Texas, for purchasing the outstanding female who has a bright future ahead of her.

This year, Churchill Cattle Co., Stuber Ranch and Iron Lake Ranch have stepped up and donated CCC SR ILR Foundation Lady 437B ET. She is a female that will come to compete not only in the ring but also with some of the top-quality females Churchill has ever raised. Now most of us know the type of females that have come out of this operation over the years and this heifer by NJW 98S R117 Ribeye 88X will not disappoint.



Hereford Youth Foundation of America

The female is sired by one of the hottest bulls in the industry, and out of Churchill Lady 1162Y ET, who is a Golden Oak Outcross daughter. This is one you can take home and put into your own herd, and watch what she can do.

I was privileged enough to spend a few days in Montana this summer and visited Churchill. This female was the first one I saw when we drove through the gate and she didn't disappoint. In fact it was hard to put a hole anywhere in her.

Over the next hour or so Dale continued to show us around the place and all the sale cattle for this fall, but all I could keep

thinking was how good this foundation female was. In fact, as soon as I got on the road I called Amy Cowan right away to discuss with her how lucky we were to have this female represent HYFA and the NJHA as Lot 1 in the Mile High Night Sale in Denver. Everyone needs to keep this one in their mind and see her while attending the NWSS.

At this time we would like to extend an early thank you to Churchill Cattle Co., Manhattan, Mont.; Stuber Ranch, Bowman, N.D.; and Iron Lake Ranch, Athens, Texas, for their outstanding generosity to such a great organization, and all the support they have given to HYFA and the NJHA over the countless years. They are true leaders in this breed and great icons for all of us to look up to.

We also would like to thank all of those who have donated to HYFA, whether it has been two weeks ago or two years ago. Every one of you has made this program the strongest and best junior

breed association in the world. Thank you everyone for all of your generosity over the years and stay tuned for an amazing opportunity to own some of the best genetics in the country as the Lot 1 Foundation Female takes center stage at the Mile High Night sale in Denver on Friday, Jan. 16, 2015. ◀



2015 Mile High Night Sale Lot 1, Foundation Female: CCC SR ILR Foundation Lady 437B ET

JNHE Heads to Nebraska for **HEREFORD NATION**



Jessica

by Jessica Middleswarth,
NJHA director

I love the fall — state fairs, the beginning of a new school year and, my personal favorite, sale season and picking out next year's show prospects.

During the fall, many junior members and their families spend hours in the pasture and at sale facilities picking out "the one" to take to their favorite show. My favorite show is the Junior National Hereford Expo (JNHE).

This past July, Hereford enthusiasts attended "A Sweet Family Tradition" in Harrisburg, Pa. At the event more than 600 participants from across the country exhibited 1,128 head of cattle and participated in 24 contests outside the showing.

Whether it was a participant's first time exhibiting or his last, the JNHE is an event that offers something for everyone. From testing Hereford knowledge in the Hereford bowl, showing off culinary skills in the CHB grill-off or battling it out in the showmanship ring, the JNHE highlights Hereford exhibitors' talents in all aspects.

In 2015 the JNHE will return to the Nebraska State Fairgrounds for "Hereford Nation" in Grand Island June 27 to July 3. The road leading up to the 2015 JNHE will

be filled with preparation, friendships — new and old — and, of course, Hereford enthusiasts from around the nation coming together to share their passion for the breed.

Plans are also underway for the 2016 JNHE, which will be hosted in Madison, Wis. "A Hereford Scene in 2016" will be July 9-15.

Booking hotel rooms

To simplify the rooming process for JNHE exhibitors and their families, the American Hereford Association has contracted with Location Solvers to serve as the housing authority for both the 2015 and 2016 JNHEs.

To book rooms in the 2015 or 2016 JNHE hotel blocks, please call 877-676-5676, ext. 4, or e-mail reservations@locationsolvers.com. Please reach out to Location Solvers rather than calling the hotels directly, as they will be able to assist with securing the best rate at the three host hotels, see "2015 JNHE headquarters hotels."

Mark your calendars. We hope to see you all in Grand Island to celebrate the "Hereford Nation" and the following year in Madison. ◀



**JUNE 27 - JULY 3, 2015
GRAND ISLAND, NEBRASKA**

2015 JNHE headquarters hotels

Boarders Inn and Suites

(formerly Howard Johnson, which has been completely remodeled)
3333 Ramada Rd.
Grand Island, NE 68801
Rate: \$99 plus tax

Super 8

2603 Locust St.
Grand Island, NE 68801
Rate: \$79 plus tax

Rodeway Inn

3205 S. Locust St.
Grand Island, NE 68801
Rate: \$63.99 plus tax

To book rooms

call 877-676-5676, ext. 4, or
e-mail reservations@locationsolvers.com

How well do you know your industry?



Cody

by Cody Jensen, NJHA director

Cattle have been a part of most of our lives, ever since we can remember, but they arrived here many, many years ago. They were first brought overseas to the U.S. in the 1600s; however, the first Hereford wasn't introduced to our country until 1817.

Back then almost everyone had at least one cow. Now most of you have no problem naming a friend who has never worked on a farm. However, there are still nine states where cattle outnumber people. Those states are Idaho, Iowa, Kansas, Montana, Nebraska, North Dakota, South Dakota, Oklahoma and Wyoming.

These states play a major role in the U.S. being a huge supplier of the world's beef. In 2014 5.6 billion lb. of beef was exported out of the U.S. Even so, there was 25.5 billion lb. of beef consumed in the U.S.

There are 29 beef cuts that meet the U.S. Department of Agriculture (USDA) guidelines for lean meat. Lean meat is defined as not having more than 10 grams of fat in a 3 ounce serving. Not only does beef provide a good protein source, but in the U.S. it is the No. 1 source of zinc in a human's diet.

I could not image a life without steaks and hamburgers, but the cattle we raise are part of numerous other items we use every day. Since we cannot consume every part of the animal there are several byproducts that we produce from cattle.

There are more than 100 medicines that come from the cattle we raise. Some of those medicines include insulin, Pepto-Bismol and others to help with asthma. Nevertheless, there is even more byproduct that is derived from cattle. Most of these come from inedible parts of the animal. These products come in a wide range from soaps, to glue, or even industrial oils and lubricants.

Then there are the more common byproducts that people think of like leather. One steer at harvest can produce 20 footballs or 18 volleyballs or 12 basketballs or eight pairs of boots.

Cattle have an affect in several different areas of our lives, from a simple lunch meal to an everyday day item. As of July 2014 the cow herd inventory was around 95 million, which causes this industry to have an economic impact of \$44 billion in the U.S. I am just glad to be a small part of this enormous industry that has offered me so much and hope I can give back part of what it has gave me. ◀

Note: statistics and information from explorebeef.org.

The Two Most Important Words

Thank you. It's everyday etiquette and a simple courtesy that takes just a moment. It costs nothing, not even effort. But it's also one of the most important ways in which we interact with others, both those closest to us and those who we only come into contact with once in a while.



A thank you shows our appreciation and conveys our gratitude. But more than that, it is a sign of respect to the person who has helped you and at the end of the day not only makes them feel better, but yourself as well. It is an indication you do not take them for granted, and an acknowledgement that they are important to you. And that is why saying thank you matters.

In our lives as young livestock enthusiasts, we say thank you to the judge as we shake their hand, thank you for praise, and sometimes a sarcastic thank you to the calf that swatted you in the face with a not-so-dry tail.

But these thank yous are easy. What about the ones we often forget about?

The next time you are at a show, think about all of the people it took to create the event. Planning for the show started months before, sometimes years. The facility, sponsors, entries, ring help, and clean-up crew were all coordinated before you even set foot on the grounds. They all dedicated their time, effort, and monetary support to make sure you have a successful event to attend.

Another thank you our generation, myself included, often forgets to say is the one to our parents, our educators and supporters. They are the ones teaching us how to clip out that heifer, double checking to make sure those entries got sent in and always somehow make it to the showring to cheer us on. They are our biggest believers and you can always depend on them for that extra slap before you head into the ring.

Taking the time to say those two simple words sends a positive vibe to those around you and you will feel better too. Sharing your gratitude in person or throwing a simple handwritten note in the mail can go a long way.

Saying thank you is simple. In fact it's so easy that it's amazing so many people get it wrong, or fail to do it at all. There are just four important steps to saying thank you effectively and successfully in person.

1. Make eye contact. This shows you are genuine about your thank you and ensures the person you are focused on them.

2. Smile.

3. Speak in a clear, friendly voice. Don't mutter!

4. Be specific. This points out to the person exactly what you appreciated. Don't be afraid to throw in your own special twist.

Of course, if you don't have the chance to express your thanks in person, or if you don't feel that a verbal thank you is sufficient, then you should send a thank you note, card or letter. Now a thank you doesn't need to be a Hallmark card. Take the time to thank the person and make it personal. Handwritten thank yous can go a long way.

It's a phrase that is pretty much ubiquitous. But it's never unwanted, and it can mean so much.

So the next time you hop into your truck and head home from your next show, take the time to appreciate those around you. Thank those you look up to like your teachers, supporters, family and friends. Count your blessings and let them know you appreciate them. These two small words can have a big impact and are some of the most important words we can communicate with today. ◀



Kelsey

by Kelsey Repenning, NJHA director



The Future Is In Your Hands

As a senior in high school I know how challenging it can be when deciding what school to go to, applying for scholarships, preparing for the future, and working hard to keep your current high school life under control. Thankfully, we are fortunate enough to have countless options and opportunities that await us after receiving that high school diploma.

You may decide to stay home and work on the family farm, or a part-time job may turn into a full-time job, or maybe a technical school for welding or mechanics is what you decide. You also may decide to attend college, either a junior college or a four-year university. There are a lot of things to take into consideration when deciding between schools and for most people it's not an easy decision.

The most dreaded part about college is the price tag. Cost is always something to consider when looking into colleges, but we have many available resources to help get us through. There are millions of dollars in scholarships and grants that are waiting to be handed out each year. This is "free money," so take every advantage of the opportunities that you can.

Not only can you get many scholarships through the National Junior Hereford Association (NJHA) and the Hereford Youth Foundation of America (HYFA), but also through FFA or 4-H, academic achievements, sports, and countless other options. Four-year universities tend to be quite a bit more expensive than a community or junior college, which has become a popular option.

From day one I was brainwashed with attending Kansas State University, since my uncle had gone there as well as some close family friends. I was dead set and nothing could change my mind, until I started crunching some numbers.

That quickly made me look into any option to help save some money. A junior college was one of my first solutions. A junior college offers core credit classes at a lower cost. They also have smaller class sizes and make transitioning from high school to a large university a little easier. If you want to participate on a livestock judging team, meats judging team or any other type of collegiate activity a junior college is a great way to get some experience and practice before competing with the "big dogs."

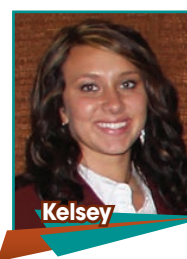
There are pros and cons to attending a junior college. It saves some money, but doesn't give you that full four-year university feel that a lot of college students seek.

The hard decision on where to attend college depends on many things such as your desired career path and life choices, and of course, finances. First, think about what you want to do in life and make sure that the colleges that you're looking at offer a good program. In order to be successful in a career, you want to have the best mentors you can to help you reach your goals.

Make sure you like the career that you're going into. As the popular saying goes, "Choose a job you love, and you'll never work a day in your life." The worst decision you could make is majoring in education when you dislike working with children. Take some time to decide what you want to do and look into some ways to get some hands on experience in that desired field. While attending college, internships are an awesome way to gain a better sense of what you're interested in. It helps to set out career goals and helps identify the type of work you either want to do, or you don't want to do. Either paid, or unpaid, it's a unique way to gain confidence working in the field and may help land you a full time job one day!

Thinking about the future can be scary. There are so many things to think about and so many things to consider. When you find yourself with a tough decision, use your resources. All colleges have counselors that are more than willing to help at any time.

Ask the students and the alumni who are attending or have attended that college; job shadow people who are working in the field that you're interested in. Don't attend a college because your family or friends want you to go there, and don't choose a career that you'll dread waking up for every morning. You don't want to look back in 30 years and regret attending the college that you did, or regret working where you do. Do what you want to do and do what makes you happy. The future is entirely up to you.



*by Kelsey Stimpson,
NJHA director*

Six Benefits of Being on the NJHA Board of Directors



by Taryn Adcock, NJHA leadership chair

Is being a National Junior Hereford Association (NJHA) board member hard work? It is if you are doing it right. But if you are in the cattle business, you more than likely aren't afraid of a little hard work.

Being a board member is also an unbelievable opportunity to represent an awesome breed of cattle and lead the No. 1 junior association in the country. Believe me the benefits are well worth the hard work. So what are some of the benefits? I'm glad you asked. Here are just six:

1.

You always set a fashion statement.

Maybe maroon isn't your color and maybe it doesn't fit like your favorite sweater; however, that coat sets the standard for Hereford youth across America. We know when we put on that coat or those NJHA shirts, we are being looked to as role models and mentors by eyes from all over the barns. It's not a responsibility we take lightly.

4.

JNHE is the ultimate diet plan.

Trying to diet? Well NJHA board members can attest to the JNHE being the best diet around. The miles you walk and your busy schedules throughout the week ensure that you are getting in your exercise. Even though, board members tend to be very busy JNHE week, it is worth our effort to ensure that all the Hereford juniors across the country are able to experience a week they will never forget.

2.

You become a highly experienced "people-watcher."

People watching becomes your favorite past time as layovers between flights to various NJHA events tend to become extremely boring. So whether you are taking advantage of the downtime to catch up on homework or watching your surroundings, the ability to travel the country and represent the Hereford breed at different events is truly a rewarding one.

5.

You become a skilled negotiator.

Do you have any idea the mediation and negotiation skills it takes to get 12 people to agree on where to eat dinner? Serving on a board with 11 other people is a great opportunity to hone those teamwork skills. Learning to compromise, to focus on what is best for the organization as a whole, and even sometimes agreeing to disagree and just move on are all really valuable skills to have in the real world.

3.

Breaking in a new pair of boots? Not a problem.

Breaking in a new pair of boots no longer becomes a yearlong task, rather wear them one day at the Junior National Hereford Expo (JNHE) and you are good to go. You may have some very sore feet at the end of the day, but your boots will no longer rub in all the wrong places. Lots of miles are walked by NJHA board members at events, but we wouldn't have it any other way.

6.

Who needs GPS?

After three years on the board you won't really ever need to worry about a place to stay or how to get somewhere. More than likely you will know a Hereford friend who lives somewhat close to anywhere you travel. While traveling with a group from school last fall, we came upon backed up traffic on the interstate. I pulled out my phone and called a cattle friend I knew who lived just a couple miles from where we were and sure enough he gave us exact directions on how to go thru the country and around the backed-up traffic.

Without a doubt the biggest benefit of being an NJHA board member — the many absolutely awesome people you meet. It's something that I would not trade for anything. ◀

Professionalism at its Finest



by Tommie Lynne Mead, NJHA director

Being selected for an interview is a privilege, so begin by congratulating yourself. Then get down to the work of preparation. An interview is a strategic conversation with a purpose. Your goal is to show the employer or interviewer you have the skills, background and ability to do the job.

In the case of a scholarship, you should show the judges that you are deserving of their help to further your education. Demonstrate to them that you are an investment worth investing in.

An interview is also an opportunity to gather more information about the job, the organization, and future career opportunities to see if it is truly the right fit for you. It will also provide you with a chance to start or continue your network.



Attitude

Most employers or judges do not pick you based on merit alone. Personality, confidence, enthusiasm, a positive outlook, and excellent interpersonal and communication skills count heavily in the selection process. Most importantly, be yourself and stay honest. Do not try to make up a story or an answer that you think the interviewer will like. If you were selected for the interview, they already like you.

Research

It is the 21st century, we have the Internet, cell phones and everything you can possibly need to find out what you need to know — use this to your advantage. Knowing about the job or scholarship will help you prepare a list of qualifications so that you can show, point by point, why you are the best candidate.

Google it and ask people what they know about it, any information is useful

information. Anticipate questions from the interviewer. Again, use the Internet. Many websites today can provide you with the more commonly asked questions during job and scholarship interviews. You will be much more relaxed if you have already thought about how to answer a question that comes up in an interview, and you will be able to give your answer clearly and confidently.

Keep your answers to the point and concise. Remember to do this while making eye contact with the interviewer when you are speaking.

Dress for success

This cannot be emphasized enough. First impressions are the hardest to beat, and it all starts with the look on your face and your choice of attire. Ladies, don't overdo it with too much jewelry or makeup. A nice pantsuit or skirt and blazer will do just fine. Gentlemen, do not wear too flashy of a suit and avoid too much cologne.

When you walk in and sit, you want to be comfortable. If you cannot walk straight in those adorable, 5-inch heels, do not wear them. Being comfortable in what you are wearing will help you be mentally prepared and comfortable; it will show you at your best.

Be organized

Carry a portfolio notepad, a manila folder, or a pronged folder labeled with the employer's name for a job. Not only does this show your future employer that you are organized, but also prepared.

You will be taking notes, have extra supplies and prepare a list of questions. This will tell your future employer you are thinking ahead and that you are eager to learn more. It could also impress them.

Always bring extra resumes. They may have more than one interviewer, and could use more. This plays back into what was mentioned earlier. Be organized and prepared.

Lastly, punctuality

I have always been told, if you are right on time, you are late. Make it a habit to arrive 10 to 15 minutes earlier than the appointed time. This will give you enough time to read over your resume a couple more times.

This is the point where we all become nervous, so arriving early also allows you to calm down and collect yourself. If you do not know exactly where the interview is being held, find out ahead of time so you know how long it will take you to get there.

It is a good idea to drive to the interview area a day or two before the interview. This way, you will know the traffic pattern and already have a planned route. Planning ahead is the key to punctuality.

Interviewing is a skill in itself. It is up to you to own it. Work hard, prepare, and you will show your best attributes in all the right ways. Good luck. ◀



NJHA Dates and Deadlines

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

April 1 Summer scholarship applications due online —
hereford.myreviewroom.com

May 1 Junior National Hereford Expo (JNHE) paper entry
and early bird online entry deadline (No paper
entries accepted after this date.)

National director candidate applications and
nomination forms due online —
hereford.myreviewroom.com

June 1 Advisor of the Year Award nominations due
JNHE final online entry and showmanship deadline
(Online only! No late entries accepted.)

JNHE ownership deadline

Photo contest entries due — email to
njhaphotos@yahoo.com

Walter and Joe Lewis Memorial Award
applications due online —
hereford.myreviewroom.com

Extemporaneous Speaking Contest entries due
Great American CHB Grill-off recipes and entries due
Illustrated Speech Contest applications due
Peewee Speech Contest applications due
Promotional Poster Contest entries due (if unable to
attend the JNHE)

June 27-July 3 Junior National Hereford Expo, Grand Island, Neb.

July 15 Final PRIDE registration deadline (may sign up in the
office at JNHE)

Sept. 15 HYFA scholarship applications due

June 15 Early bird PRIDE registration online at *JrHereford.org*



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