

the advantage

national junior hereford association newsletter — Fall 2015

Everyone Has a Wilson

by Amanda Bacon, NJHA chairman



Amanda

Faces of Leadership participants listened, laughed and participated in the Leadership Circus all thanks to our motivational speaker Rhett Laubach. The

Leadership Circus was quite the event in itself with us doing all kinds of crazy activities, like the worm across the entire room or saying the Pledge of Allegiance to random objects. I believe Amy and Bailey like to refer to this as "organized chaos." I would highly recommend asking a participant about it.

As the day progressed though, I don't think any of us knew what kind of life lesson we were in for. During Rhett's final session with us he told us about his brain tumor. Fortunately, Rhett's tumor was benign, removed and he is now living a healthy life. What is remarkable though is how Rhett can take such an event as having a brain tumor and use it to help others.

You see, Rhett named his tennis-ball-sized tumor "Wilson," and now uses his own story to help inspire and motivate his audiences. He said everyone has an obstacle in their life, a "Wilson," something that represents a challenge that they have to overcome.

Rhett went on to explain your "Wilson" may not be something life threatening like his was, but just something that you are faced with in life, as an industry or organization. It may be something big or something small, something that lasts a long time or a short period.

I can think of "Wilsons" that have come up in my life, and without a doubt there will continue to be several more over the course of my life. As a beef industry and within the Hereford breed we also have "Wilsons."

As an industry, one of our biggest "Wilsons" is getting factual knowledge out to the consumer about everything from the nutrition of beef, to the care and practices cattlemen across the U.S. use. As a breed we have "Wilsons" like growing our market for Certified Hereford Beef (CHB®) and finding new ways to market the breed.

The true challenge these "Wilsons" pose is how we deal with them. Having a "Wilson" come up in your life can test your strength as an individual, breed and industry. I believe it is in those times of greatest challenge that you can see the true character and values of any individual, breed or industry.

Dealing with any kind of "Wilson" involves you having patience, using your mind to the best of its ability, being willing to allow those around you to help, and handling the situation or circumstances with grace.

It is easy when faced with a challenge to make rash decisions, let your values go to the wayside and see yourself as a victim. It is also easy to see someone else, the breed or industry dealing with a "Wilson" and think that you have too many of your own to deal with, or that someone else within the breed or industry can tackle that challenge.

When it comes to dealing with your individual "Wilsons," I would challenge you to not be afraid to reach out to those in the breed for help. Each of us are faced with challenges in life, and sometimes I think we are faced with a challenge just so we can help someone else down the road, as they face the same challenge we did. Find patience in remembering that time will help all "Wilsons" and grace in knowing that your biggest reflection will be how you handled it.

As a part of the beef industry and Hereford breed don't leave the "Wilsons" to someone else, but rather take an instrumental part in helping to overcome

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Up in the Mountains

by Jessica Middleswarth



Wow, what an amazing couple of months it has been. From state and regional shows, to a successful junior national, and wrapping up the summer with an unforgettable “Faces of Leadership” conference. This year seven advisors, 22 directors and 100 members from the American Junior Maine-Anjou Association (AJMAA) and the National Junior Hereford Association (NJHA) loaded up in planes, trucks and vans and took a trip to “Colorful Colorado.”

The three-day adventure began with visits to two of the most prestigious cattle operations in Colorado — Coyote Ridge Ranch and Blind Badger Ranch. While there we learned about the history of both operations, the progressive mindset that propelled them to where they are now and finally looked at some of the best cattle in the state. Not to mention the homemade root beer floats and amazing brisket.

Day two focused on building future industry leaders. The morning began at the YMCA of the Rockies in Estes Park with fun, interactive and hands-on activities

hosted by the AJMAA and NJHA boards. Combining those with self-leadership tips from the one and only Rhett Laubach, the morning turned out great.

As a professional keynote speaker and brain tumor survivor, Laubach taught the importance of not only stepping up and being a leader, but also living life to the fullest. After a great day of personal development and team building, it was time to start a campfire with everyone’s favorite fire snack — s’mores.

The final day was spent on the beautiful campus of Colorado State University (CSU) in Ft. Collins. There, Shane Bedwell, CSU’s livestock judging coach, gave a brief introduction about our main speaker of the day, Temple Grandin. We had the chance to learn about her techniques and ideals, which have made such an impact on our industry. Later in the day, members actually had the opportunity to view her cattle handling work firsthand.

Our stop at CSU also included educational workshops on the CSU seedstock program, current research

studies on temperament in cattle and nutrition experiments as well as high altitude PAP testing.

As our day began to wind down, it was time to start the white-water rafting adventure down the Poudre River. All members strapped on their helmets and tightened their life jackets while stepping down into the rubber raft that would be their transportation down the river for the next two hours.

This year’s 2015 Faces of Leadership conference would not have been possible without the time and help that was put into it. Thank you to all the staff at CSU, along with the Blind Badger and Coyote Ridge groups, and a huge thank you to the advisors of both associations for taking the time to make the three days such a success.

We hope all of you are excited for the revealing of the location for the 2016 conference. Can anyone guess where that will be? ◀

...Everyone Has a Wilson continued from the cover

them. We all have different strengths, and it ultimately takes all of those strengths working together to overcome challenges. The way those “Wilsons” are handled speak volumes about an industry or breed.

To me how a challenge is handled can be what strengthens an organization or what inevitably can cause another “Wilson.”

Rhett’s story really puts life in perspective in terms of the fact that everyone is faced with an obstacle, their

very own “Wilson,” at some point in life. He showed us that you can come out on top of even the biggest of “Wilsons,” and even take what you experienced and learned from your circumstances and use it to help empower others.

I encourage you to look up Rhett and find out more about his story, or ask some of the Faces of Leadership participants. I bet you, just like the Faces of Leadership participants and myself, won’t look at a tennis ball again without remembering Rhett’s story. ◀



Meet the 2015 NJHA Advisor of the Year



Michelle Grimmel Wolfrey

by Kelsey Repenning

Congratulations to Michelle Grimmel Wolfrey, 2015 Advisor of the Year. Through dedication and a large contribution of her time, Michelle has impacted the Maryland Junior Hereford Association (MJHA) immensely over the past 10 years. Nominated by MJHA members, Michelle received her award at the 2015 Junior National Hereford Expo (JNHE) in Grand Island, Neb.

Every year, this prestigious award is given to a hard working advisor who has invested their time and talents into their juniors.

When Michelle first started as an advisor for the MJHA, there were only about 40 members involved. Over the past 10 years as an advisor, she has increase numbers to more than 80 members. Michelle is a true advocate of the Hereford breed and a role model for juniors across the country.

How did you first get involved with the Hereford association?

My sister Kristen and I joined 4-H in 1991 and purchased Hereford heifers from a family friend. We showed locally for many years. Once our younger sister Melissa was old enough to show, we became very active in the MJHA and in 2005 when one of the advisors retired, I was asked if I'd be interested in taking over her position.

What three pieces of advice would you like to give to every junior?

- 1) **Never let the quality of your cattle determine if you should go to the JNHE or not.** That only matters for 10 minutes while you're at junior nationals — the time you're in the showring. The rest of the time you're doing contests, having fun with your friends and meeting new people. That's the important part.
- 2) **Ask for help.** When my sisters and I started showing, we knew nothing — I mean absolutely nothing. Other breeders in our state took us under their wings and gave us guidance with feeding, showing, breeding, etc. The American Hereford Association



(AHA) is filled with breeders who are willing to share their knowledge with new breeders.

3) Take advantage of the opportunities that the NJHA and AHA have to offer.

There are so many opportunities offered whether it's through scholarships, internships, conferences, becoming a junior board member, etc. You are able to network yourself with so many people from every part of the country.

How do you encourage involvement within Maryland?

We offer a "free ride" for the juniors' cattle to the JNHE through fundraiser participation. If a junior meets the fundraising and meeting attendance requirements, their cattle and tack get to travel to junior nationals on a hired semi. The juniors and their families only have to worry about getting themselves there. That's a huge factor for many families. Not having to worry about traveling with the cattle for such a great distance makes it a lot easier for them to attend.

What's the biggest challenge you have faced as an advisor for Maryland?

My biggest challenge was definitely preparing for the increase in participation for the 2014 JNHE in Harrisburg, Pa. With the JNHE just an hour from Maryland,

we knew we'd have kids with Herefords "coming out of the woodwork" and we needed to prepare them as much as possible for everything they'd encounter and be expected to do during the week. Most of the new kids had only shown at their county fair. We needed to really go back to the basics with going to a show. They really took all of the information we gave them to heart and I was so proud that week in Harrisburg seeing all of the first-time exhibitors blending in with the experienced ones.

What is your favorite experience you have had so far with the Hereford association?

My favorite experience was watching all of the first-time Maryland juniors during the week in Harrisburg in 2014. They were so excited to be at such a big show and didn't want to look like newbies. I'd see them watching the experienced juniors and doing what they did. Each of them had such a great week. It was so rewarding to be able to assist and prepare so many kids to participate in such a big show. We had more than 50 juniors with more than 100 head in Harrisburg. It was truly an once-in-a-lifetime opportunity for many of them. I am so proud to have been such a big part in that for them. ◀





by Kelsey Stimpson

In Grand Island, Neb., the National Junior Hereford Association (NJHA) board of directors welcomed four exceptional new members to the team. Bailey McKay from Kansas, Brooke Jensen from Kansas, Mason Blinson from North Carolina, and Steven Green from Kentucky were elected to serve a three-year term on the NJHA board of directors. I would like to introduce you to our new team of directors and what they are most excited about.

BROOKE JENSEN

Who would you want to play you in a movie of your life and why?

Rachel McAdams for the win. Love, love, love this actress. She is beautiful, smart, sweet and fun loving. I would definitely choose her to star as Brooke Jensen in a movie about my life. She rocks every role she has ever played; I am sure with some training I could teach her to show a cow. Rachel is my favorite actress. Blake Lively would be a close second of course. Rachel is my middle name, and Rachel McAdams is a Canadian, and I am half Canadian. She is already half me. When do we start filming?



If you could join any past or current music group which would you join?

because I have never hunted and it would take some practice before becoming successful on a deserted island. And a big tent, just to escape from all the creepy crawlies outside.

A group? I don't know about that. But Shania Twain would be the one independent singer I would

love to join on the road. Who doesn't love Shania Twain? She paved herself quite a role in country music as a female artist. I love to sing, a lot actually. So if you want to give me tickets to Shania Twain sometime, I'd appreciate it.

What's your favorite family recipe?

Chocolate chip cookies/cookie bars. My mom is a great cook, and half the time she doesn't even try and it still turns out incredible. She has mastered chocolate chip cookies; we probably make them once a week. Also putting corn in everything, most people who work for us joke around about corn being in everything, but it's true. Corn in Chili equals delicious.

What three items would you take with you on a deserted island?

I would say my phone, but there wouldn't be service so that would be pointless. I would take matches, a small package of food and a big tent. That way I could start a fire, because I know I wouldn't be able to start it on my own. A small package of food,

America. I hope to shape their minds with education about our breed, the potential that our breed has in the cattle industry, lifelong leadership skills and friendships that will last a lifetime. I am excited to work with 11 other board members and our industry leaders to create engaging opportunities and phenomenal events for juniors and their families. The Hereford breed is family, and together we can accomplish great goals.

MASON BLINSON

Who would you want to play you in a movie of your life and why?

If I could choose someone to play my life in a movie it would be Jennifer Lawrence, because she is hilarious and awesome and I think she would love to be with cows.



What's your favorite family recipe?

My favorite family recipe is something we call Mason potatoes because ever since I was little we have made them and I put all of the seasoning on them and Dad cooks them.

What three items would you take with you on a deserted island?

- 1) A helicopter to get out of there.
- 2) Fuel to make it work.
- 3) A pilot to make it happen.

What is your favorite line from a movie?

"It's not about talent. It's about heart. It's about who can go out there and play the hardest. They're not going to give you anything. You gotta go out there and you gotta take it." — Coach Haskins, "Glory Road"

One place you'd love to travel?

Italy. Between the food and beauty of the country, I'm not sure which I would love more. It is on my bucket list for my next trip overseas.

What are you most excited about while serving on the NJHA board?

I am most excited about making a difference in the lives of juniors. Juniors are the future of the Hereford breed — the young leaders of

If you could join any past or current music group which would you join?

Little Big Town.

What is your favorite line from a movie?

"Life is like a box of chocolates; you never know what you're going to get." — Forrest Gump, "Forrest Gump"

One place you'd love to travel?

I would love to go to Greece to see all of the villages and waterfronts.

What are you most excited about while serving on the NJHA board?

I am excited to get to travel to different national shows that I have never been to. I am also excited to meet the juniors as well as different breeders in the Hereford industry from all over the country.

STEVEN GREEN

Who would you want to play you in a movie of your life and why?

I would want Leonardo DiCaprio to play me in a movie because he can be professional and serious without giving up a good sense of humor.

What's your favorite family recipe?

Grandmother's chocolate fudge

What three items would you take with you on a deserted island?

A knife, a paracord bracelet and a rain coat.

If you could join any past or current music group which would you join?

Alabama

What is your favorite line from a movie?

"Quick, what's the number for 911?" — Buckwheat, "The Little Rascals"

One place you'd love to travel?

Australia

What are you most excited about while serving on the NJHA board?

Getting the opportunity to tune into our Hereford youth and do what I can to motivate and inspire their passion

BAILEY MCKAY

Who would you want to play you in a movie of your life and why?

I think if someone were to make a movie of my life it would have to be Sandra Bullock. Simply because she is hilarious and fits my personality, and she is just plain awesome. (It doesn't hurt that she is Canadian either.)

What's your favorite family recipe?

My favorite family recipe is definitely Grandma Crays' Kolaches. They may be a simple Czech pastry but these things are heaven. You can eat them for every meal and a snack in between.

What three items would you take with you on a deserted island?

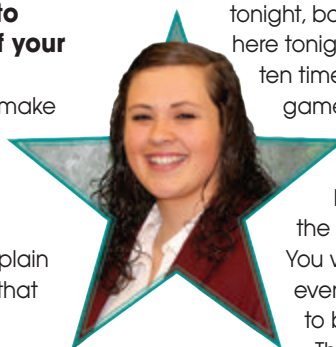
First and foremost, would be enough food and water to last me a week or more so I can find another source. Next, will have to be ponytail holders and lots of them, since the best way to tame the beast, known as my hair, is to get it up and out of my face. Lastly, I guess would have to be an all in one pocket knife, I can make everything else if I have to.

If you could join any past or current music group, which would you join?

It would definitely have to be Rascal Flatts. They are just plain awesome. They have their own style of music while also making their own voices heard within the group.

What is your favorite line from a movie?

"A bruise on the leg is a hell of a long way from the heart" — Herb Brooks, "Miracle"



"Great moments are born from great opportunity, and that's what you have here tonight, boys. That's what you've earned here tonight. One game; if we played them ten times, they might win nine. But not this game, not tonight. Tonight, we skate with them. Tonight we stay with them, and we shut them down because we can. Tonight, we are the greatest hockey team in the world. You were born to be hockey players—every one of you, and you were meant to be here tonight. This is your time.

Their time is done. It's over. I'm sick and tired of hearing about what a great hockey team the Soviets have. Screw 'em. This is your time. Now go out there and take it. " — Herb Brooks, "Miracle"

These are both my favorite quotes as well as lines from movies. They both speak truth, but if I had to choose a favorite it would definitely be the first. Your body can be beat and broken to the point where you believe you cannot go on but your heart houses your spirit, will and drive. The only person who can break that is yourself and no one else.

One place you'd love to travel?

Honestly I'd love to go to Russia. I love the winter months, but I've always been intrigued with St. Petersburg and the story of Tsar Nicholas II and his family.

What are you most excited about while serving on the NJHA board?

I am most excited to meet new juniors and breeders and form relationships with them that will last a lifetime. Most importantly, I am excited to simply serve the Hereford breed to the best of my ability. ◀



2015-16 National Junior Hereford Association board of directors (pictured seated front row, l to r) are: **Amanda Bacon**, Siloam Springs, Ark., chairman; **Taryn Adcock**, Assumption, Ill., vice chairman; **Kelsey Stimpson**, Melba, Idaho, communications chair; **Cody Jensen**, Courtland, Kan., fundraising chair; **Jessica Middleswarth**, Torrington, Wyo., leadership chair; and **Kelsey Repenning**, Mitchell, S.D., membership chair. Directors standing (l to r) are: **Brooke Jensen**, Courtland, Kan.; **Austin Cole**, Bowling Green, Ky.; **Steven Green**, Munfordville, Ky.; **Bailey McKay**, Marysville, Kan.; **Tommie Lynne Mead**, Midville, Ga.; and **Mason Blinson**, Buies Creek, N.C.

Food, fun and TAILGATE

by Austin Cole

Is there anything better than a Hereford cattle show and tailgating? I sure cannot think of anything.

The first Junior National Hereford Expo (JNHE) tailgate was a huge success. It was a great opportunity for fellowship with other exhibitors and the chance to try new and different foods.

While at the JNHE, everyone has one thing on their mind: cattle. Then you think about the contests that you will compete in. During the 'Hereford Nation' tailgate, I think it was a great chance to step away from your cattle for a little bit and be social with other juniors and families from across the country.

I thoroughly enjoyed going to each and every tailgate and yes, I taste tested everything that I could. This gave me the chance to talk to the juniors and parents about how they came up with the ideas of the food to cook, how it represented their state and what they were looking forward to most that week.

I even stole a few recipes for my mom to try and cook. It was nice to have a chance to just sit down at a table and talk to other juniors and see what they thought the best food was and check on the start of their week.

Whether it be a tailgate or whatever social event Wisconsin has in store for us at next year's JNHE, you can be certain that there will be plenty of socializing and making new friends. Most of my good friends I have met at junior nationals over the years are from events like this where you have the chance to talk to other members and not have to worry about your heifer getting up and having to blow her off.

In my mind, one of the highlights of the tailgate was getting to dive into different

foods from across the nation all at one time. One of my favorite tailgates was Maryland's with the crab cakes. It's not every day I get a true Northeastern cooked crab cake. Another great dish for this Kentucky boy was the Texas booth with all of its tacos and fajitas. I hope that many of you enjoyed trying different foods from across the country.

The winners of this year's tailgate contest were the state of Illinois with the wonderful walking tacos. I sure hope you didn't miss out on a walking taco because man they were good. It takes a lot of thought and effort to go into cooking and preparing enough food to serve more than 500 people.

Miranda Edenburn, Illinois junior, said, "We purchased all of the chips once we arrived in Grand Island because we did not want to have anyone deal with hauling them out there. For the taco meat at our state show we asked for ground beef donations

and most of the families brought around 5 lb. to junior nationals. All together while preparing the walking tacos we cooked a little more than 70 lb. of ground beef.

"We cooked all of the ground beef in roasters the day before the tailgate event. The condiments like cheese, sour cream, lettuce and onion, we also purchased once we arrived in Grand Island. As for all of the decorations and tents, we made a few phone calls and had most of our decorations donated."



I am not the most creative person so I also had to ask how they came up with the idea. Miranda said, "The idea was super easy to come up with. A few people at our state show had seen the idea before and they thought that it would be pretty easy to prepare."

Kansas was recognized for its creative tailgate. When walking around the party you could not help but notice all of the state pride — from the Oklahoma State Cowboys to the Texas A&M Aggies to the South Dakota State University (SDSU) Jackrabbits to the winning Kansas State Wildcats. But the best part about this was how everyone came together and represented not only themselves but their association and had a blast while doing it.

Thanks to all of the states for stepping up and making the Hereford Nation tailgate a success. I can't wait to see what Wisconsin has planned for next year. ◀



Is it Really Just a Contest?

by Bailey McKay

What an exciting year at the 2015 Junior National Hereford Expo (JNHE). "Hereford Nation" definitely set some records including number of cattle entered and exhibited and number of exhibitors.

While all exhibitors plan to show their animals during the week, they also get the chance to participate in many different contests including illustrated speech, individual and team sales, photography, the Certified Hereford Beef (CHB) Grill-off and many others.

These contests may sound like extra work to prepare for, but they have more benefits than you think.

How many of you have parents who want or expect you to participate in a contest that isn't just showing your heifer or steer, bull or cow-calf pair? Growing up, I was always expected to have a speech prepared for the JNHE while also participating in the judging contest.

The speech contest helped me to become comfortable with talking to a small or large group of people, plus it gave me the chance to organize my thoughts and talk on an individual level as well. The judging contest taught me to make decisions in a short amount of time, evaluate cattle and appreciate different reasoning, which I can use to help to improve my herd in the future.

I got the chance to speak to one of the many contestants who participated in a couple of the 22 JNHE contests. Chesney Effling from South Dakota is a 13-year-old junior who participated in the judging and individual sales contests. This was her first year exhibiting at the JNHE and she placed second in individual sales.

"I plan on judging for sure through high school and possibly in college, so any judging contest helps me greatly to reach my goal," Chesney says. "I also think it is important to be able to evaluate cattle on a daily basis. As far as participating in individual sales, I plan on having cattle the rest of my life, so I will have to market them.



This contest, in conjunction with the judging contest, is just the help I need to prepare and be ready for my future right now."

There are many different perspectives to everything we do in life, many of us only think of how we performed as a junior at the JNHE, but what do the people evaluating our performances in the contests think?

Andrea Paulson, one of the judges for the junior division of the illustrated speech contest, says, "As a judge for the illustrated speech I looked for contestants who were knowledgeable about their topic and who could also answer and discuss any questions posed about the information they presented. I also looked for participants who chose topics that expanded their own knowledge, while developing an understanding of how it affected day-to-day operations or the cattle industry."

Paulson also says being involved in different contests at JNHE was an alternate



avenue for junior members to improve their knowledge about current practices or issues within the cattle industry. "Contests are opportunities that allow juniors to work on skills such as public speaking, which will impact them the rest of their life," she explains. "By developing speaking and conversational skills at a young age members are able to excel

in school and other activities. These basic skills provide juniors the opportunity to be more confident when speaking to industry representatives and peers."

These skills cannot only be gained through the illustrated speech and sales contests, but through almost all of the JNHE contests. In almost every contest a junior member has to get up in front of a panel of judges or a crowd of people and present an idea, food or your showing or fitting skills. While not all the contests have a speaking event, they are all designed to help prepare you for life in general, no matter your career choice. So next time you pass on signing up for contests at JNHE or your state show think about all that you're missing out on. Is it REALLY just a contest? ◀

HEREFORD — A Growing Breed

by Brooke Jensen

The spotlights shine on Hereford cattle as they continue to make their drive to success in 2015. Everyone should be extremely proud to be a part of this great association.

Herefords have had a year of change and a year of advancements within the beef industry. For decades our breed leaders, board members and our juniors have been working to create a breed as representable as this one.

"Hereford Nation" in Grand Island, Neb., from June 27-July 3 was a week for the record books. Trailers from 38 different states arrived to start a week of family, fun and competition.

As many of you have read in press releases, the Junior National Hereford Expo (JNHE) had record numbers of 1,441 entries and more than 800 exhibitors. Our numbers for this event continue to grow and it's been a very exciting factor.

I want to throw it back to the 10th annual JNHE in Tulsa, Okla., just six years ago to prove just how much the event has grown. There were 640 youth and 1,132 entries at the "Back to Tulsa" 2009 JNHE.

In six years, JNHE has increased by 160 exhibitors and 309 head of cattle. The owned polled heifer show itself grew 127 head, horned owned heifers increased by 62 and bulls expanded by 50. In six years those growth in numbers are something to be proud of.

Not only have the number of exhibitors and cattle increased, but the number of scholarships awarded has as well. Nearly \$10,000 more of scholarships were awarded to youth compared to 2009. JNHE 2015 was a fantastic year for the youth who participated. Now our goal is to continue the growth!

Another large number that set records this year was at the National Western Stock Show

In six years, JNHE has increased by 160 exhibitors and 309 head of cattle.



Nearly \$10,000 more of scholarships were awarded to youth compared to 2009.



(NWSS) in Denver, Colo. The weather was great and the events were even better at the 2015 NWSS. There were 730 head of Hereford cattle shown this year — 98 more cattle than 2014. In one year, nearly 100 more Herefords between the Hill and the Yards — that is remarkable for the Hereford breed.

The Mile High Night Sale this year also grossed \$1,105,250; what was a wonderful evening for Hereford breeders.

While I am still quoting figures and statistics from sensational events that have taken place this year. I must mention the Hereford Research Foundation sale on *BuyHereford.com* that raised \$38,500 to invest towards research that will continue putting the Hereford breed in the lead of the cattle industry.

Let's take a moment to recognize the changes in leadership at the American Hereford Association (AHA) in 2015. Craig Huffhines served as AHA executive vice president for 18 years before announcing his resignation in February 2015. Originally hired in 1992, under Craig's leadership the AHA launched the Certified Hereford Beef program and the Whole Herd Total Performance Records. Craig's leadership, drive and passion for youth will be greatly missed while he continues his successful career with the American Quarter Horse Association.

With that being said, Jack Ward who was serving as the AHA chief operating officer and director of breed improvement has taken over the role of the AHA executive vice president.

Jack has been a tremendous addition to the Hereford breed since 2003 and we look forward to seeing the success he will guide the breed to in the future. Along with that, Shane Bedwell, the livestock judging coach at Colorado State University, will be joining the Hereford family as the new director of breed improvement in December. After major leadership changes, the AHA and Hereford breeders across the country will continue to be in great hands for the future.

Another exciting event in 2015 was the release of the new ad campaign for the Hereford breed. The campaign will consist of three ads on how Herefords are accountable, predictable, profitable and sustainable. The AHA is also partnering with the American Brahman Breeders Association in order to build a new Tigerstripe female ad to promote the crossbreeding of Brahman and Hereford cattle. This is very exciting news for breeders across the country, as selling Hereford bulls to commercial breeders has been a huge market in 2015.

With only so much room to write, I can't mention every exciting detail that has taken

place or broken records this year for the Hereford breed. It has been a fantastic year for the books, and our goal is to continue to strive and make each year better.

Herefords in 2015 were untouchable as the spotlights continue to shine on the breeders, juniors and our industry leading cattle. ◀

The 2015 NWSS had nearly 100 more Herefords exhibited than in 2014.



2015 Mile High Night Sale grossed \$1,105,250



We Couldn't Do it Without You

by Steven Green

As a member of the National Junior Hereford Association (NJHA), there is an endless number of opportunities to compete, to get involved and to connect with people from all over the country. So what is there to do once you "age out"? It may seem as if you have to sit on the sidelines at junior shows and events, but there is nothing that says you cannot be a leader.

Take the Junior National Hereford Expo (JNHE) for example. There are events for the adults to get involved in as well. Judges are a must, especially when it comes to the many contest and scholarship opportunities that are offered at the JNHE. Adults can be there for their states and can help the juniors prepare for interactive competitions like the Certified Hereford Beef (CHB®) Grill-off or the illustrated speech contests.

An event that caught a slew of attention from exhibitors across the nation this summer was the state tailgate. Teams from different states came together to show off their master tailgating skills and to share different foods and ideas. Without the adults being there and helping serve food and drinks, the tailgate would not have been the success it was.

Apart from the events, the Hereford youth need adults to keep them on schedule. It is easy to get sidetracked when hanging out with friends from all across the country, and sometimes an adult is needed to remind youth of event times. Hereford youth will always need adult members to keep the JNHE alive and thriving.

Adults can play a large role in their home states. Most states have a state

show or regional show they attend that is organized and carried out by adult members. If you do not have a state show, I encourage you to come together and to find a way to work with the juniors and to organize a show.

Although some states do not have that many exhibitors, fellowship and agriculture advocacy are great ways to meet new friends and to start connections that will last a lifetime. In open shows, where adults can also exhibit, the adults need to be involved in the lives of their juniors. Having a role model and a supporter means the world to Hereford youth of all ages. I remember starting with Hereford cattle and the amount of support and love I received from adult members had a huge influence on my life.

Apart from the contests and shows, adult members have a role in the juniors' everyday lives. As technology has advanced and life's pace continues to speed up, it is easy for juniors to lose focus of our true mission as livestock producers.

Adult members need to be involved in the numerous challenges juniors may face and to advise them in their decisions. With all of the misleading information in the world, especially related to agriculture, it is the adults' responsibility as leaders and role models to develop the next group of men and women who will one day be the voice of this industry. I encourage adult members to stay involved within the NJHA and to be there to help a child when he or she needs to be picked up.

Just because people get older does not mean they aren't young at heart.

I encourage adults to get involved, to be influential and to represent the Hereford breed with integrity. As a junior, I recognize the importance of adult mentoring and guidance to make decisions that will reflect on me as a person. There is always a place for adults to be in tune with the NJHA and its members. ◀



Keeping State Junior Associations Active

by Cody Jensen

Your state association is the like your immediate family of our Hereford family. We as board members are always trying to get juniors more active; however, we can't forget about the state junior associations. There are numerous ways the state junior associations can be involved.

One of the best ways to get your state junior association pumped up and ready for the Junior National Hereford Expo (JNHE) is having an exciting and competitive state junior show. I have been to a handful of junior Hereford state shows around my area and have enjoyed them all.

In Kansas we make our state junior show a prelude to the JNHE with speech, judging and photography contests. We also have our annual meeting at that time, because we get a great turnout of Kansas juniors.

Another great way to keep your state junior association active is by participating in the JNHE silent auction. This is great way to exhibit some of your state's pride and joys along with making some extra money for your state junior association.

The baskets are another way to show your state pride. Whether it's a home décor basket or a combination of BBQ rubs and spices, anyone can add their own twist to it. Plus this is a great way to help raise money for not only your state junior association but also the National Junior Hereford Association (NJHA). If you have not seen them or participated in the basket auction before, be sure to check them out next year, because I almost guarantee something will catch your eye.

There are ways to keep your state junior associations engaged past the showing. One is by having a good emailing system within your association. This will help your juniors know when deadlines, shows or even what your state junior board has done in their meetings. Yes, many of the younger members will not have email addresses but the parents will be just as interested.

Finally, one of the last ways a state junior association can be involved is by attending the state Hereford association's tour or annual meeting. I always enjoy talking with Hereford breeders to see what is going on at their ranches. I also know they truly believe in our junior associations and love seeing us be active and advocates for our great breed.

The best advice I can give other junior members is to stay involved and put yourself out there. Your state association is the No. 1 way to get involved with the NJHA and all of its happenings. ◀

2016 JNHE Contest Changes

by Mason Blinson

It seems like we just finished the 2015 Junior National Hereford Expo (JNHE) and we are already preparing for the 2016 JNHE. Juniors and advisors preparing for contests at the state level need to know about a few changes for the upcoming JNHE.

Advisor booklets will be mailed out prior to the JNHE and a conference call for advisors will be held prior to the show to discuss the event. The 2015 contests ran very well, but we will be changing a few things including time limits, contest sign-ups and awards.

Changes for 2016 contests:

- **Fitting contest** — the teams will have 30 minutes instead of 45 minutes to prepare their animal.
- **Extemporaneous speech** — each contestant will have 20 minutes to prepare their speech. Contestants are required to arrive to the contest room 25 minutes prior to the time they give their speech. This will give 5 minutes to check-in and select their topic, 20 minutes to prepare their speech, then give their speech.
- **Judging contest sign-up** — Every state will only enter the people who want to judge as individuals instead of teams. The top four from each age division will then be classified as that state's team and will be in contention for the top team judging awards in each age division.
- **Other changes** —
 - The 2015 JNHE was the final year for the **Junior AI program**.
 - **Poster contest winners** will be announced at opening ceremonies.
 - For **peewee speech**, instead of the judges filling out an entire scoring guide, they will be given a comment card to list pros and cons for each individual contestant and speech.
 - The **3-on-3 basketball tournament** has been discontinued and the junior board is working diligently to find a contest or activity that is just as fun to replace it.

Make sure to read the spring issue of *The Advantage* newsletter and check the contest page at JrHereford.org for up-to-date information on the 2016 JNHE. We look forward to seeing you at several of the JNHE contests in Madison, Wis. ◀

A day in the life of AHA Field Representative Tommy Coley

by Tommie Lynne Mead

The American Hereford Association (AHA) has an amazing staff in Kansas City that works hard to serve our breeders and of course our juniors. One set of staff members, who act as a link between breeders and the AHA staff, are our eight field representatives. Southeastern region field representative, Tommy Coley, has been traveling the distance for the Hereford association for years, literally.

He spends an average of about five nights a week on the road going to herd visits, sales and shows. Tommy goes to nearly 30 sales, 20 shows and 210 herd visits a year. These trips are crucial in order for him to help breeders market and buy their cattle.

I'm sure you have seen Tommy as well as our other field staff helping at some of the state and national shows, they are always working long and hard hours in order to give our juniors the best there is. Their shoes put on nearly as many miles as their vehicles as they walk the makeup areas and the ring to keep shows running smoothly.

Tommy says that the one part of being a field representative that he did not anticipate was the interaction with juniors. "All of a sudden, I have a large family of children again that I think a lot of," he says. This has been his favorite part of working for the association so far.

Tommy's wife, Kim, has been very supportive throughout Tommy's 4½ years as field representative. Due to Tommy's long travels, she spends a lot of days and nights alone, with their dog Scarlett to keep her company. Kim has become very active



in women's and church groups in their community to keep her busy, when she isn't playing with the grandkids.

Kim and Tommy have five children. They are all grown, and Tommy says that he is thankful for this as he watches some of the challenges and sacrifices other staff members face with younger children.

Before the position as AHA field representative, Tommy was the owner and manager of Coley Cattle Co. and prior to that served as manager of Perks Ranch, Rockford, Ill., for 12 years. Tommy has been in the Hereford industry his entire life and had his first sale with his father's operation when he was just 2 years old.

Not many people know, but being a field representative is what Tommy has wanted ever since he was a little boy.

"I can remember our field rep visiting, and we would fight over who got to sit in the backseat of the truck to open gates," he says.

Tommy, along with our other field staff are all dedicated to helping each and every breeder in any way they need. Take the initiative to reach out to them as a breeder, a junior exhibitor or an AHA member.

Our field representatives each travel about 70,000 miles a year. Although this is their job, that is a lot of miles and a lot of hours of dedication to the AHA and more importantly to our Hereford breeders.

I would like to give a huge thank you to not only Tommy Coley, but Joe Rickabaugh, Mark Holt, Levi Landers, John Meents, Juston Stelzer, Dustin Layton and our newest field rep Lander Nicodemus for all they do. You are truly appreciated. ◀



Cheese, Friends and Herefords: Great Times Are Ahead

by Taryn Adcock

The 2016 Junior National Hereford Expo (JNHE) is shaping up to be a great one. Wisconsin Hereford breeders and the National Junior Hereford Association (NJHA) board are working hard to make the event the best one yet.

Hotels for JNHE

Be sure to get your hotel rooms early, they are filling up fast. There are blocks of rooms at the following hotels:

Clarion Hotel (connected to the Alliant Energy Center)
2110 Rimrock Rd.

Phone: 608-284-1234

Rate: \$109 plus tax for double and triple rooms; \$119 for quad room

Sheraton Madison

706 John Nolen Dr.

Phone: 608-251-2300

Rate: \$125 plus tax

Please call 800-325-3535 to make reservations

Country Inn and Suites

400 River Place

Phone: 608-221-0055

Rate: \$102 plus tax

Radisson

517 Grand Canyon Dr.

Phone: 608-833-0100

Rate: \$99 plus tax

Days Inn

4402 E. Broadway Service Rd.

Phone: 608-223-1100

Rate: \$110 plus tax

Super 8

1602 W. Beltline Hwy.

Phone: 608-258-8882

Rate: \$110 plus tax



JNHE venue

The JNHE will be hosted at the Alliant Energy Center and cattle will be stalled in the New Holland indoor pavilions. The New Holland Pavilions are the latest addition to the Alliant Energy Center campus list. These multi-use indoor facilities, which total 290,000 square feet, have replaced the nine former agricultural barns and make Alliant Energy Center an industry leader in agricultural shows. These barns can hold up to 2,600 head of cattle and have covered wash racks. Below are some photos of the facilities.

Sites to see in Madison

For many of us the JNHE is our family vacation. Take an afternoon or two and do some site seeing in the beautiful city of Madison, there are many fun things to do. According to tripadvisor.com some of the top places to visit while in Madison, Wis., are:

1) Olbrich Botanical Gardens:

One of Madison's most popular attractions, this oasis of green includes a sunken garden, perennial garden, rose garden, rock garden, herb garden, wildflower garden and a tropical conservatory.

2) Wisconsin State Capitol:

The majestic Roman Renaissance-style State Capitol has the only granite dome in the U.S. and inside has over 40 different types of stone from around the world as well as murals and handmade furniture. The observation deck, open in the summer, offers views of the city and surrounding lakes.

3) Babcock Hall Dairy Store:

The Babcock Hall Dairy Plant and Store have a long and rich history on the University of Wisconsin-Madison campus. The plant is the oldest university dairy building in the U.S. Most know Babcock Hall for its ice cream, but the plant also produces award-winning cheeses and bottles of locally produced milk.

Make plans to join us

If you haven't already, make plans to join us next year, July 9-15 in Madison for a junior national that won't disappoint. From the contest room to the Wisconsin brat feed, the first class facility and many exciting places to see, "A Hereford Scene In 2016" will be a JNHE for all ages.

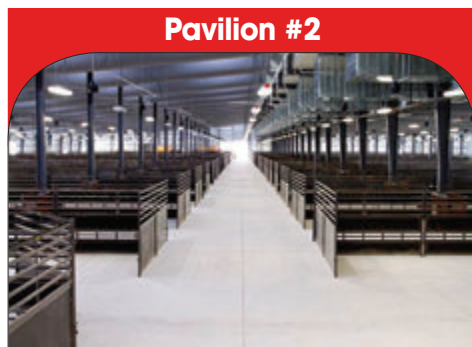
I encourage everyone to like us on Facebook at National Junior Hereford Association for all things 2016 JNHE and we'll see you in Madison. ◀



Alliant Coliseum



Pavilion #1



Pavilion #2



Outside Pavilion #2

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

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

July 9-15 Junior National Hereford Expo, Madison, Wis.

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

Sept. 15 HYFA scholarship applications due

JNHE Steer Show News

New in 2016:
All steers entering for the JNHE will need to have a DNA profile on file at AHA.

Please stay tuned to JrHereford.org for more information on the new steer show policy and DNA deadlines.



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