

the advantage

national junior hereford association newsletter — Fall 2013



Keysto

Worth Every 0 MILE ⁴/₅

by Keysto Stotz

I can't believe the summer is already over and I'm back in school. As my studies start back up and the excitement of the American Royal and the American Hereford Association (AHA) Annual Meeting in Kansas City looms in the future, I get to thinking about all that I experienced this summer.

I have been very busy lately and have traveled to and from the Junior National Hereford Expo (JNHE), Program for Reaching Individuals Determined to Excel (PRIDE) Convention, the Canadian Bonanza, and the Illinois and Missouri State Fairs. I have been taking advantage of the many opportunities that the National Junior Hereford Association (NJHA) has to offer.

Fortunately, I had fellow board members Brady and Cody Jensen, and Jason May to keep me company. Anytime Jason yelled "get up," I knew I was about to experience another day of laughs, good cattle and great people. When we were in Canada, we got to attend and compete in their national junior show contests.

Lucky for us we had former JNHE ambassador Meghan Black there to help us understand the Canadian contests and rules. We all participated in showmanship,

team marketing and judging. Jason tested his cooking skills in the grill-off and Brady competed in the team judging contest. Cody took part in a contest called team basics, which is based on a participant's ability to feed, wash and blow out their animal.

Team USA won many of these contests with the help of Oregon members Crystal and Abbey Wilson-Barber (and their Grandma Cox). We also met many Canadian Hereford juniors, including members of their board. When we weren't competing in contests we were making connections and urging Canadians to come to our 2014 JNHE in Harrisburg, Pa., July 5-12.

After the show was over, we toured three Canadian Hereford ranches and then made our way back to Brookings, S.D. We made it through the border easily (apparently the inspector didn't want to go through the filthy Grand Prix filled with four college boys' dirty clothes) and then we stopped at Topp's Hereford Ranch in North Dakota. We finished up the trip at Delaney's Hereford Ranch in Minnesota, where we saw great cattle and had good food and conversation with the Delaney family.

I was certainly tired on the flight home, especially since the next day I drove to the Midwest and experienced the infamous Illinois State Fair. While in Illinois, I spent my

time watching the Hereford show and reconnecting with some long lost Hereford friends and family.

I got to sit in on some junior meetings and even put on my fitting clothes to show some friends that I actually knew what I was doing — sometimes. Four days later I found myself at the Missouri State Fair. I was impressed by the quality of the animals there and I got to connect once again with some Hereford friends as well as past and present board members. We even discussed plans for our PRIDE Convention next summer.

Through all my travels I've gained a better scope of the industry as well as a deeper appreciation for the Hereford breed and the people that represent it. Years from now, when I look back, I feel that I will see the effect this tour had on me and how it advanced my knowledge of the Hereford industry.

This summer I was able to experience the numerous opportunities that this breed has to offer, and I want to encourage you to do the same. It took some courage for me to step out of my comfort zone, but I don't regret a single minute of it. I can't wait for what this fall brings, and hopefully I'll be able to make more memories with all of you and to continue to experience all that Herefords have to offer. Until next time! ◀



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HEREFORD ASSOCIATION

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Give the Gift of Leadership

by Taryn Adcock

PRIDE (Program for Reaching Individuals Determined to Excel) Convention is an event that all Hereford juniors should have the opportunity to experience. As a three-time PRIDE attendee, I am a big believer in it.

PRIDE is a completely different experience than any other event offered by the National Junior Hereford Association (NJHA). With no cattle along for the trip, juniors get to focus their time getting to know each other and themselves as well as learning from the outstanding speakers and becoming better leaders.

PRIDE also offers the unique opportunity to tour interesting places that broaden participants' of the beef industry. Over the years, juniors have gotten up-close looks at prominent ranches, leading universities and successful businesses leading the way in the beef industry. PRIDE is hosted in different areas of the country, making each year's opportunities unique.

Many state Hereford associations — both junior and adult — help to insure that juniors can be a part of PRIDE. They offer PRIDE scholarships to help offset part of the cost of attending. In my home state, the Illinois Hereford Association has a scholarship program that Illinois juniors (16 and older) can apply for that gives them \$300 credit towards PRIDE.

This generally covers registration fees for the event. I know several other state associations are making this investment and offering scholarship programs to encourage attendance at PRIDE. If your junior or adult association doesn't currently offer any assistance toward PRIDE, I would encourage all states to consider doing so. If you as an individual are looking for a way to encourage and support the future of the Hereford breed, please consider funding a PRIDE scholarship through your state association.

If you would like any further information about PRIDE, please visit JrHereford.org or feel free to contact any NJHA board member; we would be happy to answer any questions you might have. I would also encourage you to talk with any junior who has attended PRIDE. I bet they will be excited to tell you about their experience and are anxiously awaiting next year's leadership conference. ◀



On behalf of the entire National Junior Hereford Association (NJHA) I would like to thank you for all of the support you have given to the best junior breed association in the world. I speak for all the membership in saying that you play a very key role in the added excitement of our juniors. Not only has your Hereford Youth Foundation of America (HYFA) organization given an endless amount of scholarships to some very qualified junior members, but you have been vital in assisting with many junior events such as the PRIDE (Program for Reaching Individuals Determined to Excel) Convention, and the Junior National Hereford Expo (JNHE).

In particular at PRIDE you funded a book titled "The Richest Man in Town" authored by V.J. Smith, which was given to all participants. I

hope all the youth took time out of their busy schedules to read that inspiring and humbling page-turner. But, let me not forget about the Foundation Club and golf tournament that you have hosted during the JNHE.

I have found the Hereford Club and golf tournament to be very entertaining and exciting to all the boosters and supporters of the organization.

I would like to extend my gratitude towards your generous scholarship program. I can honestly say I wouldn't be in the position I am in today if it wasn't for the donations that you provide to our collegiate Hereford youth. In addition, you have brightened the futures of all of the youth who have participated and received the honor of one of your many prestigious scholarships. The level of your scholarship program is hard to match and I know your organization is always striving to keep raising additional funds to reward the unmatched youth of our program.

Finally, HYFA has helped push the NJHA to new heights because of your generosity and support of our unparalleled organization. I look forward to what the future of our two organizations hold, as I am sure it will be bright.

Thank you,
Brady Jensen, NJHA director

P.S. – To all NJHA members, make sure to take advantage of all the different opportunities that the HYFA and NJHA have to offer. I can personally say if you stay active and participate in the junior Hereford activities you can receive many benefits through scholarships. The spring scholarship deadline is April 1, and the applications may be filled out at JrHereford.org. ◀

Unconditional Support

by Courtney Tribble

School doors have closed and summer shows have started. Hashtags are posted all over social media sights leading up to the Junior National Hereford Expo (JNHE). Some might include that they "can't wait for the best week ever, the countdown is on, Hereford family, can't wait to see you again." Many juniors across the U.S. will say that their summer is not complete without making the trip to junior nationals. All the hard work and dedication that these juniors put into their cattle to attend this outstanding event does not go unnoticed.

Not everyone knows the amount of work and money it takes to put on the largest show in the nation. The National Junior Hereford Association (NJHA) has been truly



blessed to have great sponsors over the years. There is one that we cannot let go unnoticed. VitaFerm has been a huge sponsor of the JNHE for the last nine years. VitaFerm is a title sponsor for this event, giving more than \$350,000.

Each year the NJHA is grateful to have such a warm hearted corporation that is willing to support our organization by being the title sponsor, so junior members can come and have the best week of the summer.



We all know that the hype and excitement of junior nationals is something that you have to experience firsthand. The best part about this is that we have a company that supports our junior membership in a way we can't even image. When everyone is at junior nationals most of the time you can find missing kids

at the VitaFerm booth spinning the wheel to answer industry related questions. Having VitaFerm and Bob and Lisa Norton be a part of the Hereford family and our largest show is an honor. It is my privilege on behalf of the NJHA board of directors to send a BIG Thank You to VitaFerm and Bob and Lisa Norton for all that they have done over the last nine years for the JNHE and our juniors. ◀

Can I Get a SHOUT OUT?

by Kristin Bielema

In this day and age, the Internet has taken over, and social media can take a huge chunk out of everyone's daily life. This social media phenomenon has taken a toll particularly on teenagers and young adults. Most people would call social media a terrible distraction for the younger generations. Yet, others believe that it is turning into a gateway to the rest of the world.

This may seem like a stretch and even a tad bit scary; but, if you scan through someone's Facebook timeline or Twitter feed, you might be surprised to notice that a number of posts are business or industry related. I am not necessarily talking about men in business suits. I am talking about the world of agriculture and the cattle industry. For example, if you were to look at my particular Instagram newsfeed, the majority of the pictures you would see contain images of cattle and my family's farm; from barns, to show calves, to newborns and banners.

With that being said, having a Facebook account is common these days, so why should we as beef producers use it only for seeing what our old high school friends are up to? How about using these social media tools to promote beef?

As producers and members of the cattle industry, we are called to educate others about what we do and tell our agriculture story. Most people are very unaware of what we really do. The whole "fluffy cow" sensation this summer gathered a lot of media attention. I can't think of a better opportunity than to use social media to tell others what showing cattle is all about and that it is so much more than fluffy hair. Use these opportunities to tell your viewers that raising and showing livestock teaches hard work and dedication. We all know



that what we do is more than pet our fuzzy bovines. So here are a few tips as to how we can properly promote the National Junior Hereford Association (NJHA) and Hereford beef industry:

DO post pictures, articles and links that will correctly educate society on what we do. Pictures of calves being fed, washed and groomed are very appropriate. Also writing blurbs about how animals are cared for can be warming.

DO create posts that will intrigue viewers to look into our industry. We simply want to educate society and get them interested in Hereford cattle.

DON'T post things that will scare society away from the beef cattle industry. Again we want to positively promote what we do and the advantages of being a care taker of Hereford cattle.

DON'T fall into the pressures of what social media might be saying about our industry. We must be aware of what the media might be saying about us and be sure to try and lead society away from falling into that trap.

What are the benefits for us? Within the American Hereford Association, we can use social media to stay updated about upcoming events and current activities. The NJHA Facebook and Twitter pages as well as the new Hereford Events app do a great job of keeping the junior members informed about deadlines for show entries, scholarships and other contests. Stay in touch with the NJHA board as we unveil some new Facebook promotions later this fall. Keeping up to date with social media can be a huge stress reliever. So check us out and be informed. ◀

Opportunities to Serve

by Cody Jensen

There are numerous ways to serve and be more active in the National Junior Hereford Association (NJHA). Our breed is amazing at letting you take advantage of various aspects of the organization. If you want to invest some time outside of the stalls and have an opportunity to meet other members, here are a few ways to become involved:

The first opportunity is for the ladies. As you know every state has a queen or a princess. Usually all the state queens and the national queen will have a queen's tea towards the middle of the week at Junior National Hereford Expo (JNHE) with the princesses to get acquainted with everyone. During the show the queens and princesses will take turns leading in classes and handing out ribbons and awards. Attending these activities is a great chance to get comfortable with those surroundings before you run for national queen.

The next opportunity is to serve as a voting delegate. Each state nominates two delegates to represent their state and vote for the new NJHA board members. I truly think being a state delegate is a great chance, not only to get to meet other juniors from other states, but also to get to know your upcoming board members. Delegates have a great opportunity to make that connection with the people who are possibly going to represent the NJHA before they are elected. Being a voting delegate gives you a feel for what it would be like and what to expect if you decided to run for the national board.

This leads to the next way to serve and that is being a candidate for the NJHA board of directors. This is an amazing way to help serve the organization and also the juniors. I will not lie, it is very time consuming; however, the benefits make the effort completely worthwhile. You are very busy with checking in cattle, putting on contests, and helping in the ring on show days. I personally met more people this past year at junior nationals while running for the board than I have in years



past. You get to meet all of the voting delegates, and since everyone knows your name and knows who you are, more people will come up and have a conversation with you, so running for the board is a great way to meet breeders from coast to coast.

If you are privileged enough to be elected to the board, you can help bring a tremendous amount of service to the organization. While being a candidate and later serving on the board you get to help with and see almost every aspect of the JNHE, and since the NJHA is one of the largest associations in the nation, managing it takes a lot of dedication and teamwork. On top of being a board member, you take responsibility past the junior nationals. You help with PRIDE and at other junior shows held throughout the year. Being a board



member is a huge commitment, but if you want to be super active with the junior membership and our association this is one of the best ways.

A final opportunity is the JNHE ambassador program. This program is a great way to be involved if you don't take cattle but still want to attend the JNHE for the whole week. The ambassadors are a huge help in making the JNHE run smoothly and have a major impact on making the week successful. They help with the organization and scoring of all the contests, from setting up to tearing down and anything in between; they truly make the week that much more enjoyable and are a key part in making the JNHE a huge success.

Even if you feel these opportunities don't fit you, the ultimate opportunity to serve is to be a strong advocate for the Hereford breed in your daily lives. ◀



Benefits of an Internship

by Shelby Rogers

Most people think interns usually get the short end of the stick when it comes to working. Interns run errands and get the coffee.



You get the idea. Well the internship I had this summer offered so much more than that. After finishing my first year at college I headed home to Hamilton, Texas, to find a job for the summer so I could also continue working with my family's herd of registered Hereford cattle.

Not one of my friends expected me, the beef girl, to have a job doing ANYTHING with something other than beef or cattle. Where did I end up? Pederson's Natural Farms. That's right. The place famous for bacon, primarily a pork products company.

My family lives south of Hamilton and every time I would drive into town I would pass right by Pederson's, thinking only that they made simple bacon and sausage. I never knew how progressive that company

was until I landed myself an internship at the place famous for bacon.

Until this internship I never realized there could be so many bacon choices — applewood smoked; hickory smoked; cherry smoked; organic or natural; sugar-free (for those Paleo dieters); chicken, pork or beef bacon; jalapeño flavored, bacon with green chilies. And the list goes on.

I have always been a bacon lover and will happily fill my plate with it. While working at Pederson's I caught myself wondering what other kinds of bacon the company could develop that would make the customer say, "Yum, yum, give me more."

I had the chance to work in R&D (research and development). People would send ideas to us and we would test them out, seeing if they would work in Pederson's line and if these ideas would make our customers happy. We worked to make bacon options even more endless.

Opportunity
NEXT EXIT

This internship was more than I could have ever asked for and my "beef-only view" has been expanded. Now I will eat beef with a side of pork. Bacon-wrapped filet anyone?

I had the chance to learn all about natural and organic programs and how to make bacon as well as everything else at Pederson's. Although it was not a beef job, I never realized how important an internship could be until this year. I want to encourage everyone to seek out internship opportunities. Any internship is a good one. No matter what industry it is, you can expand your horizons and learn more about the agriculture industry.

Internships will benefit you in finding a job for the future. And many interns get offered jobs at the place where they are interning. So, as soon as you get the chance, find that awesome internship and go after it. ◀

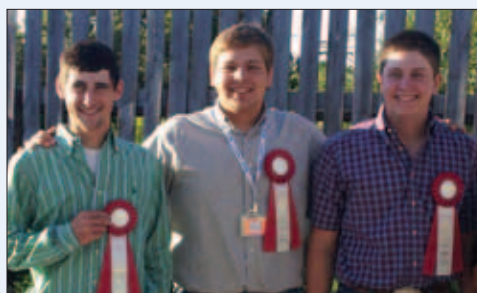
NJHA Members Take Top Honors at Bonanza

Six National Junior Hereford Association (NJHA) members attended the Canadian Bonanza July 31 to Aug. 3 in Brandon, Manitoba. The Bonanza is Canada's national junior show with events similar to the Junior National Hereford Expo.

The team consisting of Brady and Cody Jensen, Courtland, Kan.; Keysto Stotz, Skiatook, Okla.; and Jason May, Randolph, Minn., placed first in team show basics and team marketing, and second in team judging. In individual judging senior division Brady placed second and Jason was third. Jason also won senior showmanship and champion over all showman. Crystal Wilson-Barber placed first in the intermediate division of the Hereford cattle plus one or more people division of the photography contest. ▶



NJHA members participating in Canada's Bonanza (pictured front row, l to r) are: **Crystal Wilson-Barber** and **Abigail Barber** from Keizer, Ore. Back row (l to r) are: **Cody Jensen**, Courtland, Kan.; **Jason May**, Randolph, Minn.; **Brady Jensen**, Courtland, Kan.; and **Keysto Stotz**, Skiatook, Okla.



The Profile of a Champion

by Tommie Lynne Mead

"Oh my gosh, is this really happening," Payton Vogel said to me as he was recalling the moment his April heifer, MAV Cotton's Blessing 221Z, was chosen as the 2013 Junior National Hereford Expo (JNHE) bred-and-owned champion female.

Payton, from Hartley, Iowa, has been interested in cattle since close to the age of 3 and started showing his first year of eligibility. Five years ago the Vogel family purchased their very first Hereford to add to their herd of Shorthorns. According to Payton's sister, Ashley, the Vogel family is very competitive with each other, making the showing a bit more fun with some good ol' fashioned sibling rivalry.

Payton was also a member of the 2013 JNHE first-place fitting team, along with his brother Cody, and T.R. Putz. He is also a director on the Iowa Junior Shorthorn Association. Outside of the showing, Payton is involved in cross country and track.

What an outstanding career it has been so far for this show female. Cotton's Blessing, sired by BH Mr Kutter 3011 ET, has a



unique name. It was given to her because her dam, Cotton, died and Cotton's Blessing was from the last flush they did on her. This blessing of a heifer's show career from being named the 2012 North American International Livestock

Exposition division 1 champion, to being the 2013 JNHE bred-and-owned champion, to winning supreme champion 4-H female at the 2013 Iowa State Fair.

"I am so proud of all that Payton has accomplished in the showing this past year with his Hereford females," Ashley says. "Payton has accomplished to be in the top two at almost every national show across the country. Not many people can say that when they are 14."

Payton considers himself to have an aggressive show style, and his favorite show supply is the rotobrush. He tells me that he may be bringing a bred-and-owned heifer to the 2014 JNHE in Pennsylvania — look out juniors.

When asked what advice he had for other junior breeders,

Payton says, "Work hard to succeed and never give up. Keep working at it."

Being in the show barn about five hours a day himself, Payton tells me, "I believe that early mornings and late nights working on your dreams will help you succeed whatever you dream."

Being only 14, and taking the bred-and-owned junior national title, I think he is well on his way to succeed in the Hereford business. Payton plans to continue showing Hereford cattle, as well as a few other breeds, and to start a herd of his own one day. Best of luck Payton. ◀



FUN Facts About Your New Board Members



by Krissi McCurdy

Tommie Lynne Mead

is the 21-year-old daughter of Tommy Mead and Cindy Eppich. She currently lives in Midville, Ga.

Tommie Lynne is attending Georgia Southern University and majoring in exercise science with a minor in nutrition. She is very dedicated to her education, work, and most importantly her farm. She has always been very involved with the Georgia Hereford Association. Tommie Lynne has two half siblings, and surprisingly, lived in five states so far; but her roots will always lie in Georgia.

FUN Facts

Favorite food: french fries or pumpkin pie

One risk you'd like to take: swim with sharks

One place you'd like to travel to:
New Zealand

Interesting fact: used to teach dance and coach volleyball, she was also involved in those sports in high school.

Junior National Hereford Expos (JNHEs) attended: 14

Favorite part about the JNHE: getting to see great friends that she has met over the years and meeting new people

Best experience on the NJHA board so far: helping out the juniors and building a relationship with her fellow board members

Taryn Adcock resides in Assumption, Ill., and is the daughter of Jim and Jan Adcock. She is a sophomore at Illinois College where she is majoring in economics and business with a minor in marketing.

Taryn is full of life, always smiling, and definitely someone who can brighten your day. She has three siblings — Tamar, Del and Dean. She is very dedicated to the Illinois Junior Hereford Association, but that's not all, Taryn is very dedicated to anything she does.

FUN Facts

Favorite food: ribeye steak and cheesy potatoes

One risk you'd like to take: be the driver behind the wheel at a NASCAR race

One place you'd like to travel to: Bora Bora, because she wants to see the clear blue ocean for the first time

Interesting fact: won a gold medal in tumbling in the junior olympics

JNHEs attended: 11

Favorite part about the JNHE: showmanship and catching up with everyone

Best experience on the NJHA board so far: making so many memories already, but especially liked the go cart experience during the board retreat

Cody Jensen is the 20-year-old son of Kirk and Stephanie Jensen. Cody grew up in Courtland, Kan., he attended Butler Community College and participated on the livestock judging team. From there, Cody transferred to Kansas State University and is majoring in milling science.

After graduation he hopes to have a milling science position in the Midwest, keep raising Hereford cattle and continue to make an impact on the Kansas and American Hereford Associations.

Cody has two younger siblings — Casey and Jessica — who also show Hereford cattle. Cody is a very determined young man who wants to succeed in life. He knows what he wants and he will do whatever it takes to go out and achieve it.

FUN Facts

Favorite food: anything Mexican

One risk you'd like to take: absolutely anything with an adrenaline rush

One place you'd like to travel to: Switzerland

Interesting fact: He was valedictorian at Pike Valley High

JNHEs attended: 11

Favorite part about the JNHE: seeing everyone enjoying and talking about their common passion for Hereford cattle

Favorite part about the NJHA board: all the new people he has had the chance to meet

Amanda Bacon of Siloam Springs, Ark, is the 19-year-old daughter of Craig and Debbie Bacon. She is a sophomore at Oklahoma State University and majoring in animal science and agricultural communications.

There is no doubt that Amanda likes to keep busy. She has accomplished so much already, but she is not done yet. She has been very active with the Arkansas Junior Hereford Association as well as serving as the National Hereford Queen. She is the type of young adult who will not stop until she achieves her goal. She has two older siblings — Cassie and Justin — who have both showed Herefords.

FUN Facts

Favorite food: ribeye steak

One risk you'd like to take: go rock climbing

One place you'd like to travel to: Australia

Interesting fact: both of her siblings also served on the junior board and she and her sister both served as national queen

JNHEs attended: 19, including some of the polled Junior Nationals before the merger

Favorite part about the JNHE: making new friends and visiting with old friends

Favorite part about the NJHA board: getting the chance to provide opportunities for members and positively influence them. ◀

The Backbones of the NJHA

by Elise Hackett

The National Junior Hereford Association (NJHA) would not be able to function as well as it does without a great support system behind its membership. Amy Cowan and Bailey Clanton keep everything going, but there are other people who work behind the scenes to help keep the junior board in line, and looking forward into the future of the industry. There are three sets of national advisors to the NJHA board that join with each set of directors.

Gary and Kathy Buchholz of Waxahachie, Texas, retired in July after serving two terms. During those years, they gave the junior board members hope and encouragement. Retiring board member Matt Woolfolk says the Buchholzes never stopped believing in us, even at times when we didn't believe in ourselves. "The Buchholzes never gave up on any of us, and they always encouraged us to push ourselves to uphold the honor of the NJHA," Woolfolk said.

This year the junior board would like to welcome new advisors, Cliff and Pat Copeland of Nara Visa, N.M. Copeland Herefords was started in 1943 and has since been a time-honored family tradition. The Copelands have about 130 registered Herefords, 400 commercial cows and around 80 cows for the club-calf market. The entire Copeland family stresses the value of hard work and responsibility,

Gary and Kathy Buchholz



traits which are very evident once you get to know them.

The NJHA board and all that comes with it are nothing new for Cliff. In 1976 he served as president of the American Junior Hereford board, and he and Pat have been heavily involved in 4-H and FFA. They have served as 4-H leaders, and Pat has served as a judging coach for both livestock and horses. Being advisors is nothing new for this couple, as they also served as New Mexico Junior Hereford advisors for 15 years. Cliff has also served on the New Mexico Hereford Association board as president, and is currently finishing up his term on the American Hereford Association Board as president.

It is evident that Cliff and Pat believe it is an extreme honor to be national advisors. They believe serving as advisors is giving them a great way to give back to something that has shaped them and put them where they are today. They both want to help the juniors further succeed. As advisors, they would like to see more public speaking opportunities to tell our agriculture story, as well as provide opportunities to use all of the juniors to help promote the Certified Hereford Beef (CHB®) program.

On behalf of the NJHA board, welcome Cliff and Pat to the advisor team.

The Copelands join Kyle and Jodi McMillan from Illinois and Bob and Jami Goble from Michigan as advisors. ◀

Cliff and Pat Copeland



Callin' Those Hogs

by Amanda Bacon

The 2014 PRIDE (Program Reaching Individuals Determined to Excel) Convention participants from coast to coast will make their way to "Hog nation" the last week in July.

Northwest Arkansas is located in the Ozark Mountains and is the home of a couple of popular companies you just may have heard of that we will get the chance to visit and tour.

Tyson Foods



Tyson Foods' world headquarters is located in Springdale, Ark., and the company is known to many as one of the world's largest protein suppliers. While Tyson is a part of the beef industry that we aren't directly involved with as producers, it plays a key role in getting food on the table for families across the nation. The Tyson team is excited to have our junior Hereford members for a visit. They will have great things planned for us to learn about the industry we are producing for, including hands-on experiences in their test kitchens and much more.

Crystal Bridges Museum



Sam Walton opened his first 5&10 on the Bentonville, Ark., town square; little did he know this would be the start of Wal-Mart. The Walton family has given a lot to the northwest Arkansas area; one of the more recent attractions they built is the Crystal Bridges Museum of American Art. This museum unites the beauty of nature and the power of art and plans are being made for a group tour.

University of Arkansas



Then there is the home of the "Hogs," the University of Arkansas (U of A). The U of A School of Law offers the only advanced legal degree program in agricultural and food law in the U.S. Participants will have the opportunity to learn about the highlighted agricultural majors that this land-grant university has to offer, and get the chance to see part of the famed sidewalks that house the names of more than 150,000 U of A graduates.



Hereford ranch tours

Of course we will have the opportunity to see some cattle, and visit with multiple Hereford producers in the area as well.

These are just a few of the highlighted activities PRIDE participants will get the chance to take part in. You do not want to miss out on this next year's PRIDE as we will have a fun-filled few days planned for you. Most importantly, you do not want to miss out on the chance to learn how to call those hogs. **Woo-Pig-Sooie!** ◀

Scenes from 2013 PRIDE in South Dakota



Supreme Success for the Hereford Breed

by Amy Cowan

A recent Facebook post confirms Herefords have done it again climbing the ladder of success at another state fair. From Pennsylvania to California, and many stops in between, Herefords are reigning supreme at state fairs and national shows across the nation. Each year there seems to be more and more Herefords in the headlines, and the 2013 state fair season is no exception.

The supreme drive showcases the best of the best and according to many judges the supreme champion is the best representative of that particular breed. While everyone walks away from the supreme line up a winner, it is the ultimate accomplishment for the exhibitor and their breed to be named supreme champion over all. Whether it is a panel of judges or one judge's opinion, the supreme title is not one that is easily obtained when you consider the steep competition in all breeds on all levels vying for top honors at shows across the nation.

This summer the American Hereford Association (AHA) and National Junior Hereford Association (NJHA) hosted more than 650 Hereford youth and their families from 40 states in Kansas City, Mo., as 1,213 head of Herefords competed at the 2013 Junior National Hereford Expo (JNHE). Many of the champions that were slapped in

Kansas City went on to be named supreme champion at their respective state fairs. This says a lot for not only the quality of cattle competing at the JNHE, as well as the quality of young exhibitors and the strength of the Hereford breed.

Trent Ray, Abingdon, Ill., was one of the top contenders in Kansas City winning reserve grand champion polled female honors. Ray's heifer, Chez Strawberry Wine ET 204Z, later won a tough state fair junior Hereford show in Illinois and brought home the supreme banner.

It was the same success story for Payton Vogel, Hartley, Iowa, with his champion bred-and-owned heifer at the 2013 JNHE. MAV Cotton's Blessing 221Z was later named supreme champion at the Iowa State Fair, which is the first time for a Hereford heifer since the state fair's first supreme drive in the late 1990s.

The most recent supreme success story, comes from the Keystone International Livestock Exposition (KILE) in Pennsylvania. Melissa Grimmel, Jarrettsville, Md., led her junior show champion, SHF Coyotte Done by LCC Back N Time to supreme honors. It was a unanimous decision by the judging committee and a great way to start the national Hereford show season.

The quality of Hereford cattle has not gone unnoticed. Hereford breeders also remember the 2012 JNHE in Grand Island, Neb., when owned show judge, Eldon Krebs, asked the audience to give the champion drive exhibitors a standing ovation. He said, "I've judged a lot of shows. I've judged a lot of breed events, and I've never seen this many good heifers under one roof."

He also added, "This is an awesome set of livestock — I don't care what breed it is."

Why all the success for the whitefaces and the increased demand for Hereford

genetics? "The big driving force behind the current popularity of Hereford cattle is the commercial demand past the showing," says Jack Ward, AHA chief operating officer and director of breed improvement.

Today the Hereford breed is poised to provide as much value to the commercial industry as any other breed with its combination advantages of fertility, feed efficiency, good disposition and an end product that will compliment a vast array of quality beef programs across the country.

Helping with this progress has been the AHA's Whole Herd Total Performance Records (TPR®) program. Now 11 years old, the program has helped the AHA and Hereford breeders build a database that documents the breed's strengths. More and more Hereford breeders continue to go above status quo and submit ultrasound data, body condition scores, udder scores and cow weights, which all add to the integrity and accuracy of the AHA database.

At last count, more than 10 state fairs and national shows have reported a Hereford winning the supreme title during the last few months. "It has really been exciting to hear the success that the junior members have had over the past few months in the showing," Ward adds. "This success can be directly linked to the commitment that breeders and junior members have placed on selecting cattle that are fundamentally sound and yet have the right amount of muscle, bone and performance."

All young Hereford exhibitors deserve a standing ovation for their accomplishments in and out of the ring this summer. The Hereford breed has tremendous pride in the National Junior Hereford Association members and the families behind the organization.

"It is so much more than the showing and the supreme banners," Ward summarizes. "It is quality cattle and quality kids growing into industry leaders from their participation in programs like the NJHA." ◀



Plan to Attend 'A Sweet Family Tradition'

by Jason May

The trailers will be packed, the cattle will be loaded and the miles will be driven next July to get to "A Sweet Family Tradition" in Harrisburg, Pa.

This will be the Junior National Hereford Expo (JNHE) of the decade and you do not want to miss it. Harrisburg is home to the Pennsylvania Farm Show Complex that hosts the largest indoor agricultural show in the country. Between the greatest cattle show of the year and the amazing attractions to see, this will be the trip of a lifetime.

The complex is one of the nicest facilities in the country and with our growing numbers one of the few places that can accommodate the Hereford breed. With record numbers in 2013, we expect our show to maintain the No. 1 spot. Sitting under 24 acres of barns, the complex is large enough to host 5,000 large animals at one time. For the first time in many years, we will be stalling every single animal in the same barn.

The 2014 JNHE will be a pleasant mix of cattle and culture. Harrisburg, being the state capital for Pennsylvania, will allow for many opportunities to travel and see some very cool attractions. Harrisburg is located just 12 miles from Hershey, where we all know the best candy is made. At the moment the planning committee is trying to arrange tours of the factory while we are there. Gettysburg is within



an hour of the complex. This JNHE is your chance to visit one of the most historic and educational places in America.

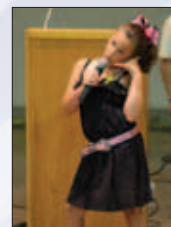
With 50% of the U.S. population living in the eastern time zone, we have a large new area to see and meet. This trip will allow families to see some of the things they have always wanted to experience out east and other families the chance to attend possibly their first JNHE. We highly recommend you take your time on the drive out and find some historical sites or farms to stop and visit on the way.

The East will be the greatest host to everyone on the way. Many people I have talked to are already inviting me to lay over or just stop by on my way out.

With fall shows starting, we encourage everyone to talk to others from your state or area and try traveling together. I know many states are already discussing taking a semi to Harrisburg to help cut costs. At the moment, the host states are working to help locate farms and ranches where you can lay over as you make your way out east.

I cannot wait to see you in Harrisburg July 5-12 for the greatest show of the year. I know this will be the best and most exciting junior national we have had in many years. "A Sweet Family Tradition" with cattle and history will be a new and fun mix. Hope to see everyone soon. ◀

Scenes from 2013 JNHE in Kansas City





NJHA Dates and Deadlines

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

April 1 Summer scholarship deadline

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 nomination forms due online

June 1 Advisor of the Year Award nominations due
Creative Design entries due

JNHE final online entry and showmanship deadline
(Online only! No late entries accepted.)

JNHE ownership deadline

Mentor forms due

Photo contest entries due

Walter and Joe Lewis Memorial Award applications due

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

National Scrapbook Contest entries due (if unable to attend the JNHE)

Peewee Speech Contest applications due

Promotional Poster Contest entries due (if unable to attend the JNHE)

July 5-12 Junior National Hereford Expo, Harrisburg, Pa.

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

July 27-30 PRIDE Convention, Springdale, Ark.

Sept. 15 HYFA scholarship applications due



New Steer Rule

Steers need registration papers — Starting in 2014 all steers showing at the Junior National Hereford Expo must be registered by the American Hereford Association (AHA) and out of a registered sire and dam. No steer certificates will be accepted, only registration papers. The AHA will still offer traditional steer certificates for those state and regional shows not requiring a registration paper on steers at this time.



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