

the advantage

national junior hereford association newsletter — Fall 2017

Heart of a Champion

by Steven Green

Nearly two years ago, preparation for summer 2017 began. Strategies were arranged and breeding decisions were made. Producers across America were planning to have their best calf crop yet.

Nine months later dreams came to fruition, and juniors across the country began the hunt for their next show heifer and future cow. Elite calves began to sort themselves from the rest, bred-and-owned projects were chosen and calves were purchased.

As cattle arrived at show barns, dreams were blooming, and the hard work began. For more than 900 exhibitors, daily routine and attention to detail paved the way for one event — the Junior National Hereford Expo (JNHE). More than 1,300 head of Hereford cattle arrived in Louisville, Ky.

In our opening ceremonies, Warren Beeler said, "The most valuable agricultural product isn't plants or animals, it's people." JNHE is an exhibition of Hereford cattle from across the country, but success in the showing is only a fraction of what we hope to achieve. Our juniors take hold of their future and lay a blueprint for success, competing in numerous contests and escaping their comfort zone.

Between the hard work of managing a show string and participating in events,

juniors have the opportunity to network. Conversations begin, thoughts are shared and friendships are made. Connecting with youth is my favorite part of the JNHE.

With the selection of champions comes disappointment for those who were not awarded. A quote from Rocky Balboa is appropriate, "Every champion was once a contender that refused to give up." Nothing worth having in life comes easy, including success. Perseverance is in the heart of every champion. Whether you are running for the NJHA board of directors or participating in a contest, losing hurts. How you handle the adversity will define who you are.

I ran for the NJHA board twice and came back the second time stronger, more confident and more prepared for a leadership position. If you were not happy with your placing in contests or the showing, stand tall and begin preparing for tomorrow with a champion's mentality.

Faces of Leadership Conference

Two weeks past the JNHE, 90 juniors from across the country gathered in Kansas City, Mo., for the Faces of Leadership Conference. We began our time together with Amberley Snyder, who guided us through the peaks and valleys of her life which included



Steven

becoming paralyzed from the waist down from a car accident. With the dream of riding horses again, she took hold of the one thing she could control — her attitude. Amberley is now competitively riding again and is better than ever.

Later we took a tour of the American Hereford Association headquarters and headed to Kansas State University (K-State) for a look at its beef unit and a leadership training course. Our youth got a hands-on experience with K-State staff before heading to Jensen Bros. in Courtland, Kan. A sincere thank you goes out to the Jensen family for their gracious hospitality.

We concluded our conference's final day starting at BioZyme Inc. Bob and Lisa Norton are immensely supportive of the livestock industry youth. BioZyme staff let us into their feed supplement mill and headquarters to teach youth about logistics, product development, sales and delivery. Faces of Leadership ended with a leadership training session led by Heather Schultz. NJHA youth learned different strategies from team building activities to take back to organizations which they are involved in.

As we begin a new NJHA season, I ask everyone to take a second to reflect on what the NJHA has provided for you. I cannot say enough for the influence the Hereford family has had on my life. Eight years ago I purchased my first Hereford heifer. Who knew one handshake would lead to this journey. ◀



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HEREFORD ASSOCIATION

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Scholarship-

noun schol·ar·ship [skol-er-ship]

by Brooke Jensen, NJHA Vice-Chairman

1. a grant-in-aid to a student
2. the character, qualities, activities, or attainments of a scholar
3. a fund of knowledge and learning or drawing on the scholarships of the ancients

These are the three definitions of scholarship according to the Merriam-Webster dictionary. What do you think scholarship should be defined as? How do these definitions relate to the National Junior Hereford Association (NJHA)? Personally, I think Merriam-Webster hit the nail on the head.

A grant-in-aid to a student

The NJHA, National Hereford Women (NHW) and Hereford Youth Foundation of America (HYFA) award a growing figure of support to juniors across the country. In fact, in 2016 over \$160,000 worth of educational funding was awarded. This is truly remarkable, especially since college continues to become more expensive.

Applications are due twice a year; spring applications are due April 1, to be awarded at the Junior National Hereford Expo (JNHE). While the fall HYFA scholarships are due Sept. 1, to be awarded at the American Hereford Association annual meeting.

Let's hear from a few of our outstanding junior members who have been fortunate enough to receive several scholarships to assist their educational endeavors.

Miranda Stotz, 21, Oklahoma — "The scholarships I have received have allowed me to pursue an education that will one day allow me to give back to the industry. I was lucky enough to receive the OXO Scholarship, and I can honestly say that it was an opportunity of a lifetime. It gave me the chance to meet different people and experience a culture that centers on the Hereford breed. All the scholarships that HYFA and the NHW give out allow juniors the opportunity to accomplish something that by ourselves we couldn't do. It has been an unbelievable blessing to have the scholarships, honestly I couldn't afford college without their help."



Emilee Holt, 20, Idaho — "Like many others, HYFA scholarships have helped me continue my degree in animal science at Kansas State University. I appreciate how they recognize Hereford juniors that have worked hard to build a herd while being involved within the association. I am a past recipient of the Bar One Scholarship and this was a great honor for me as George and Karen Sprague are two of the nicest people you will ever meet and are always willing to help Hereford juniors across the country."

Del Adcock, 20, Illinois — "Having spent much of my life involved in the Hereford breed I am grateful for the opportunities provided to establish relationships that go far beyond the cattle business. College is expensive, and the money from these scholarships is a great help but even more special is what they represent, which is the willingness to invest in our future. It is humbling and very encouraging to receive that vote of confidence, as the recipient of Blin Family, Golden Bull and Bob and Delores Call Scholarships. The Hereford Family is very special and blessed by the many people who are willing to make the investment and support our junior breeders."

The character, qualities, activities or attainments of a scholar

As you can conclude from the quotes above, Hereford junior members are hardworking, professional, humble and grateful. Each scholarship, such as John Wayne and Ed Bible, represent and reward individuals with

admired characteristics. Every junior member is unique in how they were raised, what molded their leadership style and how they involve themselves in the industry or other activities.

You are enough. There is a scholarship waiting to award and represent who you are and who you want to be. I encourage you to keep good records of your leadership and activities and apply to the Hereford Scholarships.

A fund of knowledge and learning or drawing on the scholarships of the ancients

History of the Hereford breed from the people who have truly impacted our industry and livelihood, is our fund of knowledge on the scholarships of the ancients. The names, memorials and founders who symbolize and provide the scholarships offered, are hugely impactful and meaningful to recipients. To past and future recipients, be honored and be proud to hold the title of these scholarships. Del Adcock said it well, "blessed by the many people who are willing to make the investment and support our junior breeders." Thank you donors, for investing in our education and our future.

There are many definitions to the word scholarship, but I have to agree with Merriam Webster's three bold descriptions. Juniors, start applying early. That April 1 deadline will be here before we know it. Take ahold of the opportunities that represent your past and affect your future. ◀

Hereford Youth Get Social

by Bailey McKay

Today I spent 58 seconds of my day watching a video of a mother cat taking care of her kittens. I am not a cat fanatic but it was shared on my feed, so I took a peek. Other people had too; the video had been shared 20,800 times and liked by more than 64,000 people. The mother cat was simply caring for her new kittens.

When I finished watching it, I questioned myself. Why did I do that? The answer was simply because it was "there." This is a lesson for promoting agriculture and the Hereford breed on social media in this experience. Information, pictures and videos about Hereford cattle need to be "there" too so they can reach a larger audience. Our breed will benefit if social media is used to positively increase knowledge about our cattle.

Post your Hereford experiences

Most people use social media in some form whether it be Facebook, Instagram, Twitter or Snapchat. A post of a cute newborn baby calf gets tons of likes, shares or retweets. Why is this? People gravitate toward things that play on their emotions. The general public loves these pictures, and most people want to know about those cute, furry animals they see. So how does this factor into getting more people to know about agriculture and the Hereford breed? Many of the people on your friends list have limited knowledge about Hereford cattle and agriculture. This is an excellent and simple way to close that gap. The easiest way to do this is to simply add or follow different people or groups that have no relationship to agriculture. Then, create posts that will attract their attention and share information.

Keep your posts positive

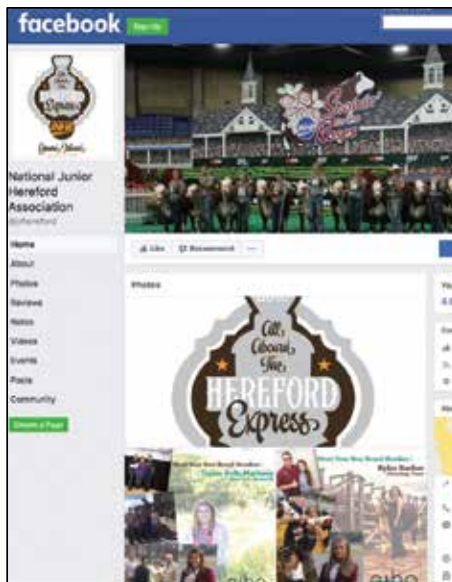
When choosing pictures or captions, focus on the positive aspects of raising cattle. Share images that show the work you put into raising your animal in a safe and healthy environment. People want to know exactly where the food they eat comes from. The Certified Hereford Beef (CHB®) program does an excellent job of sharing this information. They constantly post images on Facebook

and Instagram of different cuts they prepare or recipes you can make but they also capture images of the producers that raise the beef. This gives the consumer a visual image of the person producing what they are eating. CHB also follows athletes, running and health groups because protein, especially red meat, is key to these people's goals and interests. Why is this smart? Appealing to outside groups with the same interests will help gain attention to what you are doing and why. These positive posts encourage more people to understand, and think about removing their support from anti-agriculture to pro-agriculture.

Share knowledge in your posts

In addition to pictures from shows, consider posting things you do every day. A post that shows you adding mineral to the feeder in the pasture, feeding the momma cows, brushing your heifer and putting hay up, promote understanding of the care needed to raise a healthy animal. Add captions that describe what you are doing and why it is important. These types of posts help people increase their knowledge about the agriculture life just by getting to know you.

Social media gives us the opportunity to share our dedication to the Hereford breed and industry with a large audience. You can achieve this by creating posts that share knowledge in a positive way. ◀



Behind the Scenes - BioZyme® Inc

by Brandt Downing

Incredible is all I have to say — BioZyme® Inc. is such a professional and successful business and accomplishes great things with such a small team. It just goes to show with hard work, dedication and passion you can do anything.

The tour at BioZyme Inc. was definitely one for the books. At the home of products such as VitaFerm®, Amaferm®, SureChamp® and many more we were able to take time with the staff and really learn what this company is all about. Between the informative lab tours and the fun booth games, youth who attended Faces of Leadership conference had a blast and learned tons.

One of the best booth games was to be a salesman. This was unique for many juniors because although we sell cows, bulls and calves, selling a nutritional product is just as challenging. The most challenging tasks for juniors at this booth was to sell the product back to the creators.

Another interesting booth game we were able to engage in was the creation of a new product.

Former National Junior Hereford Association (NJHA) chairman,

Cody Jensen, led

this activity. Juniors found this intriguing because it gave them the chance to come up with their own product. BioZyme does an outstanding job supporting the youth of the livestock industry and they go above and beyond with clinics and sponsorships. Along with the great interactions between BioZyme and the juniors, BioZyme is known for their consistency within the product.

Consistency comes to mind after touring the BioZyme facilities. The ingredients that go into their products are tested diligently to ensure each product is exactly like the product previously created. While on the tour, we had the chance to see both warehouses. The first warehouse and lab was where all the chemistry happens. They had a very specific way that the ingredients for the product go through a heated filtration. We were fortunate enough to go through each room and see all of this happening right before our eyes. Not only are they consistent with the ingredients put into the product, but they are

also very consistent with the way the product is handled before being shipped out.

BioZyme has a particular way with how each product is filled, packaged and shipped out. It was extremely cool walking through the bagging process at the warehouse. Juniors were excited to see how the feed and pastes are mixed before being packaged. Comparatively, BioZyme has a small number of people working for such a large company, but that did not slow down the working process. Each employee at both warehouses had a very specific job to keep the whole place running smoothly. It's amazing how efficient the BioZyme team is while they fill, seal and stack a variety of supplements.

BioZyme is mechanically advanced with some of the newest technology. One of the most impressive machines they use is the machine that fills the bags. Each bag is filled, evenly spread and weighed to the exact amount. After the filling process, the bags continue down the line into a machine that stacks them on a pallet. With the packing technology, they can easily stack pallets upon pallets within just a few minutes. Have you ever wondered how they wrap the plastic around the pallets? BioZyme is equipped with a machine that wraps the pallets with plastic in a short amount of time to then get them put on the truck to be shipped out.

BioZyme is more than dedicated to the satisfaction of their customers. These are just

a few of the many reasons customers are pleased and continue to trust BioZyme for their nutritional livestock needs.

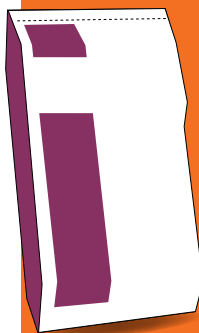


BioZyme does a tremendous job supporting the American Hereford Association (AHA) with a program implemented to raise money for the Hereford Youth Foundation of America (HYFA). This past year, BioZyme teamed up to launch the Feed the Future program to generate money for our Hereford youth. We encourage Hereford breeders to send receipts to BioZyme and in return one dollar will be given back to HYFA. The goal is to raise \$100,000. HYFA and AHA are truly grateful for the continual support. The NJHA appreciates all the never-ending support and dedication from BioZyme. We would not be able to do it without all the support from such a great organization. ◀

AHA members can participate in the Feed the Future program by completing these two easy steps:

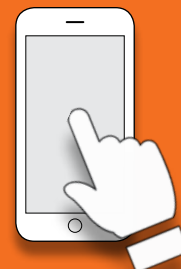
Step 1:

Select the correct VitaFerm supplement to maximize the potential of your cow herd. **Eligible products include Concept-Aid®, Heat™, Cattleman's Blend™, the Mineral Lyk Tub, 30:13 Protein Tub™, Roughage Fortifier and Sure Start® Pellet.**



Step 2:

Each time you purchase an eligible VitaFerm product, take a picture of the invoice with a smartphone or camera and email a copy of the invoice to Hereford@biozymeinc.com or text your picture(s) to 816-383-3109.



FEED the FUTURE

BIOZYME
INCORPORATED

LEADING FROM OUR ROOTS

by Brooke Hinojosa-Sidwell

Often as a member of the National Junior Hereford Association (NJHA) board of directors, we are asked what it means to us to hold a leadership role in a large association. Each response varies, but they are all similar in how it has transformed us into the leaders we are today and the leaders that we hope to be when we are off the NJHA board.

Our Faces of Leadership conference was hosted on our stomping ground in Kansas City, Mo., where we had various speakers come in to encourage and inspire Hereford youth to continue to be involved with the association even after they age out. The NJHA has quite the story to tell with how far we have advanced in attendance, where we hope to see the future of the breed and how we can achieve these goals within just a few short years.

While in the City of Fountains, Bonnie Coley-Malir of Lafayette, Tenn., took time out of her busy schedule to attend our Faces of Leadership conference. Bonnie's unconditional support and dedication to the NJHA never went unnoticed, during the Harvest II in 2016, Bonnie and her husband, Rick, announced their \$500,000 leadership endowment to the Hereford Youth Foundation of America (HYFA). Rick and Bonnie intend for this endowment to fund leadership opportunities for a lifetime for NJHA members.

Bonnie has played a significant role in the junior Hereford organization as she served on the American Junior Hereford Association board in the mid 1980s. In a quick interview with Bonnie at Faces of Leadership, she was asked, "What inspired you to make such an influential donation to HYFA?" Bonnie quickly responded, "It was really a no-brainer, my time as a Hereford youth was such an influential part of my life that I credit the association as instilling all the life skills that have been attributed to my husband's and my life and has led us to where we are today."

It is very clear that Bonnie's passion is working with youth. "It was a life goal to work with the juniors, work for an association and give back, which I was fortunate enough to do at the American Hereford Association (AHA)," she said.

Bonnie had the opportunity to be the junior activities director for the AHA that led her to give back to an association that had given her so much. When Bonnie was

a junior, she believed that one of the most influential moments for her was to attend the youth leadership camps that were very similar to the Faces of Leadership conference held today. She knew her and her husband's endowment would be put to effective use.

The Coley-Malir endowment allowed the NJHA board to bring in one America's greatest public speakers, Heather Schultz. Heather offered workshops to the juniors as well as leadership trainings. Her



presentations have been described as a "wild and wonderful roller coaster ride of humor, emotion and inspiration." Heather has worked with HBO and has appeared in *People* magazine because of her expert knowledge on youth issues.

Heather was asked in an interview, "What has encouraged you to be so passionate about reaching out to the youth and what has motivated you to do it for the past 20 years." Heather responded without hesitation, "This is easy. I LOVE our youth. They keep me young and motivated. I am so inspired by what they are achieving now and have yet to achieve. May sound corny, but I do believe they are 100% our future." Heather spoke to the 90 attendees about how to be a leader and what it means to be a leader.

Throughout her workshop we participated in multiple activities in which she then bestowed us with the capabilities to break personal comfort barriers. Since most of us were already out of our comfort zones, we practiced becoming "beautifully awkward" together. Heather had many workshops to practice being leaders such as planning events, knowing leadership quotes, as well as body language of a leader.

Through feedback one of the juniors' favorite activities was determining his or

her's favorite leadership quote and why they believe that is the most influential quote related to being a leader. For Heather, she shared her favorite quote, "You don't have to have a title to be a leader." As a representative of the NJHA board of directors I felt like this quote stood out to many of the juniors. Some who attended the conference have never held a "titled" leadership role. While many others have, this quote should instill knowledge and faith into those who

have not that in fact they still can make an impact on this industry.

As you can see, our future is continuing to grow and flourish because of the many opportunities the NJHA has continued to provide to the juniors of this industry. Faces of Leadership will be an event that will continue to strive year after year to provide the knowledge and professionalism needed to better our youth. With winter soon approaching, summer will come shortly after, bringing the 2018 Faces of Leadership conference. The NJHA looks forward to seeing you in the Golden State of California. ◀





THE BALD-FACED TRUTH

ABOUT HEREFORD GENETICS

It's obvious – Hereford-sired calves deliver a \$51 increase in net profit per cow, per year.* Hereford genetics bring legendary hybrid vigor, improved fertility, feed efficiency and easy-handling docility to your program. Read the research, and see why Hereford heterosis pays off, at [Hereford.org/genetics](https://hereford.org/genetics)



*Compared to Angus-sired calves. Source: Daley, David A. and Earley, Sean P. Impacts of Crossbreeding on Profitability in Vertically Coordinated Beef Industry Marketing Systems. American Hereford Association. Retrieved from <https://hereford.org/wp-content/uploads/2017/02/HarrisHeterosisReport.pdf>

Fed Steer Shootout

by Hannah Williams

Are you interested in being involved in a contest outside of the showing or even a contest outside of a show? The National Junior Hereford Association (NJHA) Fed Steer Shootout may be just the perfect fit for you. With 72 head of cattle from 10 states and 27 NJHA members participating last year, we believe that this annual contest is a great way to build junior members' knowledge of feedlot operations and real-life cattle market situations. The NJHA Fed Steer Shootout was designed to give juniors an opportunity to get involved outside of the showing, to gain education of commercial cattle feeding, to better comprehend the Certified Hereford Beef (CHB®) program and to see the technologies used to gain an understanding of performance measurements gathered when cattle are on feed.

Cattle participating in this year's contest will begin arrival at Gregory Feedlots Inc., Tabor, Iowa, Oct. 30-Nov.

3. Following arrival, they will be weighed and ultrasounded, and then ultrasounded again a few months later to give juniors an update on how their cattle are performing. Ultrasounding the cattle multiple times helps the juniors see on paper exactly how the cattle

perform from start to finish and also creates an easy comparison of the beginning and ending points.

Junior Fed Steer Shootout participants will have several opportunities throughout the year to learn marketing and management skills via an online webinar series. During the webinars last year, professional speakers were brought in to discuss important topics that play a major role in the feedlot industry. Some of the webinars this coming year will potentially feature explanations of ultrasounding, the role of genetics and how they play into the feed yard along with health success tips.

In addition to online learning, participants will have an opportunity to tour Greater Omaha, Omaha, Neb., and see where the cattle will be processed and harvested.

Near the steers' finishing points, junior members will also have the chance to see them in the feedyard setting and how they look finished versus when the cattle first arrived at the yard. The learning aspects of this contest give juniors the ability to see first-hand how the cattle perform in the feed yard, on the rail and then overall financially.

This fall at the 2017 American Hereford Association Annual Meeting and Honorees Reception held in Kansas City, Mo., the results of last year's

contest will be announced and awards will be given out in four divisions. The divisions awarded are Purebred Pen of Three, Purebred Individual, Hereford-Influenced Pen of Three and Hereford-Influenced Individual. Awards will be handed out for grand and reserve in each division as well as an overall supreme champion. To determine the winners there is a percent retail product formula that is used. Dressing percentage, days on feed, carcass gain, carcass quality and feed efficiency are all contributing factors that go into the formula to determine percent retail product. Feedlot performance data and carcass performance data are also factors to determine the retail value average per day on feed formula.

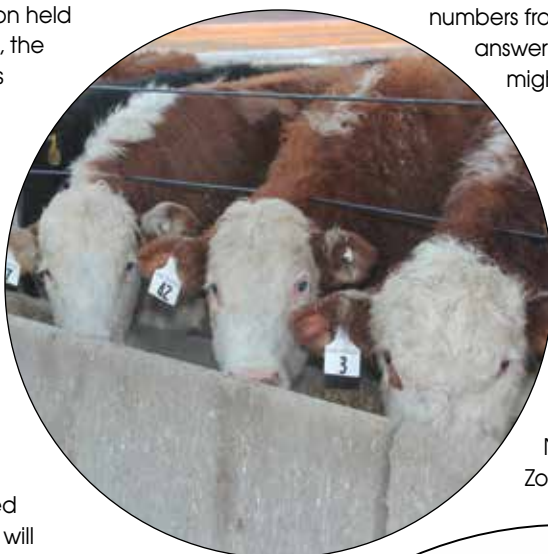
This year the Hereford Research Foundation is donating \$5,000 in cash prizes to be awarded to the winners. In addition to money, there will also be other prizes given to all division winners.

Everyone who has participated in the contest or is interested in future contests is encouraged to attend the NJHA Fed Steer



Shootout review session on Friday, Oct. 27, which will be led by former CHB board chairman, David Trowbridge. He will be explaining the performance and carcass data received, along with reviewing the numbers from this past year and answering any questions you might have.

We would like to thank all of the sponsors for this year's NJHA Fed Steer Shootout: Gregory Feedlots, Inc., Tabor, Iowa; UltraInsights Processing Lab, Inc., Maryville, Mo.; GeneSeek, Lincoln, Neb; Allflex USA; and Zoetis Animal Health. ◀



STATE BASKETS:

Fun for the Whole State

by Mason Blinson

Has your state been looking for a challenge that everyone can participate in at the Junior National Hereford Expo (JNHE)? The state basket is the perfect way to get every family that comes with your state to the JNHE involved while raising money for your state association and for the National Junior Hereford Association (NJHA).

The state basket silent auction continues to be a success every year. This is something that an entire state can look forward to. One of my favorite things to do during the week of the JNHE is to walk around while the cattle are tied down and look at the state baskets which have now turned into what look more like state tables. It is amazing to see what everyone brings to represent their state and to raise money for their association.

Just this year alone, the baskets generated \$15,000 to be split between the NJHA and each individual state that entered a basket. State baskets are a great way to bring your state together to create a collection of items that everyone at the show will see.

My state has always enjoyed putting together a basket, and as our association grows and becomes more involved at the JNHE, our basket gets bigger. We like to take

This year the auction was new and improved with the help of Lowderman Auction Options providing us with a new online auction platform. We had our usual silent auction throughout the week and after lots of advertisement on social media and our new online platform, we were able to move the auction online. This allows people who are at home to see the progress of the auction and a chance to participate without being at the show. With adding this element we hope to make it more competitive and to generate a larger profit to benefit the states who participate and the NJHA.

Some of the best memories I have at the JNHE started with the state basket. At one of my first JNHEs, my family purchased a state basket. This basket had a cookout theme — my dad needed another grill to add to his collection. On the last night when everyone was packing up and loading their trailers, we had a cookout behind the barn. Several families came together and everyone brought food and we ate dinner and got to spend time with our Hereford family. The kids ran around and played while parents talked and caught up. To this day, those that we gathered with that night are some of our closest family friends.

Memories like this are only possible because of the participation of all of the states and those who purchase state baskets year after year. On behalf of the NJHA board of directors, I would like to express our gratitude to all states who put together a basket and a big thank you to Lowderman Auction Options for helping to move our auction online and to improve the process and allow more people the opportunity to get involved. We hope that participation continues to grow and so more states can benefit from this fundraising opportunity. ◀



this opportunity to show off our state and our junior Hereford association. We always include items that are made in our state and things that you cannot get anywhere else. Throughout the year we look for items to put in the state basket and we talk about our collection at our state show before the JNHE. This is such a fun project for each family to bring a little something as a contribution to the state basket every year.

*State baskets are a great way
to bring your state together*

All Aboard The HEREFORD Express



by Nathan Hopkins

With nearly three months since our historic Junior National Hereford Expo (JNHE) in Louisville, Ky., where more than 900 Hereford youth from more than 35 states exhibited over 1,300 head of cattle and participated in leadership and educational competitions, it's safe to say the event was a success. A success only possible by the efforts of officials and exhibitors alike; for that, I would like to extend a huge "thank you" to everyone who participated.

Just as last year's event took great planning, work on the upcoming JNHE is underway and now it's time to look forward to next year's highly anticipated event in Grand Island, Neb. For the week of July 1-7, 2018, we're "All Aboard the Hereford Express" to have a great time in the cornhusker state.

For perspective, this coming JNHE is two weeks earlier on the calendar as compared to last year's in Louisville. Thus, the Fourth of July will fall during the week, so be prepared to celebrate our nation's independence with your Hereford family from across the country at one of the best facilities in the country.

The Fonner Park Nebraska State Fairgrounds is second to none and has been touted as the premier facility by many exhibitors. Having the "when" and "where" established, I urge you to go ahead and put the date on your calendars. Begin to make travel arrangements and book rooms and by doing so, avoid a stressful situation. It's always nice to know you have a place to stay.

It might seem a little early to begin preparation for the 2018 JNHE with many national shows yet to be held throughout this fall and spring, but like putting the show on, it is essential to begin early and plan

for a successful show for one to occur. On the exhibitor side, it is best to remember that although there are many individual competitions, the state should communicate and prepare for the events at JNHE as a group. For many competitions at the JNHE, preliminaries should be held at a state competition in order to decide which juniors will participate in what competitions. For some states who maybe don't need to have preliminaries in order to decide who will be their representative, practice

all the resources that the NJHA provides. Check the website and blog periodically for updates and be sure to like and follow all the social media outlets because details for JNHE are broadcasted as they become available.

The reason we all travel many miles to an event like the JNHE is our passion for cattle. It is essential to remember that as we get a jumpstart on contest preparation, we need



to be preparing our cattle as well. Either purchasing or raising calves, hard work and the repetition of wise decisions are what makes a calf look their best.

Now is the time to begin brainstorming your summer routine for the calves. Consider the future and see if your facilities are capable of housing cattle in the summer. If you have questions on how to have your calves looking their best, use the "pre-season" to educate yourself and gain knowledge. There's no better place than at the upcoming shows to ask the people you look up to for advice. Another point dealing with the cattle is we all want to win, but with the large numbers, the classes are very competitive and very deep in quality. Some potential exhibitors are concerned if their cattle are "good enough," and my response is if you bring a good calf that you have taken care of, then there's nothing to be ashamed of.

Additionally, the JNHE is more than just a cow show and the friends made and lessons learned through participation will be worth more than gold. I would love to cordially invite you to join "All Aboard the Hereford Express" and join us July 1-7, 2018, for another great JNHE. ◀



sessions at shows or field days would be encouraged. We want everyone to do great in competitions as the events are designed to allow contestants to grow and the support of the state can be a catalyst for doing so.

Furthermore, it is important for exhibitors to be in contact with their state advisors. The advisors receive a lot of information about the competitions and can be an additional resource for much of the information about the JNHE. However, the NJHA is very great and provides the details for the JNHE through the home website jhereford.org, the Hereford Headlines blog the various social media outlets. I urge you to take advantage of



AHA Board Spotlight:

KYLE PÉREZ

by Rylee Barber

American Hereford Association (AHA) board director Kyle Pérez serves as our liaison between the National Junior



Hereford Association (NJHA) board and the AHA Board. He has been married to his wife, Tonya, for 9 years and they have twins, Peyton and Libby. Kyle was raised in the Hereford industry and grew up on the Kuper Ranch, which belonged to his grandparents. The Kuper Ranch, located in Nara Visa, N.M., was mainly a commercial Hereford operation. Kyle's parents, Michael and Connie, lived on the ranch and worked alongside Connie's parents on the day-to-day management of the ranch, and Connie was also a school teacher in Logan.

Throughout school, Kyle was involved in sports and agriculture at Logan High School. Kyle was a member of the state champion basketball team in 1998 and a member of the state champion runner-up team in 2001. He excelled on the track team as well. In 2001, Logan won the New Mexico State Track & Field Title. Kyle was a part of the 4 by 100 relay, the 4 by 200 relay and the 4 by 400 relay which all took first place at the state meet.

In the agriculture realm, Kyle's team competed at the national FFA livestock contest in Louisville, Ky., in 1999. They also

went back and competed at the national FFA contest in dairy and poultry in 2000 and 2001. Kyle graduated from Logan High School in 2001.

From there he went to Butler Community College in El Dorado, Kan., on a livestock judging scholarship. As a team, they won many contests throughout the year and brought home the junior college national championship by winning the livestock judging contest at the North American International Livestock Exposition judging contest in Louisville, Ky. After completing his judging career at Butler, he transferred to Kansas State University. As a senior at Kansas State University, Kyle continued to compete on the livestock judging team and they took third at the national championship contest and Kyle took seventh overall as an individual.

Along with all of his accomplishments in high school and college, Kyle was also a member of the NJHA. Some of his favorite memories and accomplishments are winning the Ed Bible, John Wayne and Junior Merit scholarships. Kyle's favorite junior national to exhibit at was in Sioux Falls, S.D., in 2000. Kyle showed the grand champion bred and owned bull and was awarded the title champion senior showman. In 2001, Kyle was elected to the NJHA board during the American Royal in Kansas City. One of his favorite parts of serving on the NJHA board was in



2002 when they hosted the first foundation gala and auctioned off the first foundation female to benefit the NJHA.

From the NJHA board to the AHA Board, Kyle has always done what was best for the Association. He enjoys serving on the AHA Board because he gets to be more involved and be at the forefront of seeing the new improvements we are making as a breed. Kyle contributes much of the breed's success to our AHA staff and the rest to our breeders. He notes that Hereford breeders genuinely care about each other and the improvement of our breed and the cattle industry.

Some of Kyle's goals while serving on the Board are to enhance activity among the members, promotion of the breed and overall growth. His advice to new cattle breeders is that they sit down and decide what area of the industry they want their program to focus on and stay true to your program. He emphasizes that if you breed the cattle that make sense to your operation, success will come to you. ◀

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Fall 2017 / the advantage 11

ADVANTAGE OF GE-EPDS

by Austin Matheny

In today's world, technology is everywhere — in our trucks, in schools and in our pockets. Our ability to utilize modern technology advancements in farming and seedstock operations has grown exponentially.

Today, we are able to utilize DNA testing in our herds to get a more accurate predictor of how cattle are capable of performing. In the last 6 years genomic-enhanced expected progeny differences (GE-EPDs) have become more accessible for producers to utilize to benefit their herd.

When considering the positives and negatives of completing the GE-EPDs, it's pretty easy to see the positives greatly outweigh the negatives. First off, to complete a GE-EPD test you need to order a test kit from the American Hereford Association (AHA). In this kit you will be able to specify which test you want completed.

All of the test kits have different levels of information you can gather, but the test means nothing if the DNA collection process is done improperly. This can be done several ways now due to improved technology.

One option is to take a hair sample from the tail switch of the animal being sure to include the hair roots. Once collected try to keep them all straight and put inside an envelope to mail in with the test kit making sure to keep individual DNA tests separate.

The second option is a blood card. First, pull blood from the tail of the animal then put in the ring on the test card and let it dry. After drying you can fold the card up and it's ready to be sent off. Be sure to write the identification number on the card for the animal.

The third way to take a tissue sample of the animal you want to test. One of the easiest ways to complete this is with a Tissue Sampling Unit (TSU). You can order tags with the vial and a corresponding number from Hereford.org by clicking "DNA Testing" under the "Genetics" section. A special tagger will be needed to collect the tissue sample.



This will ensure that the sample is put into the container and is sterile. Once collected you send it in with the forms and the test you specified to be completed will be done and the results will be sent back to you.

Everyone worries about taking time and effort to collect a DNA sample of calves and sending it off, but in reality it's very simple. The next time you're working calves through the chute for vaccinations take the time and collect one of the DNA samples listed above. This will allow you to have the sample to send off with a test kit and in return you'll have a more accurate prediction on what your calf crop will be able to achieve in production.

There are several factors that go into having a profitable production sale and bull sale. Your reputation as a seedstock producer plays a major role backing your product and your word. The quality of the cattle has an effect, as well as the genetics you utilize in your herd. But studies completed by the AHA have shown seedstock operations in 2016 on average made \$5,217 per bull versus a GE-EPD bull, who on average made \$6,045.

Having higher averages



year to year on sales is something we all strive for and want as producers, but there are more reasons to DNA an animal than just GE-EPD advantages. One of the more popular reasons is to prove parentage on a female to receive a donor permit. Another popular reason is to get a sire AI (artificial insemination) permitted. For the sire, just take a straw of semen and mail in to have a genetic test performed. Proving parentage on a herd bull is important, and without a DNA test used and recorded you cannot register progeny out of this sire.

The fall calving season is well underway, and before you know, it will be time to register calves. Take the time to collect DNA on your calves to ensure that you have the genetic predictors to help improve your herd. Whether you will be showing them or using these animals to expand your herd, there are major benefits to DNA testing the cattle on your operation. ◀



All steers showing at the Junior National Hereford Expo must have DNA on file prior to entering for the show.

Where are they now?

by Taylor Belle Matheny

Being raised showing Hereford cattle is something that many of us take pride in because of the hard work and dedication put in to make the most of our junior experience. Eventually our show careers come to an end, but thankfully our path with Hereford cattle can still continue. For many of us, we see the long line of juniors at opening ceremonies who are embarking on their last Junior National Hereford Expo (JNHE) and sometimes the thought crosses our mind of the future of these individuals.

The opportunities the National Junior Hereford Association (NJHA) offers youth is evident in a past member who still has as strong connection with the Hereford breed. The experiences gained, friendships made and skills learned are a few of the words Cody Beck uses to describe his time as a member of the NJHA.

Cody's career as a member of the NJHA ended in 2014, but his involvement with the beef industry never did. After obtaining his associate degree in agriculture from Butler Community College (BCC) in El Dorado, Kan., he received his bachelor's degree in animal

sciences from Oklahoma State University. Cody's time at BCC was a rewarding one as he was part of the Reserve National Champion Junior College Judging Team in Louisville, Ky., during his sophomore year of college.

The ability to evaluate cattle is something Cody still uses at his job as the American International Charolais Association (AICA) southwest field representative. "What I do on a day-to-day basis for the AICA is communicate with breeders and be the communication link between the

headquarters and the breeders in my region," Cody says. "I work the ring at sales, take pictures for sale catalogs and ads and look at cattle all the time."

Taking a look back on Cody's time as a member of the NJHA emphasizes the importance of hard work and setting goals at an early age. From the time Cody was old enough to show, he attended the JNHE and did not miss out throughout his career. Throughout his membership of the Indiana Junior Hereford Association and NJHA, Cody spent time outside of the showing at JNHE competing in livestock

CODY BECK

PAST NJHA MEMBER

judging, team fitting, showmanship and quiz bowl contests.

The fondest memories he has are from attending the JNHE each year with his family and making friends who continue to be part of his life today. Along with the memories he made, some of his greatest accomplishments came in the showing. "Being able to have reserve grand champion bred and owned female in 2010 and reserve grand champion owned horned heifer in 2014 are some of my favorite accomplishments," Cody says. "Through hard work, having a good family support system, watching mentors and people helping me along the way helped me achieve my goals."

Even though Cody completed his time as a junior he still remains part of the Hereford breed. Cody plans to continue raising Hereford cattle for the rest of his life. "I still own cows with my dad and they are located in Indiana," Cody says.

Cody's advice for junior members wanting to achieve their goals is, "don't take any placing for granted. If you want to achieve something you have to work hard for something you want. Always work hard and pay attention to what others do and develop your own style and how you want to get there."

Some juniors closed this chapter of their junior career this summer at the 2017 JNHE in Louisville, Ky., and some just got their start as a junior member. Many times, we are sad to see this chapter in our lives come to an end, but the opportunity to play a vital role in the Hereford industry will still be present even as the chapter closes. When one door closes another one always opens. ◀



Meet the NJHA Advisors

by Bailey Jones

Over the years, the National Junior Hereford Association (NJHA) board of directors have relied heavily on the support of national advisors. These advisors spend countless hours with us in board rooms and on conference calls and with the guidance of Andy and Betsy Beck, Max Stotz and Kyle Pérez we are better leaders for our Hereford youth.



Andy and Betsy Beck

have been wonderful as advisors to the NJHA. Their family has been in the Hereford business since 1942 and along with their son Cody, they own and operate Beck-Powell Herefords of Bainbridge, Ind.



Andy and Betsy first became Indiana state advisors in 2009. They were honored as Advisors of the Year in 2014, and in 2015 they became

national advisors at the Junior National Hereford Expo (JNHE) in Grand Island, Neb. Their experience with leadership within the Hereford industry doesn't stop there. Andy is a past board member and past president of the Indiana Hereford Association. Betsy has served as a past board member and

chairman for the National Organization of Polle-ettes, as well as having served on several scholarship committees and as National Polled Hereford Queen chairman. She is also a past president and current treasurer of the Indiana Hereford Women.



Kyle Pérez was

recently selected as the American Hereford Association (AHA) liaison to the junior board. The AHA liaison is an AHA board member who sits in on the NJHA board

meetings and conference calls and is the middle man between the senior and junior boards. Kyle helps to communicate the junior board's ideas and thought processes as well as keeping the senior board updated on the happenings of the junior board and the NJHA. Kyle owns and operates Pérez Cattle Co. in Nara Visa, N.M., with his family. He and his wife Tonya have two children — Peyton and Libby.

Kyle's leadership experience runs deep. As a youth, Kyle served on the NJHA board. During his junior career, he was named junior herdsman of the year and champion senior showman at the JNHE. A graduate of Kansas State University, Kyle was a member of the livestock judging team and honored with the

F.W. Bell Livestock Judging Award. In 2009, he was named the AHA Herdsman of the Year. He was elected to the AHA Board of Directors in 2015 to serve a four-year term.



Max Stotz has

jumped right in as the NJHA's newest advisor. He became a national advisor after the 2014 JNHE in Madison, Wis. Max and his wife Karen live in Skiatook, Okla.,

and have two children: Miranda, who attends Tarleton State University, and Keysto, who is in graduate school at Wichita State University. Max has been involved with the cattle industry since childhood. After college at Ohio State University, he began working at Ace Cattle Co. which later became Star Lake Cattle Co. In 2014, he became the manager for GKB Cattle. His wife Karen is a tax preparer at MKS Accounting in Oklahoma.

We would like to thank the Beck's, Max Stotz and Kyle Pérez for all they have done for us from attending meetings and phone calls to always being there when we could use a hand or just someone to talk to. Thank you for taking time out of your busy schedules always looking out for us and helping to guide our organization in the right direction. ◀

NJHA Dates and Deadlines

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

April 1 Spring scholarship application deadline on hereford.fluidreview.com

May 1 Junior National Hereford Expo (JNHE) early bird online entry deadline

June 1 Advisor of the Year Award nominations due

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

JNHE ownership deadline

Photo contest entries due (Online only)

Showmanship and pre-peewee showmanship entry deadline

Judging contest entry deadline (Online only)

NJHA board candidate application deadline on
hereford.fluidreview.com

June 15 Early bird Faces of Leadership 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 1-7 Junior National Hereford Expo, Grand Island, Neb.

July 15 Final Faces of Leadership registration deadline

August 1-4 Faces of Leadership Convention, Sacramento, Calif.

Sept. 1 Fall HYFA scholarship application deadline on hereford.fluidreview.com



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