ADVANTAGE

NATIONAL JUNIOR HEREFORD ASSOCIATION NEWSLETTER | SPRING 2021 American Hereford Assn., 71500 N. Ambassador Ste. 410, Kansas City, MO 64153

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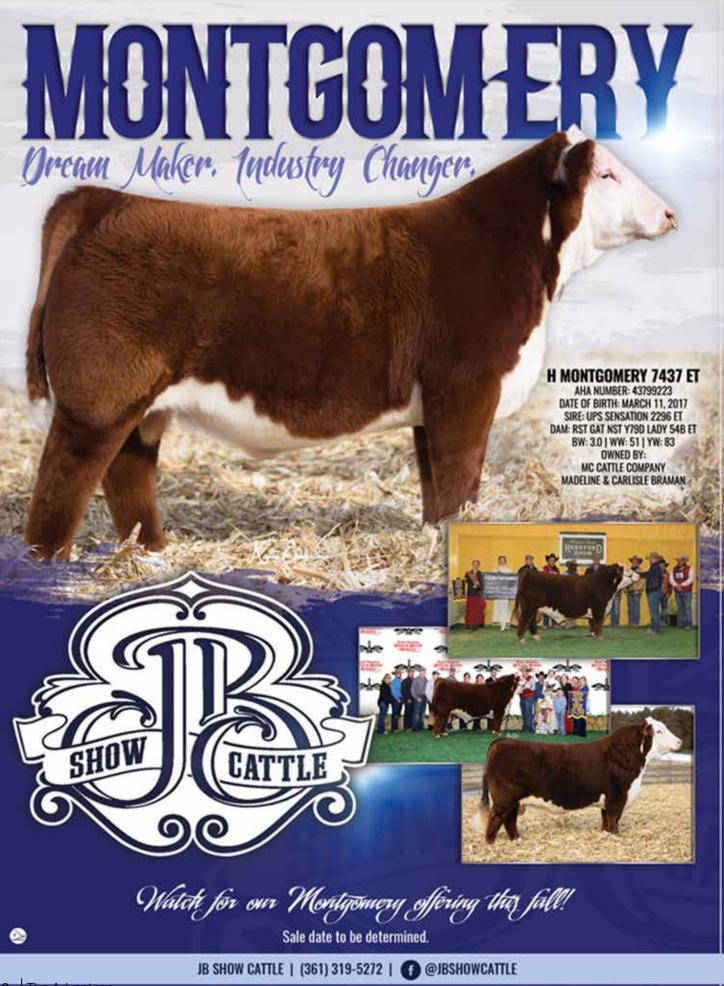
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On the cover

"Land of the Free" by Caroline Lee, Wellington, Ill. Caroline placed 1st with this photo in the Peewee People category of the 2020 Junior National Hereford Expo (JNHE) photography contest.

Caroline Lee, 9, is a fourth-generation cattle producer from Wellington, Ill. She started exhibiting cattle at the JNHE in Denver, Colo., and has continued falling in love with the cattle and the photography. This picture was chosen because of the patriotic light it provides and accompanies perfectly with the 2021 JNHE theme of Hereford Spectacular.





YOU Have What

It Takes



by Montana Lawrence

NJHA Chairman

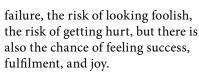


his is a question that has haunted me through many of the most crucial moments in my life. To this day there are times when I find myself wondering if I am capable of the goals I set for myself. It's a question rooted in doubt, and the only purpose it serves is to keep a person from becoming all that they can be. If you are like me then you know this question all too well.

I still remember where I was when I first considered running for a position on the National Junior Hereford Association Board of Directors. I was at my first Junior National Hereford Expo in Madison, Wis., in the summer of 2016. Sitting in the show ring I watched the retiring junior board members give away their coveted maroon jackets. I remember thinking, "Wow, that would be so cool!" but that thought was instantly silenced by another voice inside of me, instantly bombarded with doubts about my ability and qualifications. The negative thoughts that bombarded me were so strong that I immediately dismissed the notion of being elected as a national board member. For the next two years, the idea of running for the board lived in the back of my mind, but I never let myself believe in it.

Now, I know what you are thinking, and the answer is, yes. I did overcome the doubt that seemed to haunt me, but it took a major mental shift for me to realize that my doubt did not deserve the respect I was giving it. There's an old saying that my grandpa once told me. Every person has two wolves, a good wolf and a bad wolf. These two wolves are constantly fighting with each other, but you can guarantee that the wolf you feed is the wolf that will win. I spent two years feeding my bad wolf. For two years, I believed the thoughts of doubt and inadequacy that filled my mind. When I finally chose to run for the junior board in 2018, it was because I chose to stop feeding my doubt and start believing in myself and what was possible.

When choosing to take that leap of faith, I took a big risk. Choosing to believe in what is possible always involves risk. There is the risk of



I don't know what your bad wolf is. I don't know what dream or goal you may be suppressing because of doubt, but I want to take a moment to encourage you. You have what it takes to accomplish anything you set your mind and your heart to. With every leap of faith there is a risk, but without risk there is no reward. I could have easily chosen not to run for the junior board out of fear and doubt, but I would have missed one of the greatest experiences of my life. You, my fellow junior, are capable of so much. You are talented. You are bright. Your potential is unlimited. So, take the risk! Run for the junior board. Take that internship you have been offered. Apply for a Hereford Youth Foundation of America (HYFA) scholarship. Call that breeder you look up to. You have what it takes! Now where are you going to take it?





by Wyatt Lawrence

NJHA Membership Chair

Where it Starts

Many of us can say one of two things about our Hereford journey. One path being we were raised in a Hereford family and that sparked our interest in the breed. The other being that we were exposed to the breed at a young age and grew our passion through membership in programs such as the 4-H, FFA and of course the National Junior Hereford Association (NJHA). More than likely your herd started with a show heifer that you showed at the county fair or a female that you picked out from a sale or a family member's herd. When listening to some of the history behind the hall of fame breeders that live across the country this story is very common. However, looking at their programs today it is hard to believe that they all started with just a few cows and a dream. A wise cattleman once told me, "Buy one cow and get her paid off, then buy another and that is how you can grow." These are just a few big picture steps to help build your cow herd into the dream that you have always wanted it to be.

Casting A Vision

An important part of running any successful business or cattle operation is deciding where you want to focus. Many times, this includes the products or services you want to offer or the kind of business you want to be running. Specifically, for the cattle industry there are a few questions you should answer before starting. Do you want to have a herd where your primary focus is raising show cattle? Or do you want to have a herd that is centered around performance data and the production of hard-working bulls and females? You may want to have commercial cows and raise steers. These are just a few of the many different directions that you could choose to take your program. No

matter what, making this choice and casting the vision of what you want your herd to be is important. It will impact your breeding, feeding and management decisions. It will also dictate your client base and direct you to a target market to do business with. Having a well-defined idea of what you want to do with your cow herd will be impactful for your future.

Setting Goals

Once you know which direction you would like to pursue, it is important to begin taking the steps to propel you forward. A great way to do this is to set goals that you want to achieve. Goals not only give you action steps that you will need to take but will also help you to see your progress as you go. They can be used as a measuring tool to ensure that you are on track in attaining the vision that you have laid out. Examples of goals may be to expand your herd to so many head by a certain year or to raise a champion that wins at a certain show, it could even be to improve calving ease in the coming year. Goals give us benchmarks along our journey to not only look at as progress, but to celebrate as they move us toward the vision we have set. If you celebrate the small victories along the way, it will make the journey more enjoyable.

Where You Can Go

These foundational steps can kick start your entire program. Use genetic selection to breed the kind of cattle that you enjoy raising, feeding and selling. Create a vision and set goals to give your program direction, this will allow you to turn a 4-H project or small group of cows into the program you have envisioned. I wish you the best of luck in starting your program.



Leading the Way to OHIO

Mark your calendars, July 28-31 for NJHA's 2021 Faces of Leadership, "Improve U." Be on the lookout for more information and the tentative schedule soon on our Web site.



by Luke Daniels

NJHA Leadership Chair

s we work towards returning the country to normalcy following COVID-19, I assure you the National Junior Hereford Association (NJHA) hasn't slowed down at all. I personally look forward to spring and summer shows as well as unveiling all the opportunities and experiences we have been working on to offer to our amazing juniors. It is truly refreshing seeing the way our industry has reacted throughout this pandemic as well as other tremulous events of the past year. Specifically, it is fulfilling to see the junior showmen of the agricultural industry steadfast in their desire to remain engaged year-round. In our association we have remained dedicated to one thing, leadership. The Hereford breed is better than ever; and I attribute it to our members when I say, we honestly have the best.

COVID-19 has resulted in a lot of Zoom meetings for the NJHA board within the past year, so my teammates and I cannot wait to get to our spring board meeting where we will be focusing on teamwork,

communication, understanding each other and growing as a team. By diving deeper into our individual strengths, weaknesses and team goals, we will be able to put our new skill sets to work shaping the Faces of Leadership. We hope to provide an event that will truly impact our members.

Before attending, I challenge you juniors to understand the purpose of this conference. Leadership trainings and growth are only possible when you recognize and take full advantage of the opportunities provided to you. Strong leaders are hard to find in our ever-changing world, yet, I am a firm believer the agricultural industry is home to some of the best leaders. I am proud to be a part of the NJHA, an association cultivating the next generation of great leaders, however, you are never going to get the benefits of the leadership lessons and opportunities, without understanding the importance and purpose.

I speak on behalf of many when I express how disappointing it was to miss out on the plans we had set for our 2020 Faces of Leadership. However, we have been working hard

to make this summer's edition better than ever. After this summer's Junior National Hereford Expo "Hereford Spectacular," I am proud to say we will be heading to Ohio for the 2021 Faces of Leadership, "Improve U." With our year of absence from this one-of-a-kind conference, the iunior board has worked hard to make the comeback special for an event we all look forward to. We have composed an experience that will bring our juniors together and present countless opportunities to improve you and your operation, hence the theme. Our goal this upcoming July is to give the best tools, experiences and opportunities possible to grow and develop yourself as a leader. The NJHA Board of Directors has planned a series of our own workshops in cooperation with professional speakers who will highlight different goals and topics during Faces of Leadership. For those of you who have attended in the past, I believe this might be your favorite conference yet. For those that haven't attended, this is a conference you do not want to miss.

A Local's Guide to Kansas City

by Brooklyn Adam

NJHA Director

f it is your first time coming to the great state of Missouri, specifically Kansas City, us locals welcome you. There are a few things you should know before packing up your starched jeans, shined boots and hairy show heifer. My family has always considered the week-long haul to the Junior National Hereford Expo (JNHE) a family vacation. We cram like sardines into a hotel room and spend quality time together doing what we all love, showing Hereford cattle. Last year we were fortunate enough to be close to home but also far enough away to get out of the house and enjoy a "vacation".

When we're away from our tiny town of 2,000 people, we like to experience everything Kansas City has to offer. Below are a few famous restaurants and exciting summer activities your whole family can enjoy. Non-agriculture folks know Kansas City as the City of Fountains and

yes, this city is home to many unique amenities, but in the agriculture industry we enjoy recognizing the delicious food available, most importantly, the world-class barbeque. As a local, I've taken note of the delicious food and opportunities available for everyone to enjoy. I hope this guide to Kansas City helps you settle the debate on what is for dinner and allows you to feel less stressed as you navigate Kansas City.

Kansas City-Style

If you're in the market for the city's best mouthwatering barbeque you are highly encouraged to visit more than one of these restaurants and stuff your face until the cows come home.

Joe's Kansas City Bar-B-Que – 9 minutes from complex

Joe's KC has three locations in the area (Leawood, Olathe and Kansas City) and has over 10,000 positive reviews on google. It has been ranked among the top 10 barbeque spots in the city by Kansas City Magazine. Joy and Jeff turned the corner of a gas station into one of the most famous barbeque joints and if you love a good smoke flavor that melts in your mouth, this is a must visit!

Pierpont's at Union Station – 6 minutes from complex

Not only is Union Station rich in history and character, but Pierpont's is one of two Kansas City restaurant locations where locally sourced Certified Hereford Beef is served. Indulge in a 5 or 7 oz. filet mignon then pop over to Science City for a few hours of fun before heading back to the barns.

Arthur Bryant's

- 7 minutes from complex

Craving burnt ends that make you proud to raise beef? This is the spot for you and your family! Presidents

have eaten here, and locals rave about the restaurants heritage. Not only do they have delicious barbeque, but they also have secret recipe sauces available for purchase to add flavor, spice and everything nice to your own barbeque.

Don't stop with just those three though! I highly encourage you to add these to the list of contenders as well: Gates Bar-B-Q, Jack Stack Barbeque, Q39, and Slap's BBQ.

Aside from food, Kansas City has many other things to offer. As a child I remember wanting to get away from chores and the barn for a few hours to refresh and spend time with my show friends that I didn't get to see too often. Luckily, the summertime brings rays of sunshine and warm air that brings natural serotonin to everyone in the family, and these locations only help add to that. If you're looking to get out of the barn for an afternoon Kansas City has attractions that entertain for hours. We can all admit that after several days of being in the barns, a step away from the dust is, literally, a breath of fresh air.

Kansas City Zoo

- 15 minutes from complex

Worlds of Fun

- 15 minutes from complex

Great Wolf Lodge

- 15 minutes from complex

Other great options include, Zip KC, iFly, Top Golf or even the famous and kid-friendly Crown Center right next to the hotel headquarters.

Please keep in mind that COVID may impact some of these local experiences. It is important to stay safe at all times and protect yourself and those around you. We can't wait to see you all in July and we wish you safe travels. From a local, we welcome you!





Please join us Sunday, April 25th on Lowderman Auction Options.com

We will be offering the biggest and most elite group of frozen genetics we have ever offered. Sibs and/or progeny to the champions pictured will be available, plus much more!





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STATE SPOTLIGHT: A New Way to Represent your State at JNHE

by Abby Spindle

NJHA Vice Chairman

o you remember, in years past, when we had state baskets at the Junior National Hereford Expo (JNHE)? This was a fun opportunity for each state association to come together gathering items that represent their state to be auctioned off at JNHE raising money for both their state association and the National Junior Hereford Association (NJHA). Often people from across the country were able to score décor, food commodities, and specialized items representing the culture of each state. As associations continue to grow, these baskets have gotten bigger and better.

The NJHA and our advisors have developed a new idea with a similar concept. This year, we are challenging the state associations to offer only ONE large item for sale, with profits benefiting both your state association and the NJHA. This is a great opportunity to get every family in your

state association to band together, getting creative with an item to represent your state.

Whether it be a painting from a local artist, half a beef, a weekend stay in a cabin in your state, or embryos from the state's most popular female, offer up one unique item capturing the culture from your state to be sold during JNHE. In the past, it has been truly amazing to see what our state associations came up with, and we look forward to seeing the items presented this year. Be creative and make this item a symbol of your state.

The proceeds from the sale of this item will be split 50/50 between your state association and the NJHA. The portion that goes to the NJHA will be used for junior board travel throughout the year. The junior board looks forward to attending more state level events and offering more training opportunities for state association leadership.

In the past, state baskets have generated thousands of dollars each year, and we anticipate this to be no different. On behalf of the junior board, I would like to express a huge thank you to states that have participated in the past and will continue to participate with enthusiasm in this new fundraiser. We hope participation will continue to grow and states will take on this new opportunity with open arms.

The NJHA asks that each state association submits a brief description and, if possible, photos of their item by JUNE 15, so the NJHA can properly advertise these items and put them on an online platform to be auctioned off. We hope this will continue to be a platform for states to fundraise, but will be easier for states to facilitate, especially smaller associations. Continue to look for more information and details on the State Spotlight Auction in the months leading up to JNHE.





JNHE SCHEDULE

CONTEST PREP

CONTEST CHANGES



JULY, SATURDAY

4 p.m. Gates open for tack trailers to arrive and set up in barns

6 p.m. Cattle may arrive into tie-outs

JULY, SUNDAY - RED, WHITE & BLUE T-SHIRT DAY

7 a.m. NJHA Board and Candidate Orientation Breakfast

8 a.m. National Hereford Women's Board Meeting 9 a.m. Cattle check-in, Hereford Bowl Written Test

10 a.m. All cattle must be in barn at this time, NJHA

Candidates to hand out goody bags and t-shirts to

state advisors

Noon All cattle must be checked in, steer weights

electronically declared and team fitting sign-ups due

Noon Oueen's Orientation

2 p.m. Hereford Pen-to-Pen Welcome Session

3:30 p.m. Meet the NJHA Candidate Ice Cream Social &

Delegate Roundtables

6 p.m. 4th of July Welcome Parade, State Tailgate

JULY, MONDAY - VITAFERM T-SHIRT DAY

7 a.m. HYFA 5K Race

9 a.m. Judging Contest - Arena

11:30 a.m. VitaFerm Prep to Win Workshop Noon NHW Semi-Annual Meeting

1 p.m. Hereford Pen-to-Pen Mixer, Summer Games &

Scavenger Hunt

2 p.m. Queen's Tea

3 p.m. Sullivan Supply Stock Show University - Hale Arena

5 p.m. Sullivan Supply Fitting Contest - Hale Arena 6 p.m. Future Professionals Contest Interviews

7 p.m. Bridging the Gap Future Professionals Insight Session

🔁 JULY, TUESDAY

8 a.m. Sullivan Supply/Stock Show U National Showmanship

- Hale Arena

Ring 1 - Senior, Intermediate & Senior Finals

Ring 2 - Junior & Peewee

9-5 p.m. Bridging the Gap College and Career Fair

- Lower Exhibition Hall & Hale Arena

6 p.m. Hereford Bowl Buzzer Round - Hale Arena

6:30 p.m. CHB Hamburger Fry

7 p.m. Virtual Awards Ceremony Honoring Photo, Poster,

Speech & Sales hosted by Walton Webcasting

7 JULY, WEDNESDAY

8 a.m. Ring 1 - Cow-Calf Pairs, Bred-and-Owned Females,

Produce of Dam group class - Hale Arena

Ring 2 - Steer show followed by Bred-and-Owned Bulls

- Hale Arena

6 p.m. NJHA Membership Update, Dinner & New Board Election

- Hale Arena

Q JULY, THURSDAY

8 a.m. Owned Female Show - Hale Arena

7 p.m. HYFA Scholarship, Awards, and Maroon Jacket Ceremony

- Hale Arena

N JULY, FRIDAY

8 a.m. Conclusion of Owned Female Show - Hale Arena

* Herdsman of the Year, Walter & Joe Lewis Award, GKB Super States and Golden Pitchfork Award

announced prior to champion drive.



Through Public Speaking

by Bailey Morrell

NJHA Communications Chair

4-H, FFA, Class Projects, Collegiate Judging and Junior National Hereford Expo (JNHE) Speaking Contests are just a few places where public speaking skills are incredibly important.

rom my experience within each one of these public speaking areas I found it helpful to receive some advice from someone who had more experience or had participated in that contest in the past. Once you have the basics of public speaking- the sky's the limit. National Junior Hereford Association (NJHA) members I know it has been a challenging year for us all. Speaking contests and events have been moved virtually with little time to prepare and adjust to those new platforms. As Communications Chairman for the NJHA Board, I would like to offer a helping hand to nervous contestants and frantic parents; we have all been there. This article will include tips for navigating zoom interviews and speaking contests in preparation for JNHE, but will also give some advice for when the time comes when we can shake an interviewer's hand again in real life.

To start off, the Zoom video platform has become a regular part of our lives in the past year, whether for online classes or meetings. Still, for our virtual junior speech contestants we are going to need some parent participation to get online. Log onto the link 15 minutes before your allotted time, I assure you will be placed in the waiting room and brought into the main contest meeting when we are ready for you. Personal tip: I cannot tell you how many times my Zoom has decided to update after logging in which takes a few minutes, so sign-in early to give yourself extra time. Next, find a quiet space in your home with good internet. Personally, I go to my dad's work office when I need to be on important Zoom calls because our internet is not ideal. Make sure to have a good connection so the internet does not cut out during your speech or scholarship interview, but if something happens keep calm, do not panic and send us an email. Technology is no one's friend, we get it, and we are here to help you. The next thing I will emphasize is to dress the part, these virtual contests are in advance of JNHE, meaning no t-shirts and dirty barn jeans since you just came from the wash rack. Yes, I know you only see the top half of your body on the computer screen- but one of these days your interviewer will ask you to stand up to judge your presentation- and for your sake I hope you have pants on.

Now, let's talk about the future. The day when virtual contests are a thing of the past letting us once again be in person. This day will come, and I would like to help you be

ready for it. My biggest advice for any contest ranging from Illustrated Speech, Future Professionals, to even the FFA Creed contest is to have your materials ready, be organized, look up facts, and if you've memorizing something make sure you have it down. Knowing you are prepared and ready before walking into the room gives you the confidence boost and mindset that you can do this, and you can do it well. Let that confidence carry you in and out of the room. Do not be afraid to make eye contact, take a pause when speaking to collect your thoughts and carry your head high when walking out, no matter how you did.

The number one fear in the world is public speaking, so just by walking in the room you are five steps ahead of the person who chose not to. Public speaking is a skill you learn and use for life, so use my experience and these tips to improve - I wish you the best of luck!







JNHE CONTEST CHANGES

Enter contests through submittable.com



Virtual Extemporaneous Speaking

- All entries are now due on June 1, 2021 to allow for virtual contest scheduling.
- Virtual contest will be held June 15-16, with the schedule posted June 11.



Future Professionals Contest

- Resumes and files must be uploaded by June 1, 2021.
- Top senior and intermediate applicants will be required to attend the JNHE for a live interview on July 5.



Virtual Illustrated Speaking Contest

- All participants qualify in 2021.
- Must be in the Zoom waiting room 15 minutes prior to scheduled time, with materials ready.
- Virtual presentations will be held June 22-24, with the schedule posted June 11.



Virtual Peewee Speech & Individual Sales Contests

- Participants must register by June 1, 2021.
- Contest is completely virtual with speeches prerecorded and uploaded by the June 1 date.



Herdsman Award

 Herdsman nominees will be interviewed in person on July 5.



Hereford Bowl

 Top 4 teams will compete in buzzer round for each division.



CHB Cook-off

 The CHB Cook-Off is postponed until 2022 JNHE.

^{*}This does not inlude all changes made to the 2021 JNHE Contest Rules, but covers major adjustments
*To read the contest rules in their entirety please visit https://hereford.org/youth/jnhe/#contests-and-education





Advantag

Be Quick, But Don't Hurry

By Noah Benedict

NJHA Fundraising Chair

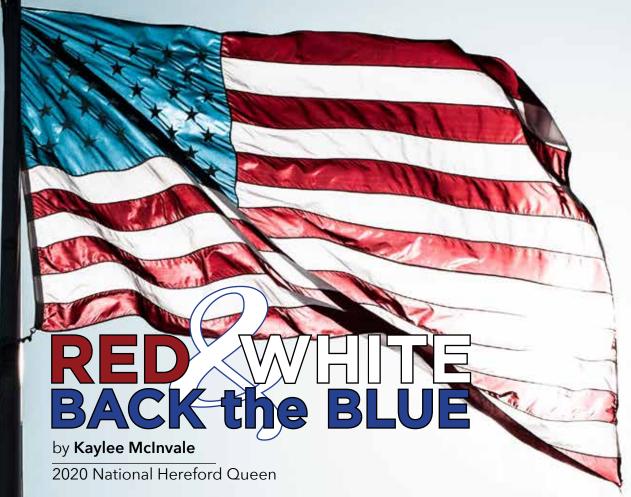
he Sullivan Supply/Stock
Show U Team Fitting
contest at the Junior
National Hereford Expo
(JNHE) is one of the most
competitive and coveted contests
offered to juniors in the beef industry.
Having states compete against one
another with their absolute best fitters
is always an exciting sight to see, and it
is always amazing to see how talented
our junior members are.

My teammates Stetson Storey, Kade Boatman and I were blessed to be able to compete and take the champion honors at this event in Denver in 2019. Coming from this perspective, I'd like to offer advice to junior members who are lucky enough to compete in this contest. Here is what comes to mind:

- 1. Emphasize the TEAM in Team Fitting. This contest has a team aspect to it more important than just three members showing up and fitting their animal. Get together with your teammates and create a game plan for this contest as soon as you know who your teammates will be. Meet before, during and after the actual competition to make sure all are on the same page. One of the most valuable things that my team was able to do was take thirty seconds during the contest to huddle up, identify our next steps, look at each other's work and offer advice before moving on.
- 2. Be quick, but don't hurry. There were many times during this

contest, or while practicing at home, where I wanted to speed up and get to the next thing. I felt like I was falling behind or that one of my teammates was, and try to speed up to compensate. My advice: take a deep breath. Be diligent in your work and take an extra minute to make sure you have your lines right, and all the hair is where it needs to be. An extra minute, or even just thirty seconds on your show side back leg may prove to be substantially more important than thirty seconds anywhere else.

- 3. Learn from the experience. You get multiple attempts at this contest. Everyone should learn something each time that they do it. Peewees and juniors especially, learn from the seniors you are there with, they are there for a reason, they are good! Bring what you learned in the contest the previous years not only to the next Team Fitting Contest but apply it when you are fitting on your own. You can never get any better than you were before without practice.
- 4. Have fun! Is this generic? Yes, 100%. Do I still think it is relevant? 100%. Take a moment and enjoy the fact that you are competing at a high level. The main reason we all do this is because it's fun! Celebrate the success if you are fortunate to have it, but also enjoy the process along the way.





The service project for the 2021 Junior National Hereford Expo (JNHE) is the Red and White, Back the Blue. This project is all about giving back to first responders, nurses and anyone else who was on and is on the frontline serving us every day. We will be collecting items to donate to the Kansas City Police and Fire Departments, to the Saint Luke's Hospital and Jackson County Child Protective Services.

These men and women put their lives into their work every day and it's time to show them all of our love and appreciation.

Please bring your donations to the National Hereford Women booth at the 2021 JNHE. Stay tuned for a complete list of items that our heroes need.







Monday, July 5 @ 7 p.m.
- Governor's Room Future Professionals
Insight Session

Tuesday, July 6 @ 9-5 p.m.
- Lower Exhibition Hall & Hale Arena College and Career Fair



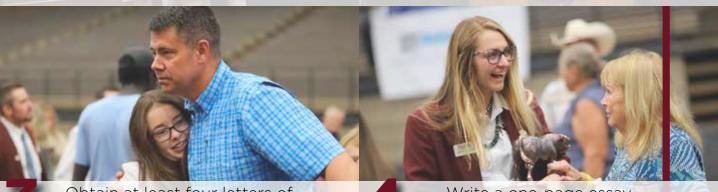
A College and Career Fair experience unique to the Junior National Hereford Expo and the National Junior Hereford Association.

The Path to Leadership



Submit a color photograph of yourself. Photo must be high resolution for printing purposes, 300 DPI or higher.

Design one copy of 8x10 campaign flyer.

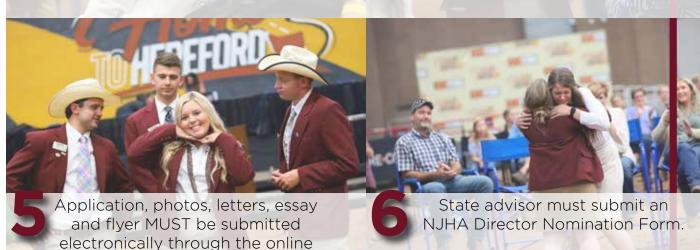


Obtain at least four letters of recommendation.

application system by June 1.

Write a one-page essay

(typewritten, single-space) topic
"My Goal as an NJHA Director."



2021 Positions Available:

Northwest Region - 2 Southwest Region - 2

Northeast Region - 1

Southeast Region - 3

To learn more about running for the National Junior Hereford Association Board of Directors, go to hereford.org/youth











FIND YOUR NEXT CHAMPION AT THESE UPCOMING SALES!

FROZEN GENETICS SALE / APRIL 8, 2021

LOWDERMAN AUCTION OPTIONS - LOWDERMANAUCTIONOPTIONS.COM

BADGER SOUTHERN SELECT SALE / OCTOBER 3, 2021

NEW SALE LOCATION - WILDCAT CATTLE CO. DARLINGTON, WI

Dr. BJ & Kim Jones Family / Darlington, WI BJ 608-482-2961 / BJ@WildcatCattle.com

wildcatcattle.com CATTLE



Dates and Deadlines

- APRIL

9-10 North Carolina State Hereford Show, Fletcher, NC 30 – May 1 The Big E Junior Show, W. Springfield, Mass.

■ MAY

- 9 Maryland Junior Hereford Preview Show, Gaithersburg
- Junior National Hereford Expo (JNHE) early bird online entry deadline (No paper entries will be accepted.)
- 21–23 Northwest Regional Junior Show, Longview, Wash.
- 28-29 Midwest Prime Time Regional Show, Findlay, Ohio
- 28-30 California/Nevada Junior Hereford Expo, Red Bluff, Calif.
- 29-30 Kansas Junior Show, Manhattan, Kan.

JUNE

1 Advisor of the Year Award nominations due

Contest Deadline (Virtual Extemporaneous Speech Contest, Future Professional Contest, Virtual Illustrated Speech, Individual Sales, Judging Contest, Peewee Speech, Photo contest and Showmanship Contest)

NJHA board candidate online application deadline

JNHE final online entry, ownership deadline (Online only! No late entries accepted.)

Pen-to-Pen Registration due

- 5 Pennsylvania Junior Show, Meadville, Penn.
- 4-5 Nebraska Junior Show, Kearney, Neb.
- 4-5 Indiana Junior Preview Show, Lebanon, Ind.
- 4-5 Kentucky Junior Preview Show, Russellville, Ky.
- 4-6 Idaho Junior Hereford Field Day, Idaho Falls, Idaho
- 4-6 Wisconsin Junior Preview Show, Jefferson, Wis.
- 9-12 Texas Junior State Show, Belton, Texas
- 10-12 Red Dirt Rendezvous Regional, Stillwater, Okla.
- 10-12 Southeast Regional Junior Hereford Show, Harrisonburg, Va.
- 11-12 Missouri Cattlemen's Association All-Breeds Junior Show, Sedalia, Mo. South Dakota Junior Hereford Field Days, Watertown, S.D.
- 11-13 Iowa Junior Preview Show, Colfax, Iowa
- 15 Early bird Faces of Leadership registration online at JrHereford.org

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

State Delegate names submitted online

- 18-20 Junior Hereford Association of Mississippi Preview Show, Winona, Miss.
- 19-20 Midwest Classic Junior Hereford Preview Show, Pipestone, Minn.
- 19-21 Illinois Junior Preview Show, Georgetown, Ill.

JULY

- 3-9 Hereford Spectacular Junior National Hereford Expo, Kansas City, Mo.
- 15 Final Faces of Leadership registration deadline
- 28-31 Faces of Leadership Conference, Columbus, Ohio

■ SEPTEMBER

10 HYFA scholarship applications due



The American Hereford Association (AHA) is excited to welcome Chloé Fowler into the newly created position of associate director of youth marketing and education. Fowler started her post Jan. 20.

This newly created position will work with the National Junior Hereford Association (NJHA) and Hereford Youth Foundation of America (HYFA) to increase marketing and promotion of junior programs including the Junior National Hereford Expo, Faces of Leadership and the NJHA Fed Steer Shootout.

"I grew up on a generational beef cattle operation and have a passion for the members and youth involved," says Fowler. "I am excited about this new role and the challenges that will come along with it as well as the ability to give back to an industry that has given me so much."

Fowler comes from Ono, Calif., and graduated from California Polytechnic State University – San Luis Obispo in 2020. There she majored in agricultural communications and minored in law and society. She was the marketing manager for the Cal Poly Western Bonanza Jr Livestock Show and has interned for the National Western Stock Show and Arizona National Livestock Show.



2021 JNHE RULES & REGS

ENTRY INFORMATION

- Deadlines:
 - Earlybird Entry Deadline May 15
 - Final Entry Deadline June 1
 - Final Ownership Deadline June 1
- 2. Fees:
 - Early Bird Online Entry Fee is \$40 per entry if processed by MAY 15
 - Online Entries process by JUNE 1 are \$60 per head
 - A one-time bedding fee per entry is \$60 and this includes bedding for tie-outs.
- The online entry system will not work without a registration number, so please plan ahead to ensure registrations and transfers are handled in advance of the May 15 and June 1 deadlines.
- 4. "PENDING" or "APPLIED FOR" will not, under any circumstances, be accepted online in the registration column or on the JNHE entry form. YOU MUST have a registration number before completing your online entry. This includes calves on the side of cows for the cow-calf pair show.
- 5. Please be sure to indicate whether your female(s) will show in the owned show, the bred-and-owned show, or both.

- Female(s) exhibited in both shows will require two entry fees and one bedding fee.
- 6. All steers showing at the Junior National Hereford Expo (JNHE) must be registered by the American Hereford Association (AHA) and out of a registered sire and dam.
- 7. ALL steers must have a DNA profile on file at the AHA at the time of entry. No steer certificates will be accepted, only registration papers.
- 8. All entries and additional orders will be submitted through herefordiuniornational.com.
- 9. If an animal is transferred after the completion of any entry, the animal will be removed from the entries and the exhibitor will not receive the stall space or refund.
- 10. VitaFerm Sure Champ will be sponsoring one free shirt to each exhibitor who enters cattle; additional shirts are \$20. You will be able to order meal tickets, extra t-shirts and showmanship entries through the online system until June 1.
- 11. Entry fees are non-refundable.

BARN AND TIE-OUT POLICIES

- 1. Porta Cool Units WILL NOT BE allowed in the barns or in the tie-out areas. It was the decision of the National Junior Hereford Association (NJHA) Board to no longer allow Porta Cool Units due to the space issues in the barns.
- 2. No pens or tents will be allowed in tie outs.
- 3. No need to arrive early and mark tie outs since tie outs will
- be pre-assigned by state and marked by state advisors. All cattle will be tied on the panels provided in the tie out area and NO INDIVIDUAL PENS will be built in tie outs. We appreciate your cooperation with this and your help ensuring everyone has adequate space in tie outs.
- 4. No generators inside the barns.

STALLING INFORMATION

- 1. No exhibitors, or advisors will be allowed on the grounds and in tie outs until 4 P.M. SATURDAY, JULY 3.
- NO CATTLE will be allowed on grounds until 6 p.m., Saturday July 3 and NO CATTLE in the barns until Sunday morning, July 4.
- 3. All exhibitors will be stalled by state in the barn and advisors are in charge of stalling assignments within each state.
- 4. We ask that exhibitors do not set up stalls or any decorations prior to the barns being open Saturday, July 3 at 4 p.m. and your state advisor assigning the stall space.
- 5. The state advisors will have final say in stalling for each state, so we ask that everyone cooperate with this stalling process in order to get the week off to a good start.
- 6. ALL CATTLE EXHIBITING AT THE JNHE MUST BE STALLED WITH THE STATE THE JUNIOR EXHIBITOR IS FROM. If under special circumstances the case arises that the junior exhibitor is competing with a different state association, it must be specified at the time of entry, no exceptions.

GENERAL RULES

- 1. Exhibitor must be 7 years old and not yet 22 years old by January 1, 2021, and a current member of the National Junior Hereford Association (NJHA).
- 2. Junior memberships are \$15 and must be paid prior to entry. Membership forms may be completed online through jrhereford.org
- 3. All animals must be registered with the AHA.
- 4. Each entry, except in the bred-and-owned bull show must be owned solely by the junior exhibitor(s) and in his/her recorded ownership before June 1. Siblings may jointly own animals, provided all are current members of the NJHA and meet JNHE age requirements. No animal is eligible to compete if recorded in joint ownership (other than the sibling rule and bred-and- owned bull rule), and no joint ownership with farm name or family name.
- Horned or de-horned animals are eligible for the horned owned breeding show
- 6. Polled cattle or cattle with scurs are eligible for the polled owned breeding show.
- 7. Scurs, if present, must be loose and not firmly attached to the head; they must not be removed or tampered with.
- Horned and polled cow-calf pairs, steers, bred-and-owned bulls and bred-and-owned females will show together in their respective shows.
- 9. All animals must be registered and transferred prior to the June 1 entry and ownership deadline date.
- 10. No late transfers or entries will be accepted.
- 11. Entries with "pending" listed, as the registration number will not be accepted and entry will be refused. This includes calves showing on the sides of cows in the cow-calf pair show.
- 12. All cattle must be in place in the barn by 10 a.m. on Sunday, July 4. All cattle must be processed by noon on Sunday, July 4.
- 13. Original registration certificate must be presented at check-in.
- All animals will have tattoos checked unless the original registration paper has been stamped VERIFIED by an AHA staff member.
- 15. Tattoos that are missing, illegible, altered, incorrect and/or in any other way disagree with the official AHA records will be justifiable cause for disqualification of entry. Check tattoos well before leaving for the JNHE.
- Entries must meet Missouri health regulations. All animals
 must have an official health certificate. Refer to the health
 requirements available at jrhereford.org.
- 17. Exhibitor must show his/her own animals. Only exhibitors who are in attendance at the JNHE and are physically unable to show the animals due to illness or injury will be excused.
 - In the case of extenuating circumstances, the family must come to the NJHA board and AHA Youth Director, in which case, the board of directors and AHA Youth Director have sole discretion as to whether the animal may be shown by a substitute showman.
 - Owner may secure another junior member to show his/ her animals if excused or if exhibitor has more than one entry in the same class.
 - It is recommended that if you have more than one animal being shown in a class you utilize a fellow junior from your own state to assist.

- No adult may assist a junior member or be allowed in the showring at any time.
- 18. Exhibitor must wear official show shirt in both showmanship and in the entire cattle show along with entry numbers on chest and back.
- 19. Additional show shirts may be purchased for \$20.
- 20. Exhibitor must follow AHA fitting rules as stated in the official Show Rules and Classifications of the AHA.
- 21. State herdsmanship (neatness, decoration, workmanship and cooperation) will be judged.
- 22. If all requirements are not met, the NJHA Board and Youth Director reserve the right to disqualify any entry.
- 23. All persons making entries in the show shall agree to abide by all the rules and regulations as outlined and will not hold the American Hereford Association or the Junior National Hereford Expo organizers responsible for accident, loss or injury to any person, animal or article.
- 24. No farm signs or videos may be displayed at the stalls. Family signs may be displayed if junior exhibitor(s) names are included.
- 25. The following showmanship divisions will be offered: peewee, junior, intermediate and senior.
- 26. All showmanship contestants must pre-enter by June 1. There will be no entries accepted at the show. The entry fee is \$5.
- 27. Calves at the side of cow-calf pairs may show in separate heifer or bull shows, however, additional entry fees will apply. If the calf is not showing separately an additional \$60 bedding fee applies.
- 28. Breeding cattle will not be weighed or measured.
- The most current EPDs will be used. EPDs for all cattle will be provided to the judge for him/her to use at their discretion.
- 30. Junior members will only have EPDs if they are compliant with Whole Herd TPR or purchased an animal from a Whole Herd TPR breeder. If you feel that you are not compliant with Whole Herd TPR, please call the AHA records department immediately.
- 31. Horned and polled owned females will be shown separately, alternating at the divisions. Horned and polled bred-and-owned heifers will show together in one show, with one grand and reserve grand champion bred-and-owned female being selected.
- 32. Bred-and-owned females may also enter the owned show and must indicate this on the entry form and pay an additional entry fee.
- 33. Due to the American Royal Complex regulations and safety of exhibitors, NO DOGS will be allowed on the grounds, in the tie outs, in the barns or in Hale Arena with the exception of service animals with proper identification.
- 34. Any animal a junior enters may be used in the team-fitting competition and/or be asked to be used in the judging contest.
- 35. When entering contests be sure to use your age as of January 1 of the current year.
- 36. At the JNHE, the exhibitor of any animal that wins competition shall, promptly after the announcement that such animal has won such competition, permit the



2021 JNHE RULES & REGS

- Association to secure a DNA sample from such animal. Please see Rule 4 of Section VII of the Association rules and regulations for how DNA testing is handled.
- 37. It is a policy of the NJHA board of directors that if an animal gets loose in the showring, an exhibitor will be given two chances to regain control of said animal throughout the duration of that particular show. After the third instance,
- exhibitor and animal will be dismissed from the showring by an NJHA board member or AHA staff member
- 38. Only Junior National Hereford Expo exhibitors are allowed to show animals in the show ring. This includes ALL special
- 39. No aerosol cans are allowed in the make-ready area or the showring.

LASS BREAK RULES

- Class and division breaks will be determined after check-in. The AHA classifications for national shows will be utilized as guidelines.
- Steers classes will be split by weight.

- There WILL NOT be a 2021 calf division in the OWNED female show.
- If the number of entries warrant, classes will be divided.



SPECIAL COW-CALF RULES

- Offered to cows born prior to Aug. 1, 2019.
- No maximum age for cows.
- Calf must be her natural calf and no more than 240 days in age as of the day of the show. (Calves must be born on or after November 9, 2020.)
- There will be a bred-and-owned cow-calf class and standard cow-calf classes.
- Winners of the bred-and-owned and standard classes will compete for grand champion cow-calf pair.
- Polled and horned pairs will be combined in one cow-calf 6. show.
- Bred-and-owned cow-calf class Exhibitor must be the breeder and owner of BOTH the cow and the calf. The same cow-calf pair may not show in both the bred-and-owned and standard cow-calf classes.

- Standard cow-calf classes Exhibitor must be the breeder of the calf and must have been the recorded owner of the cow at the time of conception.
- Bull and heifer calves on the side of cows in the cow-calf pair show are eligible to show in individual classes. They must be entered individually and pay the additional entry fee.
- 10. The bred-and-owned bull show ownership rules apply to bull calves in the cow-calf show.
- 11. There will be no nurse cows allowed in the cow-calf pair show or stalled in the barns.
- 12. All calves on the side of cow-calf pairs MUST be registered and tattooed.



BRED-AND-OWNED SHOW RULES

- To be eligible for the bred-and-owned show, the exhibitor(s) must have owned the entry's dam at the time of conception and must be listed as the breeder and original owner on the registration certificate.
- Bred-and-owned females calved on or after August 1, 2019 are eligible.
- Bred-and-owned females may also show in the owned show. This must be declared at the time of the entry. An additional entry fee will be charged.
- Horned and polled bred-and-owned heifers will show together.

- Bred-and-owned bulls calved after August 1, 2019 are eligible.
- There will not be a class for 2-year-old bulls.
- Horned and polled bulls will show together. 7.
- Bred-and-owned bulls must have been bred by the junior member/exhibitor, but may be owned jointly with an adult/ farm, provided that the junior/exhibitor is the sole breeder, original owner and is officially recorded as a current owner of that bull.
- All bulls calved before January 1, 2021, must be shown with a nose lead.

STEER RULES

- 1. All steers showing at the Junior National Hereford Expo must be registered by the American Hereford Association and out of a registered sire and dam.
- 2. ALL steers must have a DNA profile on file at the AHA at the time of entry.
- 3. No steer certificates will be accepted, only registration papers.
- 4. The Junior National Hereford Expo (JNHE) will be using a weigh back system. The JNHE steer exhibitor must fill out and turn in this form with their steers' declared weight. This will become the animal's official weight. All steers will be divided into classes according to weight after check-in is finalized.
- Steer weights will be declared electronically by noon, Sunday, July 4. Declare forms are available through jrhereford.org. This data will be used when breaking classes and will be provided to the judge.
- The top three placing animals in each class will be weighed.
 No reweighs will be allowed once the animal has stepped off of the scale.
- 7. There will be a 5% tolerance from the declared weight and the show day weight.
- 8. All animals outside of the 5% tolerance will be disqualified.
- 9. Steer classes will be divided by weight.
- 10. There will NOT be a separate prospect steer show.

SPECIAL CLASSES

- 1. Produce of Dam Each exhibitor can enter 1 group consisting of two bred-and-owned progeny representing one dam. No steers are allowed. Enter through herefordjuniornational.com by June 1.
- 2. Due to the circumstances with COVID-19, the state group of five and state group of three special classes will not be offered at the 2021 Junior National Hereford Expo.
 - State Groups Two divisions of any combination of steers, heifers or bulls is acceptable. There may be only one group per state. State Advisors are responsible for entries, they can be found on the JNHE resources page.
 - Large State Division 25 head or more entered by the state
 - Five animals from one state, owned by three or more exhibitors and representating not more than two animals per exhibitor.
 - Small State Division Less than 25 head entered by state
 - Three animals from one state, owned by two or more exhibitors and representing not more than two animals per exhibitor.
- 3. Premier Adult and Junior Breeder
 - Award points are computed from winnings in breeding animal classes:
 - 5 points for 1st
 - 4 points for 2nd
 - 3 points for 3rd
 - 2 points for 4th
 - 1 point for 5th place.

- Points are given only for individual classes; no points for champions or groups.
- The Senior Premier Breeder Award is given to the adult or farm with the top point total.
- The Junior Premier Breeder Award is given to the junior member with the top point total, regardless of the number exhibited.
- *Computed the same as the National Hereford Open Shows.
- 4. Premier Exhibitor
 - Award points are computed from winnings in breeding animal classes:
 - 5 points for 1st
 - 4 points for 2nd
 - 3 points for 3rd
 - 2 points for 4th
 - 1 point for 5th place.
 - Points are given only for individual classes; no points for champions or groups.
 - The Premier Exhibitor Award is given to the junior with the top point total, regardless of the number exhibited.
 - *Computed the same as the National Hereford Open Shows.

CONDUCT

1. The JNHE is a family event. Any false representation, interference, or unsportsmanlike conduct on the part of any attendee will be dealt with by AHA staff according to the equities of the case. If any attendee interferes in any way with the judges or shows disrespect to them, or to the show, the JNHE may withhold any awards or take any other steps deemed desirable.



NJHA Fed Steer Shootout Field Day

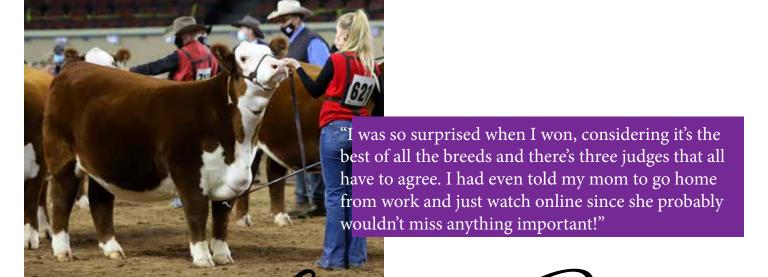
April 17 9 a.m.-3 p.m.

HRC Feed Yards Scott City, Kan.









Lauren May of Mineral Point, Wis., was thrilled to get the chance to show one last time as a junior member. After a win in Louisville, she thought it would be over after both the Fort Worth Stock Show and the National Western Stock Show cancelled their 2021 events. When Cattlemen's Congress was announced, she was excited for one last chance to show off her heifer. To her delight she was named the supreme open heifer with her horned champion female, Purple Iris 145G, and the excitement was unmatched.

"I also want to make sure to thank everyone who helped plan and host the Cattlemen's Congress event, and specifically those at Hereford who have welcomed me over the years," said May. "All of us juniors really appreciated the opportunity to show again, and for those like me, one last time." Selected as Supreme Champion Open Female Cattlemen's Congress 2021



@jrhereford



Make sure to follow NJHA on all social media platforms for updates and event coverage!



3,800

39

12

Members

State Associations

Board Members





BOARD OF DIRECTORS



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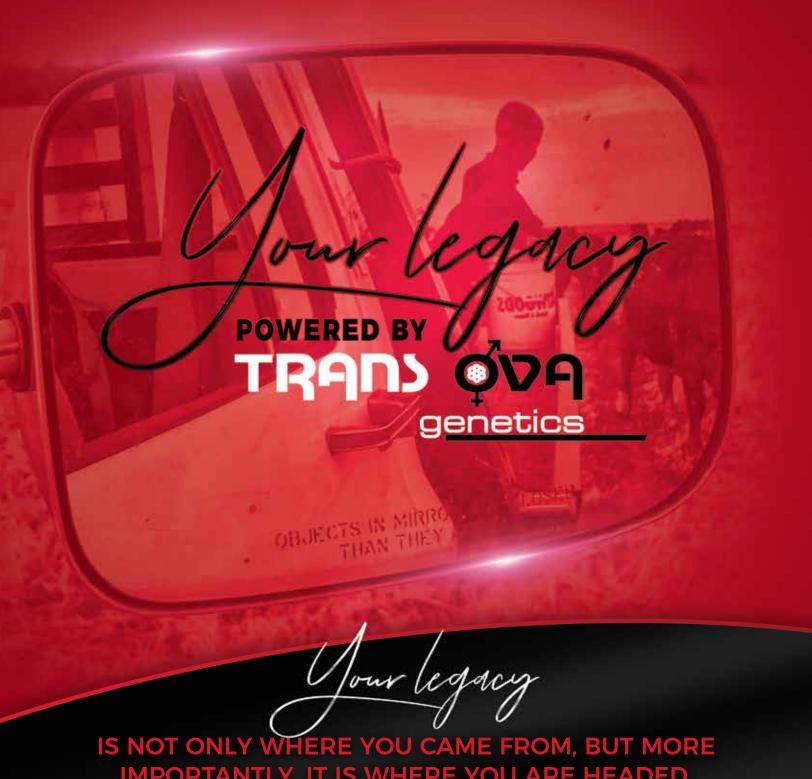
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