

the **ADVANTAGE**

National Junior

Advantage



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JUNIOR MEMBER NEWSLETTER — Fall 2007

NATIONAL JUNIOR HEREFORD ASSOCIATION

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Be There

Participate in your association to the fullest for maximum benefit.

by Jason Ewing, NJHA president

In July the largest Hereford show in the world was a true 'Hereford Celebration'. Over 600 juniors exhibited 1,082 head of Hereford cattle in Denver, Colorado, thanks to the countless hours and tremendous support of the western states planning committee, AHA staff, and my fellow Junior Board members; to all of you I say "Thank you". But the true heart and soul of our organization and the Celebration that occurred are our junior members, their parents, and grandparents. Without the support of these Hereford enthusiasts our Celebration would not have been possible. Then as we moved down the road a few weeks later the same ideals carried over into PRIDE, which was held at Mississippi State University. Nearly 100 Hereford youth attended the PRIDE leadership conference, where they had the opportunity to tour EE Ranch, CMR, and Grandview, as well as learn from many fun and educational workshops at MSU. Today's Hereford community is thriving and it is fitting that this year was a Hereford Celebration.

As our organization continues to grow we encourage all of our members to attend and take advantage of our programs, scholarships, and every opportunity to meet a new Hereford friend. This is truly what we wish to accomplish as a junior organization. We want our members to grow and develop leadership, teamwork, public speaking, and networking skills that will serve them in life, whether in the Hereford industry or other callings. Juniors please take my advice, be involved to the highest levels of your ability, and don't be afraid to take justifiable risks. The public speaking contest at Junior Nationals is a great chance to expand your public speaking ability. Likewise, attending PRIDE will allow you to not only develop lifelong friendships with other Hereford youth from across the nation, but will also expand your leadership and team building skills. Just know that we are here to serve



"We want our members to grow and develop leadership, teamwork, public speaking, and networking skills that will serve them in life, whether in the Hereford industry or other endeavors." — Jason Ewing

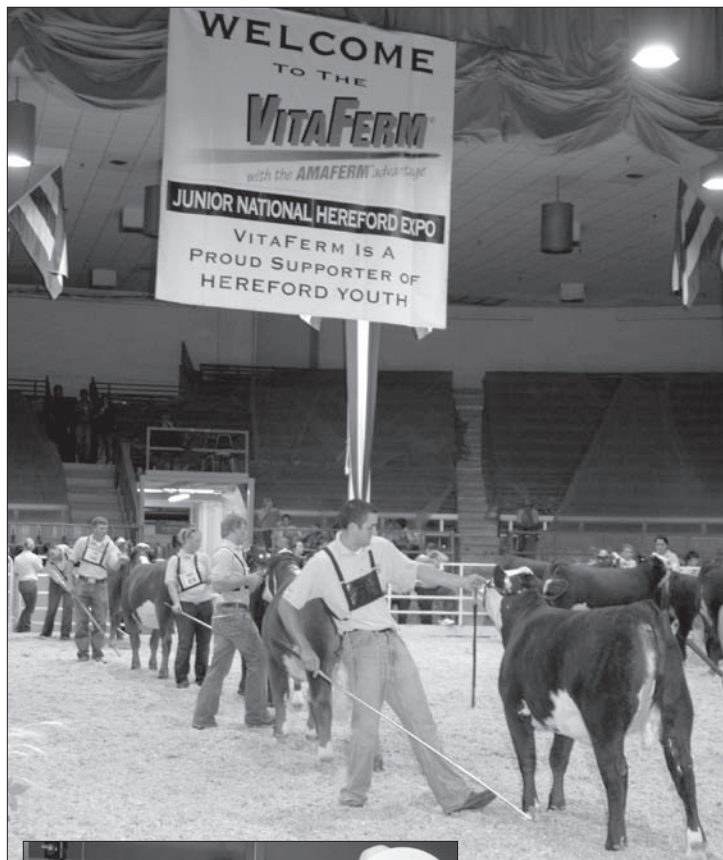
you, and hope that someday many of you will fill our shoes and keep this association strong; and that is a notion that I "Celebrate".

So many times in our lives we get caught up in what is popular, cool, or simply the latest fad, and we forget to take time to reflect and celebrate where we have been and thank those who got us there. All of us Hereford Juniors know who the people are in our lives that are always there for us. Take a minute to thank Mom, Dad, your advisors, or whoever the person is that pays your bills or has your back no matter the situation. Tell them you appreciate them and remind them that you did not forget that time when you were sick and they fed the show calves, or that other time when they told you to go and have fun while they stayed home and worked; whatever that one time was someone was there to pick up the slack and we as juniors owe them many thanks.

Finally, I leave you with a challenge; BE THERE. This challenge means that when you do something, don't just do it, but take it and make it the best you can. This challenge means going to Junior Nationals and participating in the speech contest and interviewing for scholarships, as well as helping the younger kids from your state figure out how it all works, and getting kids to come to Expo that don't have cattle to bring but to just show them what it is like. This challenge means to celebrate life and all of its opportunities, and living them to the fullest.

Thanks for a GREAT Hereford Celebration

by Kandi Knippa, NJHA director



The theme for this year's Junior National Hereford Expo (JNHE) was "A Hereford Celebration" and what a celebration it was! With exhibitors from all parts of the U.S. and Canada, there was no doubt that July 8-14 was destined to go down as one of the best JNHEs our association has ever hosted.

The weather was beautiful and the cattle looked great. With more than 600 youth exhibitors, the largest Hereford show in the world was filled with more than just showing cattle. New programs were introduced, such as the NJHA Mentoring Program, which gave first-time junior exhibitors a chance to receive help from an older junior member, allowing one-on-one contact and the opportunity to get involved in all of the programs offered.

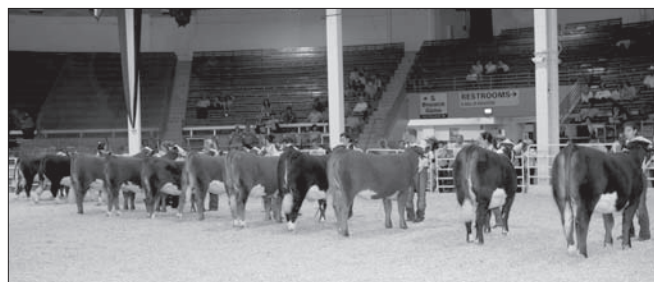
Juniors showed off their knowledge of Certified Hereford Beef® in the Great American Hereford Grill-off and participated in numerous skill-building contests such as speech, team marketing, team fitting, judging, quiz bowl and even 3-on-3 basketball.

Hereford youth went down in history as the first junior cattle breed organization to adopt the technology of electronic identification (EID) tags. Gallagher Animal Management Solutions and Allflex USA teamed up with the American Hereford Association to tag animals exhibiting in the JNHE.

All of the cattle, from steers to cow-calf to bulls to heifers, looked awesome and the judges did an excellent job sorting the entries. Of course, none of this would have been possible if it wasn't for everyone who helped to make it a success.

Vita Firm® was the title sponsor for the 2007 JNHE and we owe a huge thank you to Bob Norton, Biozyme Inc. president, and everyone associated with Vita Firm for their support. The Western states Hereford organizations and breeders did an excellent job of hosting our JNHE and the National Western staff was extremely helpful in making it such a huge success.

Lots of Hereford enthusiasts did their part in making the 2007 JNHE what it was, from the AHA staff to the numerous sponsors who donated their time and money. Congratulations to all of the winners and special thanks to every junior for their participation throughout the week, giving our association something to CELEBRATE! It was a celebration that I will never forget. Thanks for a week full of memories that I will cherish for a lifetime.





NJHA President Jason Ewing welcomed participants to PRIDE Convention.



More than 100 junior members and advisors participated in the 2007 PREDE Convention in Starkville, Miss.

Home-Cooked Hereford PRIDE

Hereford youth participate in 2007 PRIDE Convention.

by Crystal Young

Hereford enthusiasts had the opportunity to take part in some "Home-Cooked Hereford PRIDE," Aug. 2-5 during the National Junior Hereford Association (NJHA) Program for Reaching Individuals Determined to Excel (PRIDE) Convention. More than 100 junior members, parents and advisors from 18 states were in attendance at Mississippi State University (MSU), Starkville. Attendees participated in leadership workshops, industry seminars and farm tours, and enjoyed lots of fun.

PRIDE delegates were greeted with Southern hospitality from Mississippi Hereford breeders. Circle M Ranches (CMR) and Grandview Plantation hosted ranch tours on Friday. That evening participants enjoyed burgers grilled at Grandview.

Saturday morning started with a tour of the MSU animal science purebred operation. Jane Parish, Mississippi Extension beef specialist, Terry Kiser, MSU animal science department head, and LeAnn Peters, editor of Mississippi Cattle Business, shared information about the animal science department at MSU. Forages, freeze branding and current trends facing the cattle industry were covered in an in-depth discussion led by Parish.

Leadership was top of mind during the afternoon session at the MSU College of Veterinary Medicine. Attendees were divided into three groups and attended workshops conducted by the NJHA board of directors. The workshops allowed for interactive learning among participants and focused on a broad range of topics. One workshop educated the group about the importance of Certified Hereford Beef® (CHB) and prepared them for the new cook-off at the Junior National Hereford Expo — The Great American Hereford Grill-off. Another workshop demonstrated the importance of delegation and how delegating allows everyone on a team to have a role in the outcome. The third workshop focused on communication and how important team communication is to the success of the group.

Saturday night EE Ranches Inc. hosted a judging contest, Certified Hereford Beef steak supper and a dance for everyone to enjoy.

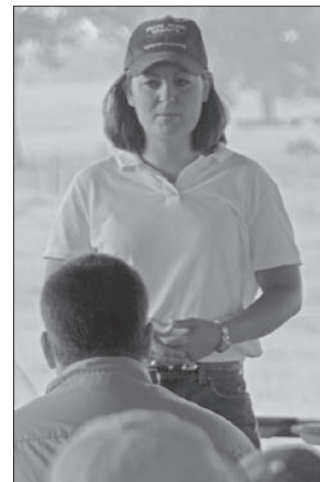
Sunday morning PRIDE concluded in true Southern style — a full "Southern breakfast" at the world famous Old Waverly Golf Club, West Point, Miss. The Mississippi Hereford Association sponsored the closing breakfast and awards ceremony.



Heather Shultz, keynote speaker, challenges PRIDE delegates to live, laugh, lead in her motivational speech.



Timmy Best, MSU South Farm facilities manager, gives a freeze branding demonstration. The MSU farm has switched to freeze branding as part of their quality assurance initiatives.



Jane Parrish, associate professor and Extension beef cattle specialist, talks about the opportunities in MSU's animal and dairy sciences department.

"The PRIDE Convention continues to grow each year. The junior board works extremely hard to develop new and exciting leadership-minded training sessions along with bringing in outstanding speakers," says Chris Stephens, AHA director of junior activities. "The workshops and tours have been educational and inspiring for all and that is due to the hard work of many devoted Hereford youth supporters and MSU staff."

Stephens adds, "In addition to the speakers, tours and workshops, participants of PRIDE would not have had this wonderful experience if it were not for the strong youth supporters within the Hereford association. A special thanks goes out to Bill and Jo Ellard and Jack and Cheryl Evans, EE Hereford Ranch, Winona; William and Jackie Adair, Grandview Plantation, Como; Walt and Jil McKellar and Walter and Louise McKellar, Senatobia, as well as the Mississippi Hereford Association board of directors."



Junior members look out at over Circle M Ranches' pond, as the cattle try to beat the heat.

NJHA Directors, Officers Elected

Katlin Mulvaney, Kandi Knippa, Hannah Wine and Kimber Evans were elected as directors of the National Junior Hereford Association (NJHA) at the 2007 Junior National Hereford Expo (JNHE) in Denver. Two delegates from each state junior Hereford association voted these individuals onto the board.



Chance Young passes his maroon jacket to new director Katlin Mulvaney.

Katlin Mulvaney

Katlin Mulvaney is the 20-year-old daughter of Don and Janet Mulvaney of Opelika, Ala. She is a junior at Auburn University majoring in agricultural communications and public relations with a minor in agricultural leadership studies. Upon graduation, Mulvaney's passion for people and the cattle industry has inspired her to pursue a career with the National Cattlemen's Beef Association.

Mulvaney has been an active member of the Alabama Junior Hereford Association for 12 years, holding the position of president from 2004-2006 and being elected state queen in 2006. She has attended PRIDE Convention and the Southeastern Regional Junior Hereford Show numerous times.



Kandi Knippa hugs Catie Sims as she accepts position as new director.

Kandi Knippa

Kandi Knippa is the 18-year-old daughter of Sammy and Penny Knippa of Seguin, Texas. She is a freshman at Texas A&M University majoring in animal science. She hopes to attend veterinary school to become a large animal veterinarian. Her goal is to specialize in reproduction by means of artificial insemination, in-vitro fertilization and embryo transfer.

She has been involved with her state association for nine years where she has served as director, secretary/treasurer, president and many co-chair positions. Knippa was also involved in FFA, student council and athletics while in high school.



Mark Sullivan hugs his successor new director Hannah Wine.

Hannah Wine

Hannah Wine is the 19-year-old daughter of John and Linda Wine of Marshall, Va. She will begin her post-secondary education this fall at Kansas State University (K-State). While at K-State, Wine will major in agricultural communications and journalism with an animal science emphasis. After college, she hopes to return to Virginia and continue to build her herd, work for an agricultural publication doing online journalism, and teach at an elementary school.

Wine has been an active member of the Virginia Junior Hereford Association serving as state queen, secretary/treasurer, vice president and president. She won the Outstanding State Member of the Year award in 2004 and 2006. As well as her participation in Hereford activities, she was a member of 4-H and played high school basketball, lacrosse and field hockey.



Cassie Bacon assists Kimber Evans into her new maroon jacket.

Kimber Evans

Kimber Evans is the 20-year-old daughter of Terry and Debra Evans of Fall River, Kan. She is a junior at K-State dual majoring in agricultural economics and animal sciences and industry. Upon graduation, she plans to continue her education by pursuing a master's degree in either marketing or finance with an emphasis on agriculture. She

then hopes to work as either an accountant or marketing director of an agriculturally based corporation.

Evans had the honor of serving as the Kansas Junior Hereford Association secretary, and was a member of the fourth-place senior marketing team at the 2006 JNHE in Louisville, Ky. Aside from Hereford activities, Evans has been actively involved in 4-H, FFA, athletics and collegiate livestock judging teams.



2007-08 NJHA BOARD OF DIRECTORS

Front row (l to r) are: Jason Ewing, Fordland, Mo., president; Roger Morgan, Burwell, Neb., vice president; Jessica Slone, W. Manchester, Ohio, secretary; Nicole Starr, Manawa, Wis., treasurer; and Roxane Gebhart, Claremore, Okla., reporter. Back row (l to r) are: Kimber Evans, Fall River, Kan.; Kandi Knippa, Seguin, Texas; Kara Eschbach, Skiatook, Okla.; Sarah Stream, Chariton, Iowa; Hannah Wine, Marshall, Va.; Katlin Mulvaney, Opelika, Ala.; and Katlyn Howes, Taneytown, Md. Also pictured is Chris Stephens, director of youth activities.

Meet AHA's Eastern Region Field Representative:

Andee Marston

by Nicole Starr, NJHA treasurer

As Hereford breeders we should all feel fortunate to have such excellent staff and field managers working diligently for our organization. Men and women of the American Hereford Association (AHA) put in countless hours to promote and improve our business each day.

AHA field representatives travel the country promoting Hereford cattle, corresponding with breeders and attending shows and sales. I can not stress how important it is to be in contact with these individuals as they can assist you in improving your cattle operation by informing you of vast services the AHA offers. I encourage you to introduce yourself and get to know the field representative in your region.

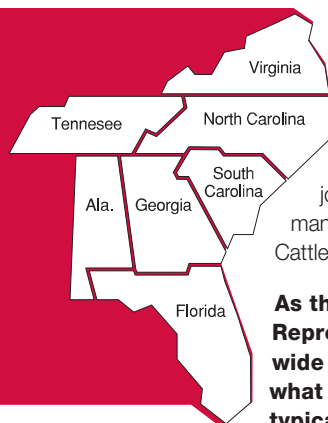
It is a great honor that I introduce to you AHA's newest field representative Andee Marston. Andee started his career with the AHA in August and expressed his enthusiasm and knowledge of the Hereford Industry during an interview I had with him.

What activities were you involved with growing up?

Growing up I was very active in the Shorthorn breed and was a member of the American Shorthorn Association for 11 years. I was also an active in 4-H, serving the offices of president, vice president and treasurer in my county organization. As I grew older I became involved with FFA in high school and was also part of the Kansas Junior Livestock Association. I attended Kansas State University (K-State) and became very active in agriculture activities such as Block & Bridle, K-State Purebred Teaching Unit and was a member of the Alpha Gamma Rho Fraternity.

Describe your beef cattle operation growing up and how you became involved in the industry.

I have been involved in the cattle industry nearly all my life. My family owned and operated a 150 head purebred cattle and farming operation until 1993. I had my first show heifer when I was three and I have been hooked ever since! Throughout most of my youth I always had something to show. When I went to college I started Lucky 7 Cattle Services a business that provided showing and clipping cattle for shows and sales. As a member of the Shorthorn Association I had an experience of a lifetime when I was selected to go to Australia as a junior ambassador for six months. Once I graduated from Kansas State I worked for several cattle operations including Pollard Farms (Oklahoma), Bohi Land and Cattle (Kansas), and Jensen Bros. (Kansas) where I got my first "real"



Hereford experience. While working for these operations I spent much of my time in the show barn getting cattle ready for shows and sales. Before joining AHA I was ranch manager for Bohi Land and Cattle Missouri division.

As the Southeast Region Field Representative you cover a wide range of states, describe what your job entails on a typical day.

As the Southeast field representative my job requires me to correspond between the AHA and its members. I also provide services for the Hereford members in the Southeast. Selling advertising for *Hereford World* and providing ring service at sales is a big part of my job. I really enjoy getting out and talking about Hereford cattle to purebred and commercial breeders. Travel is huge and I enjoy the opportunity to get out and visit face-to-face with the Hereford breeders in my territory.

Where do you see the Hereford breed in the future?

As I look into my crystal ball I see Hereford cattle as a very powerful force in the cattle industry. I can see Herefords continuing to improve carcass qualities and commercial acceptability. Herefords will continue to be used heavily in crossbreeding rotations and increase in popularity with cattlemen across the nation. As the cattle industry changes it is important that breeders stay motivated to improve and work to maintain a product that their customers demand.

What do you advise Hereford youth to concentrate on in pursuing their future goals?

I am extremely excited that the Hereford junior program does a superb job of keeping the kids involved through various events and leadership activities. It is a program that is lead with great leadership with the youth in mind. The wide range of activities that are offered is probably the most important aspect of the NJHA. With the NJHA continuing to gain membership year after year it is important to provide activities that engage youth of all age ranges. Junior members should find an event or activity that you want to be involved in and stick with it to learn and gain as much from it as you can.

NJHA members, as you can read we have a very knowledgeable and qualified field staff member working in the Eastern U.S. Next time you see Andee at a Hereford event please introduce yourself and welcome him to the Hereford breed.

NJHA: It Begins With You

by Katlin Mulvaney, NJHA director

What if I told you that you have the key to unlock one of the most valuable treasures in the world? How would you respond? My guess would be that you would jump at the chance to have access to this precious gift, or at least I would. Keep reading and you will discover that the key is truly in your reach.

Look at yourself in a mirror. Let's hope that the only person you see is yourself. I want you to look at yourself and say, "I *am* the key to unleash my potential." Everyone on this earth has gifts and talents, but it is our job to utilize them to make a difference — unlocking our treasure of life.

As a member of the National Junior Hereford

Association (NJHA) you are expanding your horizons to produce higher quality cattle, polish your showmanship skills and making lifetime friends with breeders and juniors across the U.S. The NJHA. begins with you! Here is an acronym of YOU:

Y- youth. This is every junior member who takes the initiative to show and an active role in the NJHA.

O- opportunities. With contests ranging from poster, Hereford Grill-off, public speaking to the Program for Reaching Individuals Determined to Excel (PRIDE) Convention, gives you a glimpse of how much you as a junior member can be part in.

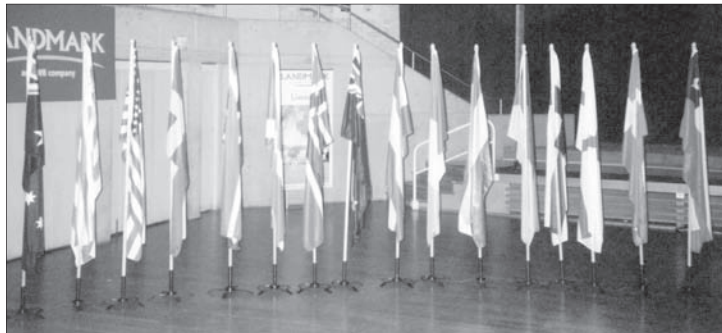
U- unique. As a Hereford breed we should pride ourselves with our unique programs and leadership that allows us to set a positive example of how a junior breed association should be designed.

YOU are what defines the NJHA. I want to leave you with a quote that Dale Carnegie once said, "Treat everyone you meet today as the most important person you will meet today." If every junior member has this mindset... just imagine the impact that we could have!

I hope that you will take your special key and start sharing your treasure today.

A Trip Down Under to Attend the World Hereford Conference

by Roger Morgan, NJHA vice president



In March of 2004, my parents, brother and I packed our suitcases and headed to Australia for the 2004 World Hereford Conference. The experiences I had there were unforgettable and I will always be thankful to my parents for deciding to include me on this trip of a lifetime. We were lucky to have a friend who lived on a stud in Australia, so we not only got to take part in the World Hereford Conference, but we also got to see the country from a rural point of view.

When we arrived in Australia, we headed to the World Hereford Conference site in Armidale. Our conference experience was good. We learned a lot about worldwide promotion of Herefords and Hereford beef.

We learned about different EBVs (our expected progeny differences [EPDs]), even one where they correlated "flight time from the crush" or how fast the animal left the working chute, to tenderness. One of the more interesting speakers was on turning generations faster by harvesting eggs from the heifer before she reached sexual maturity, fertilizing them and transplanting them, thus reducing the time that offspring would be produced from her. It was very interesting to not only hear speakers from across the world, but to meet and visit with breeders from Europe, South America, South Africa, Mexico, New Zealand and Australia.

Young people were included with a special youth day at a stud outside of town. We had a very good demonstration on structure and a judging contest. After the contest, we gathered at a winery for a tour of the wine making industry. Following the conference we returned to our friend's stud. We helped sort

cattle, stack loosen bales (alfalfa) and we fished in her ponds and went kangaroo hunting. We went "paddock bashing" (pasture tours) one day and saw not only some great Herefords, but also shearing at a sheep stud and some million dollar thoroughbred horses.

We ended our trip by returning to Sydney and attending the Sydney Royal Easter Show. This show was held on the grounds of the 2000 Olympics and the facilities were great and the grounds were very clean. The cattle were good and it was fun to see some of the people who had stayed with us when they were on the Australian Exchange program from years ago.

Our trip was so full of great experiences.

It is really hard to condense all of the memories into a short overview, but I hope that I have given you a sample of the experience my family and I had. If you ever have the opportunity to attend a World Hereford Conference, I hope you take it.

The Hereford Youth Foundation of America (HYFA) along with the Swiersinsky family of OXO Hereford Ranch are offering the opportunity to fellow Hereford youth. Check out the application and apply. You will be mesmerized on the trip all while learning about Herefords worldwide and meeting Hereford breeders worldwide. The World Hereford Conference will be an experience you will never forget.

OXO World Traveler Ambassador Scholarship

***In Memory of Estelle and John Matasovic
Hereford breeders in Mokena, Ill. and
Ridgway, Colo. from 1952-2003.***

Estelle and John Matasovic loved their Herefords and to travel. They attended nine World Hereford Conferences and experienced the wonders of far away countries and customs, visiting Hereford operations in Australia, New Zealand, Uruguay, South Africa, Spain, etc. This scholarship enables a Hereford youth to attend a World Hereford Conference held every four years, and be a member of the American tour group traveling throughout the host country.

Qualifications: Must be 18 years or older on the day the World Hereford Conference trip begins, and not older than 26 years. Any boy or girl who has been or currently is a National Junior Hereford Association or former American Junior Hereford Association member is eligible.

Application: Must submit the enclosed application by Dec. 1, including two current photos of applicant, and a 750-word essay on why he or she would like to attend the World Hereford Conference. Essay to be typewritten, double spaced, and postmarked by Dec. 1.

Award: \$3,500 cash towards the air, hotel and land package of the World Hereford Conference. Any excess funds may be used for expenses on the trip. Should an emergency arise and the applicant cannot attend the conference, the award is cancelled and must be refunded to the OXO World Traveler Ambassador Scholarship fund. An alternate applicant will be chosen.

Notification: Award will be presented at the National Western Stock Show in Denver during a convenient time on show day. Winner will be notified two weeks in advance of the stock show to allow for travel arrangements to Denver.

Travel arrangements: Travel to the host country of the World Hereford Conference is up to each individual to make his or her own reservations. Winner is responsible for all flights, hotel bookings, tour packages, buses, meals when not included in any packages, and all costs associated with the trip. Bookings that total over the allotted award must be paid by the winner personally. Any excess funds after booking air, hotel and land package may be used for any associated expenses. It is suggested to take out cancellation insurance in the event the winner is not able to make the trip.

Liability: Applicant and parents (or guardians) must fill out release of liability with all signatures with return of application. The recipient of this award will hold harmless to the National Hereford Youth Foundation, the Estates of Estelle and/or John Matasovic, OXO Hereford Ranches, World Hereford Conference, and American Hereford Association in the event of any accident or personal injury to themselves.

Presentation: Upon return from the World Hereford Conference trip, winner will be requested to have a 15-20 minute slide presentation of his or her activities and be able to present a photo lecture of their trip at one or more of the following: National Junior Hereford Expo; meetings of the adult, ladies, and junior association conventions during the American Royal; and state or local events.

Application

Applicant:

Name _____

Address _____

City _____ State ____ Zip _____

Phone _____

Email _____

Date of birth _____ Age at March 1 of next year _____

Circle one: AJHA or NJHA member # _____

Check one: Current member [☐] Former member [☐]

Parents/Guardians:

Name _____

Address _____

City _____ State ____ Zip _____

I certify that I am of excellent health and shall take all precautions, including vaccinations required for traveling abroad. I will have my passport and all visas required for international travel.

Signature of applicant _____

Date signed _____

Release of Liability:

We do hereby release all claims of ill health and bodily injury to the above applicant and hold harmless all claims of liability to the National Hereford Youth Foundation, the estates of Estelle and John Matasovic, OXO Hereford Ranches, World Hereford Conference, and the American Hereford Association in the event of any accident, illness, or personal injury to the recipient of this award.

Signature of applicant _____

Signature of parents or guardians _____

Date signed _____

Remit application, photos, and essay by Dec. 1 to:
American Hereford Youth Foundation
PO Box 014059
Kansas City, MO 64101

Guiding Youth

Advisors of the Year, Gary and Nancy Maurer, have spent 23 years helping Iowa junior members.

by Sara Gugelmeyer

The Maurers' commitment to Hereford youth began when their children started showing Herefords. However, when their three daughters finished their youth careers and moved on, the Maurers didn't stop. In fact, it wasn't until 23 years and eight grandchildren later that Gary and Nancy Maurer of Independence, Iowa, decided to turn over the Iowa Junior Hereford Association (IJHA) to someone else.

So it was very fitting that at their last Junior National Hereford Expo (JNHE) as IJHA advisors, they were named Advisors of the Year.

With such dedication to Hereford youth it's hard to believe Gary grew up showing registered Shorthorns his parents raised and Nancy's family raised and showed purebred Angus cattle. It seems they found Herefords by trial and error. "The first daughter started out showing Shorthorns; the second daughter started with Angus," Gary explains. "Then with the third daughter, we went to the Minnesota State Fair and saw a sale bill for a polled Hereford sale, and we bought our first Hereford there in 1977."

After that purchase, they still had three different breeds in the pasture until 1981, when

they "went 100% polled Hereford." At that time, in addition to their cattle operation, Gar-Nanc Cattle, Gary was also managing a grain elevator in nearby Aurora, Iowa, and Nancy was working there as his secretary, jobs they did for 25 years.

Once their three daughters, Michele, Melisa (Missy) and Marjorie (Margie), became active in the polled Hereford association, Gary and Nancy often helped out at the junior shows they attended. In fact, Nancy had been involved in the Iowa Poll-ettes since 1980 and served as the queen chairman since 1981. So when they were asked in 1984 if they were interested in being advisors, they were excited about the opportunity.

The couple had already made a big impression in the Iowa beef cattle industry. At the 1982 Iowa Beef Expo, they bought the grand champion bull without being at the sale. There was a big snow storm that day and they couldn't get there, so Gary convinced the sale managers to put a phone in the sale ring so he could bid on the bull.

Afterward they were well on their way to making their mark in Iowa Hereford history. Gary was a member of the Iowa Polled Hereford Association board from 1989-99 and during that time, served as president, treasurer, sale manager, beef breeds representative and merger committee member. Nancy was named the National Poll-ette of the Year in 1992. She served as president of the Iowa Poll-ettes for six years and is currently the state treasurer. Later, in 2004, they were inducted into the Iowa Hereford Hall of Fame.



One of their largest tasks was in 1996 when Des Moines, Iowa, hosted the polled Hereford junior national. Their daughter, Michele, explains, "They canvassed the state seeking donations and making sure everything was done so the junior national would be a great success." She adds that

Gary used his connections at the grain elevator to persuade numerous agricultural companies to support the event.

Their hard work paid off; Gary says hosting the event helped place the Iowa Junior Polled Hereford Association in financial stability. "We were able to get enough donations to place some money into a CD (certificate of deposit) for the children," he says. That money has been useful, since the junior association's membership has grown considerably.

The junior association now has 96 paid members, which is the largest ever. Still, Gary and Nancy don't take credit for the growth in numbers. "The growth is because of the docility and temperament and overall growth of the breed," Gary says.

The association hasn't been without hard times, though, Gary and Nancy say. The Iowa horned and polled junior associations just merged in the last three years. Gary says, "One side had more money than the other side, and we merged and forgot."

Although, their daughters, Margie and Missy, say it took time for members of the two associations to adjust. "They really helped to guide the youth as they worked together to become one," Missy says.

Nancy agrees, saying it was tougher to merge the parents than it was the children. "It took a year or two to make it work," she says. They started slowly, one step at a time. First they just had their shows on the same day and shared a judge, and then, eventually, they were able to totally combine the polled and horned associations.

Accomplishments

Despite all of this, when asked what they feel was their biggest accomplishment, they don't mention mergers or awards they've won, they talk about the kids they've helped.

Gary and Nancy say they have many memorable moments but are really proud of all the kids who have taken the time to attend



Nancy serves pizza Saturday of JNHE week. She and Gary provided lunch for all of the Iowa juniors.



Gary helps his daughter, Missy, and his grandson, Tyler, fit his heifer for the showing.



Nearly all of Gary and Nancy's family traveled to JNHE this year. Seven of their grandchildren participated. Pictured is all of the family that could be there with their grandson Tyler's heifer.

junior nationals, whether they are participating in contests, representing Iowa as queen, serving as voting delegates or showing cattle. The Maurers were very excited when Sarah Stream was elected to the national junior board because Stream is only the second junior from Iowa to serve in this capacity. Their daughter, Missy, was the first in 1989. Nancy says, "I tell the kids no matter what the outcome of any contest or showing their heifer — they accomplished more than the kids that stayed at home."

Nancy says she has always encouraged the juniors to participate in all JNHE contests, but she specifically wanted them to participate in showmanship. "I thought all of them should go out for showmanship," she says, "so I sign everyone up, and if they really don't want to, they scratch. But I think getting involved in everything is an important part of junior national — it is a great way to meet other kids."

Another way the advisors helped the kids out was making sure they had a way to get to junior nationals. Nancy says, "We made transportation available to those kids who otherwise wouldn't be able to get there. I am sure a lot of these families wouldn't go otherwise." Gary says most of the time they get the use of the semi free, so they just have to drive it. They have driven semis to junior nationals in Michigan, Montana, Oklahoma and Texas.

Mike and Becky Simpson, Redfield, Iowa, say they logged many miles with the Maurers when their children were Iowa juniors. They say the most memorable trip for them was the 1,400-mile drive to Ft. Worth, Texas, in 1997. "Gary and Nancy were instrumental in organizing the trip, acquiring the semi, booking the hotels and planning the route," Mike and Becky wrote in their nomination letter.

Guiding, not leading

The Maurers insist they think their job as advisors is to guide the juniors rather than to lead them. Their philosophy seems to have worked. Former junior member Angela (Van De Wiele) Johnson says, "They encourage the members to actively manage the association. My father and I know of no one that has put more time into making the Iowa junior program enjoyable and educational for the members and everyone involved."

After 23 years, one would think the Maurers would have had their sights on the Advisor of the Year award. But, Nancy says, "I was very surprised; I didn't even think about getting it. There are so many great advisors out there."

Gary adds that it did cross his mind because he knew they had been considered for nomination last year. Still, he says he chose to "let the chips fall where they may," and adds that he was very honored to receive the award.

2008 JNHE Hotel Room Block

Hotel reservations must be made by June 10.

Hilton Kansas City Airport (Headquarters Hotel)

8801 NW 112th St.
Kansas City, MO 64153
Phone: (816) 891-8900
Rate: \$89 plus tax

Four Points by Sheraton

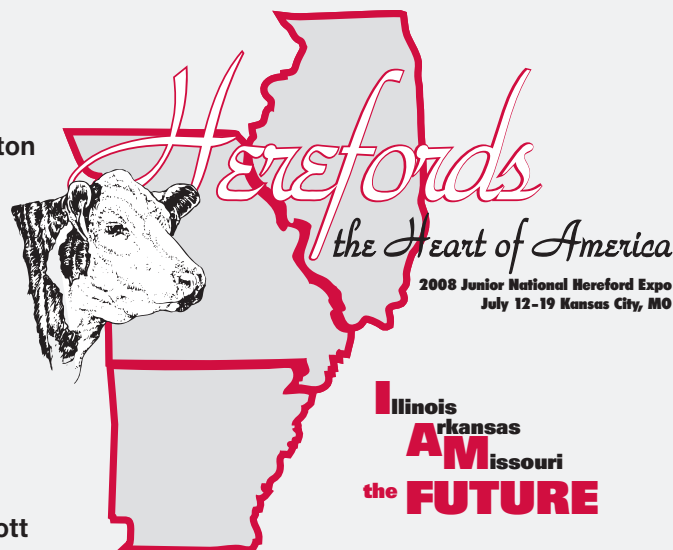
11832 NW Plaza Circle
Kansas City, MO 64153
Phone: (816) 464-2345
Rate: \$85 plus tax

Radisson Hotel – Kansas City Airport

11828 NW Plaza Circle
Kansas City, MO 64153
Phone: (816) 464-2423
Rate: \$80 plus tax

Fairfield Inn by Marriott

11820 NW Plaza Circle
Kansas City, MO 64153
Phone: (816) 464-2424
Rate: \$84 plus tax queen room,
\$80 plus tax king room



Make Your Voice Heard in Your State Association

by Katlyn Howes, NJHA Director

Have you ever had a great idea that you wanted to help your state association accomplish but had no idea how to get the ball rolling? Most of us have been in this predicament when in leadership positions, or even just as a member of an organization. Though sometimes efforts may seem fruitless, there are ways to make your ideas heard and take small steps as a group to accomplish common goals.

First, if you have an idea for your organization, make sure you know why it is a good idea. Do you want to raise more money for your association by selling food at a local sale? Why? Perhaps you think it is a good idea because this year's trip to Junior National Hereford Expo (JNHE) is particularly far away and will require more expensive or maybe you have noticed people looking for refreshments at the sale previously and just see it as a good opportunity for your organization to make money. Either way, when presenting your idea,

back it up with some strong reasons why the organization should consider it.

Then present a plan to put your idea into action. Create a committee. Create a timeline. Ask for volunteers. Give people specific tasks to accomplish. All of these steps can help you bring your idea into action without requiring you to do it alone.

If you have trouble getting others to agree that your idea is really great and worth some time and effort, consider rethinking your original premise and making a few small changes. Even simply presenting an idea to the group again at a later time can sometimes make a difference.

Of course, for larger goals these steps may take time and many people to help put plans into action. But if you are careful to think every step through along the way, you can accomplish a great deal even in the smallest of organizations.

Produce a Champion: Participate in the Junior AI Program

by Hannah Wine, NJHA Director



Kaci Nelson, Burwell, Neb., with her 2007 JNHE champion junior AI Heifer sired by UPS Kootenay 3228 1ET.

Did you show a heifer this year at your state field day or maybe at the Junior National Hereford Expo (JNHE)? If you did you're eligible for FREE semen and certificates.

It's simple to participate in the National Junior Hereford Association (NJHA) Junior Artificial Insemination (AI) Program. All you need to do is nominate the female you showed at any of this year's American Hereford Association (AHA)-sanctioned shows by Jan. 15 to receive a free straw of semen and certificate. Nomination forms can be found at www.jrhereford.org.

Now the hard part! In December the list of more than 50 of today's leading sires available for the program is published. That's when it's time to narrow it down to your top 10 choices that you feel best suite your breeding program.

You can improve next year's calves by choosing from a wide variety of bloodlines and utilize great genetics for FREE! If the heifer you showed this year is already bred, that's not a problem. The semen you receive from the Junior AI Program does not have to be used on the heifer you nominated.

A calf produced from semen from the Junior AI Program can be shown in the special Junior AI classes at the Junior National Hereford Expo. Every year we see great calves compete for champion junior AI heifer and bull at the JNHE.

So start thinking know about what you want to improve in your herd this year — expected progeny differences (EPDs), size, growth or calving ease. The select bulls in the program that will help with those traits. And don't forget to get those nomination forms submitted to the AHA.

It's a simple procedure

1. Become a junior member of the American Hereford Association (AHA).
2. Show your female at any qualifying junior show. That includes any junior show where AHA offers a portion of the cash premiums or regional shows and state association field days that follow national junior rules and send exhibitor information to the AHA youth department.
3. During the following calendar year as when the heifer is shown, nominate her to the youth department before Jan. 15. All active junior members will receive an information packet in the mail. If you do not receive information in the mail, please call AHA.
4. Regardless of when the nominations are received, all will be held until Jan. 15, after the year shown, at which time they will receive equal consideration for their requested sires.
5. Once a certificate has been approved, pick up the semen at the storage point and proceed as usual. Junior member is responsible for all semen shipping charges.
6. Registration of the offspring is handled by normal AHA procedures for calves conceived by artificial insemination. Standard membership registry rates apply.

The sire owner

1. Has on file with the AHA an agreement to participate with such agreement furnished annually.
 - a. Bulls eligible to participate are those that have met AHA requirements necessary to qualify for purchase of non-owner AI certificates.
2. Donates not more than 25 junior AI certificates per owner and agrees to provide at least two units of semen per certificate.
 - a. Since ownership of registered Herefords is limited to four owners per animal, if all owners of a sire wish to participate with each owner donating the maximum there could be semen equivalent to 100 junior AI certificates per sire available to junior breeders in a single year.
 - b. Special junior AI certificates will not affect the annual quota of regular AI certificates that sire owners may purchase for resale.
3. Agrees that the AHA randomly assign which junior will receive semen.
 - a. Junior certificates and semen will be allocated on a national basis, or upon written request will be allocated only with the same AHA field territory wherein the participating sire owner resides.
 - b. Sire owner may request that semen be assigned only to horned juniors or only to polled juniors.

Junior Activities Department

Summer Intern Program

Program purpose:

To provide a learning experience for a college student interested in beef breed association work. Also to provide the American Hereford Association (AHA) with assistance in event planning, show coverage and news article preparation during the summer months.

Time period:

Approximately mid May through mid August, depending on student's academic schedule.

Compensation

Compensation will be determined once intern is selected.

Major responsibilities:

Assist the AHA director of youth activities with various summer activities including coverage of state field days, national junior shows, preparing news releases pertinent to events which junior members participate in and other duties as assigned. There will be significant travel involved as well as work on weekends and at other times as assigned.

Qualifications:

Familiarity with the production of state and national cattle shows; ability to travel nationwide by car or plane to attend shows; public relations skills necessary to meet breeders, parents and exhibitors; excellent writing skills necessary to produce news releases; organizational skills pertinent to event planning and self initiative.

Special considerations:

The AHA headquarters is located in Kansas City, Mo., and housing for a two 1/2-month period could be difficult to find. If applicant does not have accommodations, the director of youth activities will work with him/her on locating sufficient housing.

Guidelines:

- Emphasis on writing ability, specifically informative writing such as news releases. A large part of the job will be preparing news releases for field days, regional and national junior shows.
- Experience with conducting shows. Applicant must feel comfortable at shows and have basic knowledge of how a show operates. Photography experience preferable.
- Ability to react independently. Applicant must be able to help the youth director in various capacities with little formal training. This includes travel to many activities alone.

Deadline for Application:

Feb.15 of the year of application

Contact:

American Hereford Association;
Chris Stephens, Director of Youth Activities
P.O. Box 014059
Kansas City, MO 64101
Phone: (816) 842-3757
Fax: (816) 842-6931



O - H - I - O

from Buckeyes to Herefords, a state filled with Pride

by Jessica Slone, NJHA secretary

"Several years ago going to a cattle show meant competing in the showing, today a trip to a show means catching up with great friends, teaching younger members and making the memories of a lifetime," says Collin Helsing, vice president of the Ohio Buckeye Junior Hereford Association (OBJHA).

The OBJHA includes junior Hereford members of all ages. Although the membership only involves those within the national junior age requirements, the association is supportive of every Hereford enthusiast in the state of Ohio. Whether it is little brothers and sisters or grandparents, the participants in Ohio's junior association events is what makes the association so very special.

This year the OBJHA membership elected two new advisors. Rex Billman and Connie Shaw, both from Newcomerstown, will be lending their experience, enthusiasm and patience to work with members of the OBJHA.

"Our family stays in touch with fellow OBJHA families throughout the year, not just at shows. The friends my kids have made at shows are now people they will be friends with the rest of their lives," says Joe Slone, father of OBJHA members.

Although the OBJHA is not the largest state junior Hereford association in the nation, it is a very active organization. With the help of many different adult associations throughout the state the members have a total of four state shows to attend in the summer not including the Junior National Hereford Expo (JNHE). This participation and assistance from breeders and parents definitely opens up windows of opportunities for OBJHA members.

Seeking new junior members is the association's main mission as well as focusing on not only teaching those new members important skills to use in the showing but also leadership skills that further develops their passion for the Hereford breed.

Next year in Kansas City during the JNHE, swing on by the Ohio stalls and shout out an "O-H," you will be sure to find a friendly OBJHA member ready to answer with an "I-O."

NJHA Dates and Deadlines

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

- Oct. 20-22** American Hereford Association (AHA) Annual Meeting, Kansas City, Mo.
- Oct. 21** American Royal junior Hereford show and national Hereford show, American Royal Complex, Kansas City, Mo.
Hereford Youth Foundation of America Harvest Gala, Clubhouse on Baltimore, Kansas City, Mo.
- Oct. 31** Early entry deadline for Western National Nuggett junior show
- Nov. 1** Ownership deadline for National Western Stock Show (NWSS) junior show competition
- Nov. 10** Mid-Atlantic Round-up junior Hereford show, Harrisonburg, Va.
- Nov. 11** North American International Livestock Expo (NAILE) junior Hereford show, Louisville, Ky.
- Nov. 15** NAILE national Hereford show, Louisville, Ky.
Entry deadline for NWSS
- Nov. 29-Dec. 1** Western National Nuggett show and sale, Reno Events Center, Reno, Nev.
- Dec. 1** 2008 Summer Regional Junior Heifer show request form due to AHA
Application deadline for the OXO World Traveler Scholarship — to attend the 2008 World Hereford Conference.
- 2008 —
- Jan. 15** 2008 Junior AI Program nomination forms due to AHA
- Jan. 16-19** National Western Stock Show, Denver
- March 1** State field day information sheets, state officers and advisors forms mailed to Department of Youth Activities (state advisors)
- May 1** John Wayne Memorial Scholarship applications due
Junior Golden Bull applications due
Prospect Award applications due
- May 15** Junior National Hereford Expo (JNHE) EARLY entry deadline
- June 1** JNHE entry deadline
JNHE ownership deadline
National director candidate nomination due
Advisor of the Year Award nominations due
PRIDE of the Nation Award nominations due
Photo Contest entries due
- July 1** Deadline for PRIDE Convention registration
National Illustrated Speech Contest applications due
State voting delegate names due
Peewee Speech Contest applications due
Promotional Poster Contest entries due (if unable to attend the JNHE)
National Scrapbook Contest entries due (if unable to attend the JNHE)
- July 12-19** 2008 JNHE, American Royal Complex, Kansas City, Mo.
- 2009 —
- July 4-11** 2009 JNHE, Expo Square, Tulsa, Okla.

National Junior



Hereford Association

National Junior Hereford Assn.
P.O. Box 014059
Kansas City, MO 64101