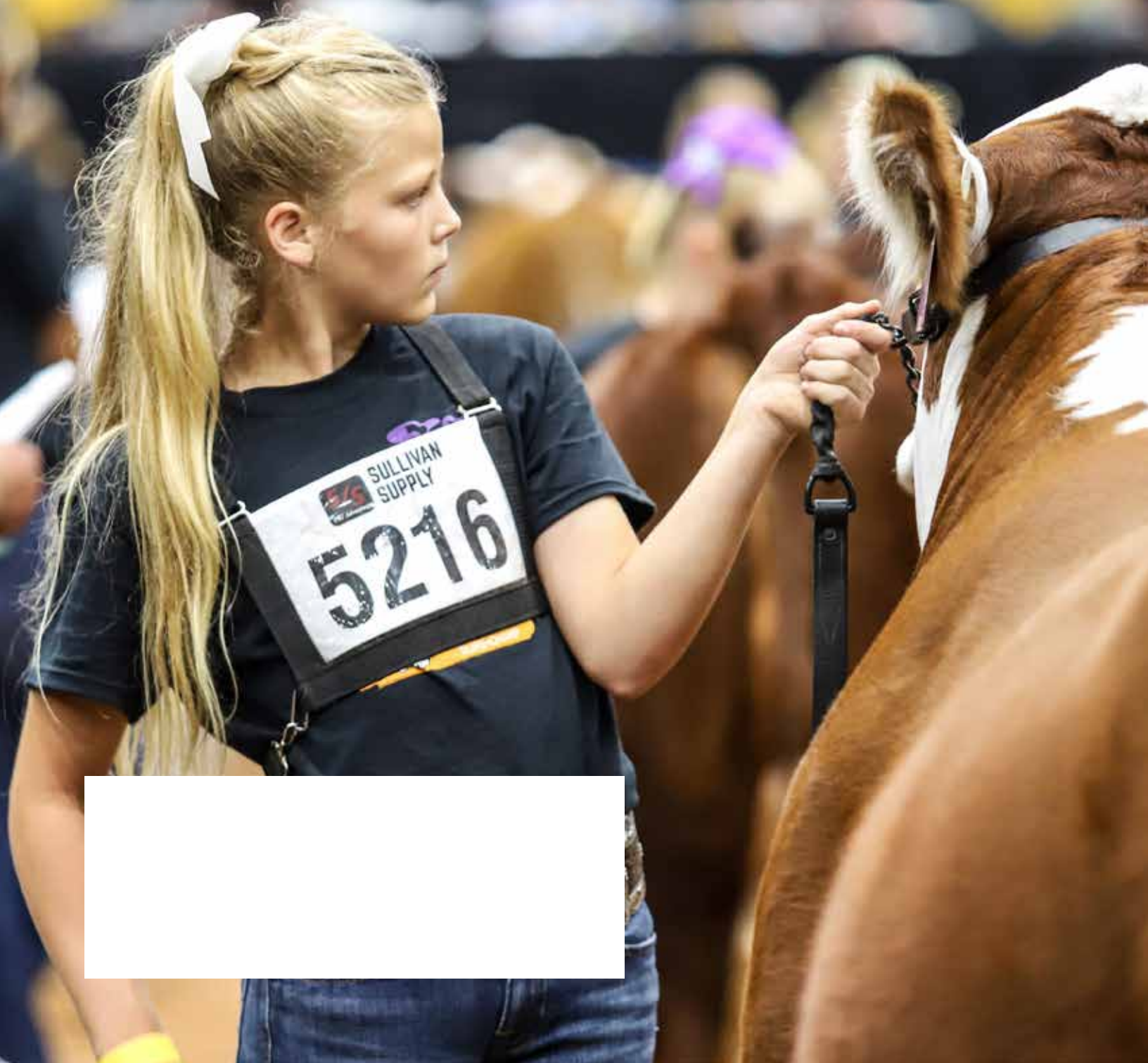


# THE ■ ■ ADVANTAGE

NATIONAL JUNIOR HEREFORD ASSOCIATION NEWSLETTER | FALL 2020





**COMMITTED TO HEREFORD**



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COMMITTED TO HEREFORD COMMITTED TO HEREFORD

**INDUSTRY PARTNER & OFFICIAL SHOW SUPPLIER OF THE NJHA**



**SULLIVAN  
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Faces of Leadership Conference Sponsor    Sullivan Supply/Stock Show U Team Fitting Contest  
Sullivan Supply /Stock Show U Title Showmanship Sponsor    Sullivan Supply Hereford Herdsman Scholarship Fund Sponsor





## **Hereford Youth Foundation of America**

**THE HEREFORD YOUTH FOUNDATION OF AMERICA  
PROVIDES LEADERSHIP, SCHOLARSHIP AND  
EDUCATIONAL OPPORTUNITIES BY RECOGNIZING  
AND REWARDING THE DEVELOPMENT OF LIFE  
SKILLS AND VALUES IN HEREFORD YOUTH.**

**SPRING SCHOLARSHIP DEADLINE**

**APRIL 1**

**FALL SCHOLARSHIP DEADLINE**

**SEPTEMBER 10**

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Beau Ann Graves from Missouri is all business as she shows her way to a Champion Junior Showmanship title at the 2020 VitaFerm® Junior National Hereford Expo in Kansas City, Mo.



# STAND TALL HEREFORD FAMILY

by **Montana Lawrence**  
NJHA Chairman



**T**he last six months have been a wild ride for myself and so many others in the cattle industry. Isolation from friends and family and the cancellation of major events has created an atmosphere quite different from what I anticipated for the year 2020. If I am being honest, I spent the first few months of this year discouraged and disappointed about the state of the world. I vividly remember countless Zoom meetings with my fellow board members and advisors where we tried to determine whether hosting the VitaFerm® Junior National Hereford Expo (JNHE) was even possible. There were many moments when all 12 of us sat in silence as we considered the possibility of cancelling what most Hereford juniors regard as the most exciting event of the summer. On more than one occasion, one of my fellow board members would say, “We have to give these kids something to look forward to this summer. After all the disappointments, they deserve a win.”

With the support of our advisor team and the American Hereford Association (AHA), our board chose to forge ahead. There were risks involved in that decision. At the time we feared many families would not attend the event after the venue change, and there was a

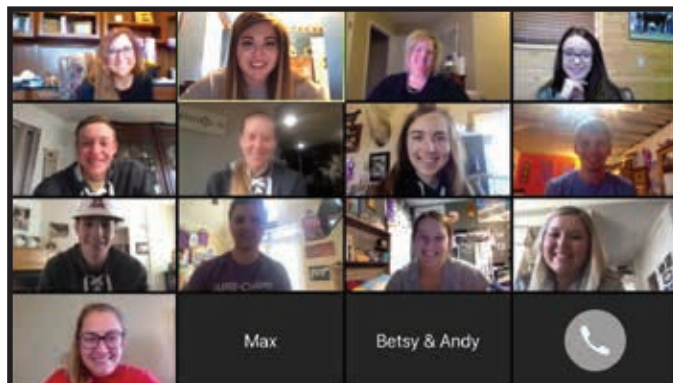
chance the whole event could get shut down regardless of our efforts to enforce COVID-19 health guidelines. When the day came and we stood at the entry gates of the American Royal in Kansas City, Mo., it was a huge relief to see so many happy, familiar faces.

## Shine brighter

I was beyond blessed to attend the JNHE this summer. After months of uncertainty, endless hard work from the AHA staff and countless pivots, everything came together. Attending the JNHE was the highlight of my summer, and I’m sure many of our juniors would say the same. It was wonderful to come home to the family we all know and love in a time when nothing seems certain.

Now that summer is over and school has begun, I would like to remind everyone of the resilience of our breed and the individuals who make up the Hereford family. Looking back on the summer and the 2020 JNHE, the one thing that stands out in my mind is the resilience of our junior members and their families. Despite the circumstances, our Hereford family showed up in Kansas City with smiles underneath our masks and great cattle in our trailers. We came together to celebrate the breed we are passionate about and there was no factor that could dampen our excitement.

Junior members, I encourage each of you to channel that passion and excitement in your daily life. There is a lot of uncertainty and even turmoil in our world right now, but the members of the National Junior Hereford Association know what it means to stand tall in the face of adversity. Juniors, you are world changers. There is no circumstance that can keep you from sharing your passion with those around you. In the face of adversity, you shine brighter. Whatever this fall brings, keep your heads up and never forget you can make a difference in this world simply by being the persevering people you are.



# HEREFORDS AT HOME

Activities for NJHA members of all ages to do, while they are spending extra time at home.

Use **#herefordsathome** to share your at home activities!

**NJHA**  
NATIONAL JUNIOR  
HEREFORD ASSOCIATION



# #HEREFORDSATHOME



by Abby Spindle  
NJHA Director

## HEREFORD BOWL PRACTICE EXAM

- How many new directors are elected each year to serve on the NJHA board of directors?
  - a. 1
  - b. 4**
  - c. 3
  - d. 2
- What year did the Polled and Horned Associations merge into the American Hereford Association?
  - a. 2005
  - b. 1990
  - c. 2020
  - d. 1915**
- What is the AJHA's latest advertising campaign?
  - a. The Hereford Advantage
  - b. The Bald Face Youth
  - c. Come Home to Hereford**
  - d. Profit-A-Bull
- A mature cow usually consumes how many gallons of water per day?
  - a. 7-15
  - b. 4
  - c. 8-15**
  - d. 1-4
- What is the recommended age of vaccination of heifers for Brucellosis?
  - a. 4-12 months**
  - b. 18 months
  - c. 1-2 years
  - d. Every year
- How long is a term on the NJHA board of directors?
  - a. 3 years
  - b. 3 years**
  - c. 4 years
  - d. 5 years
- Who is the Executive Vice President of the American Hereford Association?
  - a. Shae Bedwell
  - b. Amy Conner
  - c. Jack Ward**
  - d. Bailey Clanton
- True or False: In order to qualify for CHR, can the calf be a black baldy?
  - a. True**
  - b. False
- Where was the 2019 NJHF located?
  - a. Grand Island, NE
  - b. Madison, WI
  - c. Kansas City, MO
  - d. Denver, CO**
- Where is the American Hereford Association office building located?
  - a. Grand Island, NE
  - b. Madison, WI
  - c. Kansas City, Mo**
  - d. Denver, CO

**NJHA**  
NATIONAL JUNIOR  
HEREFORD ASSOCIATION



This spring, there were a lot of disruptions to normal life. Virtual classrooms, work from home and business closures all affected us in different ways. These disruptions made all of us ranch kids happy to live in rural America with plenty of cattle to keep us busy. I, for one, will never take for granted life on a ranch again.

With school cancellations this spring, the National Junior Hereford Association (NJHA) kicked off #HerefordsAtHome as a challenge to the membership to stay connected and to brush up on skills for contests at the 2020 VitaFerm® Junior National Hereford Expo (JNHE). The challenges included practice for the Hereford Bowl, Certified Hereford Beef® (CHB) Cook-Off, Pen-to-Pen Program, Extemporaneous and Illustrated Speech, and Individual and Team Sales. There were also creative components, which included creating banners for JNHE and videos about enjoying Herefords from home. The challenges were supplemented by videos from the board to share cooking tips, speech tips or event updates.



The #HerefordsAtHome campaign had great participation, which kept NJHA members sharp and ready to compete in their chosen events this summer.

## Campaign recap

The winning entries for the Hereford Bowl practice exam are Tymber Billman, Tripp Phillips and Inaya Christi. Participants in this contest took a short practice exam which covered possible facts featured in the Hereford Bowl contest.

The winners for the Banners in the Bluegrass art challenge are Cami Miller and Faith Perry. In this challenge, members used a banner template to design a champion banner for the JNHE. Artwork submissions are posted on the NJHA Facebook page.

Enthusiastic members also submitted videos about enjoying their Hereford cattle while at home this spring.

These videos can also be found on Facebook.

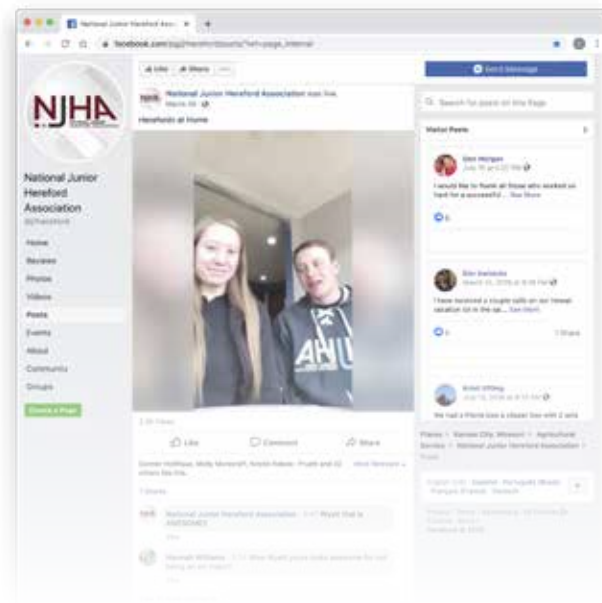
During the #HerefordsAtHome series, we challenged members to share their best recipes using Hereford beef to prep for the CHB Cook-Off. A study guide refreshed participants on the rules for the contest, and siblings Taylor Belle Matheny and Austin Matheny submitted a live video highlighting their famous double-decker taco recipe. These past NJHA chairmen are chefs in the making. We were sad to later cancel the CHB Cook-Off, among several other contests, at the 2020 JNHE that just weren't feasible.

The Pen-to-Pen program was another event featured in the stay-at-home challenge. Montana Lawrence and Wyatt Lawrence teamed up in a live video to offer advice for pen pals and to encourage them to keep in contact with their new friends. Members were encouraged to share pictures writing letters or contacting their pen pals.

## Stay engaged

Do you need advice on delivering speeches and conducting interviews? Look back through the NJHA Facebook page to find a video from NJHA Communications Chair Bailey Morrell packed full of great tips to nail your next scholarship interview and to win your next speaking contest. Be sure to use the resources the NJHA provided throughout #HerefordsAtHome when prepping for JNHE events in the coming years.

The NJHA board thanks each and every one of our members who participated in the #HerefordsAtHome challenge this spring. We had a great time developing a way to keep Hereford youth engaged in the association and to help them practice for their summer contests. Be on the lookout for many more virtual opportunities in the future!





# Connecting Us All

by **Bailey Morrell**

NJHA Communications chair

**H**ey, juniors! The National Junior Hereford Association (NJHA) is committed to keeping you informed and engaged throughout the year. In my new role as communications chair, I have been tasked to update you about what is happening in the NJHA, including dates, deadlines and new programs. However, we have decided to take communications one step further. How many of you know the NJHA has Facebook, Instagram and Snapchat accounts? If you have not already, visit these platforms and follow our pages.

## Get social

Our communications team provides the membership with information on all three platforms, but each platform will be unique in that you can interact with our organization. I recognize Facebook is a more formal platform, a place where we circulate important updates regarding upcoming events and news. In fact, leading up to this year's VitaFerm® Junior National Hereford Expo, we used Facebook Live for our #HerefordsAtHome campaign and as a gateway to information for the week in Kansas City, Mo. Instagram was another popular outlet to engage with members and Instagram stories provided easy access to information.

However, the NJHA board is focusing its efforts on our Snapchat platform. Our team sees Snapchat as a tool to really connect with our members, the folks reading this article right now. Therefore, we have committed to being more active on this social media platform. Snapchat is a great platform for two-way communication, and we want you to ask questions and reply to the NJHA's Snapchat stories.

## Sharing is caring

Social media is truly about sharing and we want to share our experiences with you. In the coming months we will not only be posting dates and deadlines, but we will also give you a look into the lives of board members and provide video updates from different field days and events we attend. Our absolute goal is to provide relatable and relevant content to NJHA members.

If you have a question about an upcoming event, chances are others may have the same question. Please feel free to reach out so we can answer those questions for you. Social media has proven to be a great tool for the future and we appreciate the opportunity to interact with our members outside of the barns and showrings in a new way. Also, we welcome you to send us pictures of shows and events you attend. You never know when one of your photos will be highlighted on our social media feeds. So please, get engaged and follow us on all media platforms so we can connect with each and every one of you.

  @jrhereford  **National Junior Hereford Association**





2021 CONTEST ENTRY DEADLINE

**NOVEMBER 1, 2020**

2021 CONTEST DELIVERY DATE

**DECEMBER 15, 2020**

*HRC FEED YARDS - SCOTT CITY, KANSAS*

**PRE-DELIVERY PROTOCOL:**

- Weaned 45+ days
- 2 rounds of vaccinations (MLV)  
- specific protocol available

**ENTRY GUIDELINES:**

- Steers only
- Pen of 3 & individual divisions
- Purebred Hereford & Commercial categories
- Birth date: 1/1/20 or after
- Weight minimum: 600 lbs.

Powered by BioZyme Inc.'s Feed the Future program, the NJHA Fed Steer Shootout is an industry-leading opportunity for NJHA members to gain invaluable industry education and experience. Contestants will collect feed yard performance and carcass data while gaining a broad knowledge of the cattle feeding and packing industries through a comprehensive educational contest.



**ENTER & REVIEW GUIDELINES:**

[Hereford.org/youth/njha-fed-steer-shootout](http://Hereford.org/youth/njha-fed-steer-shootout)

# The People Behind the MAROON JACKET

by **Samuel Lawrence**

NJHA Director

**H**ello everyone! Samuel E. Lawrence here, past leadership chair and one of the “oldies” on the board. I am a graduate of Illinois Central College and Kansas State University and am currently working toward my master’s degree in ruminant nutrition at the University of Illinois.

The mission behind this segment is to dive into more detail of the people behind the maroon jackets. I asked each director the following questions to help us get to know them better:

- 1) What term are you serving on the National Junior Hereford Association (NJHA) board and what are you studying in college?
- 2) What are your favorite hobbies?
- 3) What is your favorite part of being on the board?
- 4) Who is your role model in the cattle industry?
- 5) What is the biggest adjustment you have made due to COVID-19?

## OLDIES

### **Montana Lawrence, chairman**

- 1) I am from Minnesota and I currently study law at the Mitchell Hamline School of Law in St. Paul. I am a third-year director on the NJHA board and I serve as the 2020 chairman.
- 2) I love to exercise. I was a three-sport athlete in college and love to be active. I am a big fan of cardio and endurance type training, so I do a lot of running and swimming. In the future I would love to try competing in marathons or triathlons.
- 3) My favorite part of being on the junior board is getting to work with the junior members. There is nothing that brings me more joy than seeing our junior members doing what they love and excelling in all areas of herdsmanhip and leadership. If I have learned anything while serving on this board, it is that there is nothing our members can’t do. They are exceptional people and they will continue to make a difference in our industry long after they graduate from this association.
- 4) My two biggest role models are my mother and father. From a young age my mom and dad taught me hard work, commitment and passion. They worked hard to give us opportunities to advocate for our industry and agriculture as a whole. My mother and father have mentored me to become the person I am, and they continue to support all of my dreams and passions.
- 5) I am a big people person, so it has been challenging to not see a lot of people over the last few months because of the Covid-19 pandemic. I was so excited the American Hereford Association (AHA) was able to support our vision of hosting the VitaFerm® Junior National Hereford Expo (JNHE) this summer! It was wonderful to see my Hereford family despite all the craziness in our world.



### **Abby Spindle, vice chairman**

- 1) This is my third and final year serving on the NJHA board. I am currently a senior at Texas Tech University studying agricultural and applied economics and compete on the livestock judging team.
- 2) My favorite hobbies include traveling the country looking at good livestock and hunting with my dad and siblings. I really love the family time we share through both of these activities. I love livestock. I love the great outdoors. Those two activities make me the happiest.
- 3) My favorite part of being on the NJHA board is the friendships and experiences. The junior board opens so many doors and provides so many lifelong friendships. I am forever grateful for this awesome opportunity and the time spent getting to know everyone across the country. If you are thinking of running for the board, I wholeheartedly recommend it!
- 4) There are so many really great producers and people involved in this industry, it is hard to choose just one role model. To me, a great role model in the industry is someone who is progressive and ensures the next generations have a firm foundation on which to stand. They must have integrity and be willing to work hard and help those around them.
- 5) Looking back, I am one of those people who is extremely happy COVID-19 happened. You must find the positivity in every situation, and I was incredibly blessed to be able to spend some extra time with family on the ranch. The pandemic has taken many once-in-a-lifetime opportunities from this senior, but it has put what truly matters into perspective.

### **Brooklyn Adam**

- 1) I'm in my third year of being on the junior board and I graduated from Kansas State University last May with a degree in agricultural communications and journalism.
- 2) My favorite hobbies include working with livestock and working out. They both make me happy and allow me to express myself!
- 3) I have learned the value of friendship while being on the junior board. A passion for the agriculture industry has brought a lot of great friendships and amazing people into my life!
- 4) In this industry, my biggest role models are my parents. They both instilled a love for agriculture and a drive to be a better person while sharing my passions with others!
- 5) Struggling to meet with my livestock friends at shows has been the biggest adjustment for me since the onset of COVID.

### **MIDDIES**



### **MIDDIES**

#### **Noah Benedict, fundraising chair**

- 1) I am a junior at the University of Illinois where I am studying agribusiness. I am in my second year on the board and I am excited to serve as the fundraising chair this year.
- 2) My favorite hobby is playing basketball. I love to compete and stay active at the same time.
- 3) My favorite aspect of being a junior board member is the relationships. To be able to work with and be friends with people from across the nation is remarkable and is something people sometimes take for granted in this industry.
- 4) One of my role models within this industry is Mark McClintock. Mark has a great amount of influence over the Hereford breed through his line of work and has always upheld the utmost integrity while doing so. He truly wants to see Hereford cattle succeed and especially those he works with.
- 5) My biggest adjustment through COVID has been mastering Zoom meetings. It took a while, but now I am confident I can at least have a chance of getting through each meeting without any memory problems.

#### **Luke Daniels, leadership chair**

- 1) I am a freshman at South Plains College studying pre-veterinary medicine and animal science and compete in the livestock judging program. This year I am serving my second term on the NJHA board of directors as the leadership chair.
- 2) My favorite hobby is looking at and evaluating good animals. I will always be biased to Hereford cattle, but I genuinely love looking not only at cattle, but other species as well. Evaluating cattle has always been a passion of mine, but I owe both my judging team and my coach for opening up a whole new world of livestock evaluation to me.



## NEWBIES



- 3) The biggest thing I have learned while serving on the NJHA board is the board is one tight knit of communication, passion and unity that makes our Hereford breed so strong. There is no denying our breed is in a unique spot, and the people are who sets the bar so high.
- 4) At a very young age I was introduced to Matt Copeland. He quickly took me under his wing, and I owe him a huge amount of gratitude and humility. From breeding characteristics to fitting and clipping to life advice — Matt has been there from day one.
- 5) The COVID-19 pandemic has opened up a whole new approach to daily life for me, one full of grit and true discipline. I learned very quickly from older generations you need to “saddle up and ride it out.” I am huge believer of facing adversity head-on, and that this too shall pass.

### **Bailey Morrell, communications chair**

- 1) I am a junior at Colorado State University studying agricultural education and political science while serving my second year on the NJHA board.
- 2) My favorite hobbies are showing cattle and being with my family, mostly because I have found some of my best family time has been on trips to cattle shows. Showing cattle is truly a family sport for me which is why I have always enjoyed time spent showing.
- 3) Being on the NJHA board of directors has taught me patience. An organization of this magnitude cannot be changed overnight, nor should it. However, I promised when I ran for the board I would serve as a true voice for the members, and I really believe I am working toward that goal. I look forward to seeing how some of our new initiatives will influence and serve our members for the better.
- 4) My role models within the industry are my parents, Barry and Carrie Morrell. My mom completes the day-to-day work on the ranch while I am at school and my dad works full-time job as an agronomist. However, they still find the time to teach me about breeding

decisions, herd management and records so that someday I can run the ranch we built as a family. Our diversified operation also includes walnuts, almonds and hay that we manage between the three of us. My parents have taught me the value of working hard to achieve big goals in this industry and I am incredibly grateful for them.

- 5) My biggest adjustment due to COVID-19 was returning home to work our family's cattle, walnut, almond and hay operation. I moved home from Colorado in March and did not return until mid-August, quite a change from the past two years of being away. COVID-19 has taught me anything can happen and that our lives can change in the blink of an eye. However, I have become more adaptable to change this year and I believe our industry has as well.

### **Wyatt Lawrence, membership chair**

- 1) I am a senior at the University of Minnesota Studying agricultural business and animal science. I am a second-year NJHA board member serving as the membership chair and am loving every minute of it.
- 2) Like many of you, my hobbies involve showing cattle. I love the competition and challenge showing presents as you work hard to get cattle looking their best throughout the summer. I also enjoy playing sports and spending time with family and friends.
- 3) My favorite part of being an NJHA board member is working with juniors and building new relationships. I also really enjoy planning and setting up the JNHE.
- 4) A person who has been a mentor to me in the cattle industry is Dar Guiss, a seedstock producer from northern Minnesota. Dar has taught me about cattle management and what it takes to run a seedstock program. He has also taught me a tremendous amount about the beef industry and continues to be a leader in my state for the cattle industry.
- 5) For me, the largest adjustment from COVID-19 is school. I have been going to school entirely online since March and it has challenged me to learn how to study differently.

## NEWBIES

### **Libby Rushton**

- 1) My name is Libby Rushton and I am a freshman at the University of Tennessee at Martin. This is my first year on the board and I am serving as a director from the Southeast region.
- 2) My favorite hobby is working out. Throughout high school and now, in college, working out has always been my way to wind down and de-stress after a long day. I love the feeling I get after a good workout and the sense of accomplishment it gives me each day.

- 3) Although my time on the board has been very short, my favorite part of being on the board is having the opportunity to meet so many amazing people. I love being able to connect with juniors in our industry from throughout the country and to hear their stories and ideas. I'm looking forward to my next three years serving this association and seeing our breed grow even further!
- 4) Mrs. Michelle Rankin was an FFA advisor and proud Hereford show mom from Tennessee who lost her life in a tragic ATV accident in 2018. Growing up, she always took the time to ask what I was involved in, to share her knowledge about projects and opportunities or to simply give me encouragement and advice. Mrs. Michelle still influences me everyday through the strength I see in her children, knowing it comes from her. She was a Christian, a wife, a mother, an educator and a truly kind and generous person. She devoted herself to every role she held, and my goal is to strive to live my life in this same way. I can never attend a Tennessee show without remembering her smiling face at ringside.
- 5) My biggest adjustment through COVID has definitely been the change in my schedule. When COVID first began, I was in the middle of my senior year and felt like I had no free time at all due to how busy I was. Then, suddenly, it was the exact opposite. It was hard for me to adapt to this change and I had to find things to keep me busy at home. It's still tough at times to deal with certain events cancelling and venues closing, but it is something we are all learning to work through.

### Ralston Ripp

- 1) I am a junior at the University of Nebraska-Lincoln. I am studying animal science and agribusiness, with minors in the Engler Entrepreneurship and Nebraska Beef Industry Scholars programs.
- 2) Time spent in the barn will forever be my favorite way to pass time. Raising cattle and working on them to either show or sell has taught me many life lessons and reassured my plans to continue growing my cow herd and to always be in production agriculture.
- 3) As a newly elected director, I am really looking forward to serving the junior membership and creating friendships that span across the nation.
- 4) Without a doubt, Minnie-Lou Bradley is an inspiring and influential woman in the beef industry. From being one of the first female livestock judging enthusiasts to being a catalyst to process and market cattle to the East Coast, I will forever think of Minnie-Lou and her passion for beef cattle and being "enthused until the day she dies" in the good times and bad.
- 5) My biggest adjustment to COVID-19 is most definitely not being able to see everyone's smile through masks and, vice versa, forgetting others cannot see my smile when I am wearing a mask!

### Lauren McMillian

- 1) I am a sophomore at the University of Illinois majoring in agricultural organizational and community leadership. I am serving as a director this year for my first year on the board.
- 2) My favorite hobby is playing music through piano, guitar and ukulele as well as jamming out to music with my friends. Music is a way for me to express my emotions and connects me with people.
- 3) Though I have only been on the board for a short time, I have learned how important it is to stay true to yourself as well as to continually think of others. My favorite part so far has been connecting with so many juniors across the country and learning about their stories.
- 4) John Meents, an AHA fieldman, is always friendly and very helpful no matter how busy he is. John is always positive and shares a lot of information about what is going in the breed.
- 5) When looking at COVID-19, my biggest adjustment was not being able to be with people. I am a social butterfly and talk to people every chance I get. I cannot wait to see what the future has in store.

### JW Cox

- 1) I go to Western Kentucky University where I am a sophomore majoring in animal science with a concentration in pre-veterinary medicine. I was elected to the board this past July and am so excited to connect with some of the great people within this breed!
- 2) My favorite hobby is going to cattle shows, and I think this year we should be very fortunate we were able to attend some. It is very enjoyable to go to a show and catch up with friends I only see a couple times a year.
- 3) My favorite part of being on the board has been meeting so many people from all over the U.S. and talking about how they do things on their farm that may be different from what we do in Kentucky.
- 4) The people behind BioZyme Inc. and VitaFerm are some of the biggest industry role models because of what they do to support the livestock industry. From sponsoring events to hosting different events for the young people in the industry, I think that alone is enough to put them at the top of anyone's list.
- 5) The biggest adjustment for me during COVID, though it may seem silly, is not being able to shake hands with people. I have met many people over the summer and leading into fall where natural instinct tells me to shake their hands, but that is frowned upon due to health guidelines, and wearing masks has made it hard to see facial expressions. Getting used to the new "norm" has been a challenge.





MARK YOUR  
CALENDAR  
FOR  
**O-H-I-O**  
JULY 28-31, 2021



**CREATING LEADERS.  
COLLABORATING.  
CULTIVATING OPPORTUNITIES.**

MADE POSSIBLE BY THE COLEY-MALIR LEADERSHIP ENDOWMENT



# A Different Form of LEADERSHIP



by **Luke Daniels**

NJHA Leadership chair

**T**his past July, Hereford juniors were exposed to a whole new world of leadership — a virtual one. It comes as no surprise the COVID-19 pandemic has changed our daily lives. I can speak for all of us, when I say we ache for life as it once was. I personally dread seeing our country ripped apart, economically and physically. But, if there is one thing I have learned, it is to face this problem with persistence and discipline.

Persistence and discipline are just two of the many virtues Hereford youth learned during the jam-packed Sure Champ Advanced Leadership Experience (SCALE) conference this summer. Our friends at BioZyme Inc. teamed up with the National Junior Hereford Association and other junior breed associations to bring our youth a great learning experience from home. I am as saddened as any to say we were unable to fulfill our goal of hosting the Faces of Leadership conference in Ohio. However, after seeing what SCALE did not only for me, but for the members our association, I am confident in our ability to become the next group of leaders.

## SCALE in review

Day one was jam-packed with learning opportunities for junior members. The morning began with opening remarks from BioZyme President and Chief Operating Officer, Lisa Norton, and a great keynote from our friend and professional speaker, Rhett Laubach. This allowed attendees to break the ice and get to know a little bit about each other and exactly what leadership encompasses. After lunch, Clay Zwilling from the National Swine Registry discussed the best way to be true to yourself and to be an authentic leader. Perhaps my favorite takeaway from the day was Mark Hoge, Ph.D., explanation of how there isn't just one way to be a leader. Rather, it is important to find your own personal strengths and to exploit them. Rounding out the day was a panel featuring Blake Nelson from the American Maine-Anjou Association, Joel Cowley



from the American Angus Association and Wyatt DeJong, a teacher and current American Maine-Anjou Association board director. This trio honed in on being the best leader possible among your peers and how to do so to the most effective measure.

Day two didn't take long to make its way through the door, as it was full of even more knowledge about leadership. Blayne Arthur, Oklahoma Secretary of Agriculture, gave a rundown on how to be a true advocate for the agricultural

industry. Another panel trio of Nick Fitzsimmons of Fitz Genetics and Sunglo Show Feeds, Stephanie Sindel of SC Online Sales and the Show Circuit, and Miles Toenyes, a Show-Rite representative, discussed the best ways to be innovative when our industry faces challenges. Next was my favorite session of the day, where Ryan Rathmann, Ph.D., focused on exactly why being a leader in current times is more important than ever. After lunch, each attendee split up into groups and collaborated on a series of questions and created presentations on Zoom. BioZyme CEO Bob Norton closed out the conference that evening with some great advice targeting and challenging our age group to make a difference.

For me, the biggest take away was how much of an eye-opening experience this conference was for us all. We face a great number of challenges, more than ever at this point. But seeing the way youth interacted throughout two days of soaking up beneficial information from some of the industry's best leaders, I know the sky is the limit for this generation of leaders. There is a true reason for everything, and I know for a fact this different lifestyle we are facing has only shaped a stronger, more versatile and diverse group of young people. It is exciting to see the youth of the National Junior Hereford Association adjust to the adversity we face and use it as fuel for a better character. I challenge you all to continue taking advantage of growing as a leader, especially in these times. You are never too young to start, nor too old to stop. The perfect time to grow is now my fellow Hereford friends!

2TK PERKS 5101 Chuma 8184 ET



WRB Last Dance 418



KJ BJ 339A Adabelle 899E ET



# SALE OF CHAMPIONS

by Noah Benedict

NJHA Fundraising chair

Get your calendars out and mark Oct. 27, 2020, with “Sale of Champions.” The National Junior Hereford Association (NJHA) board of directors are pleased to announce this high-caliber event and we hope you take the time to study it. The Sale of Champions is going to be a unique, coveted event highlighting the winners from the past three years of the VitaFerm® Junior National Hereford Expo (JNHE). It is a blessing being able to announce this sale as our junior board has been brainstorming and working on this event for a long time to create success for everyone involved, and we are happy for its launch this October.

Purchasing cattle from the sale provides a unique opportunity for the NJHA and JNHE exhibitors, donors and buyers. This sale is going to play a massive role in the success of the 2021 JNHE in Madison, Wis., with all proceeds from the sale going directly toward the 2021 event. As a board, we love the opportunity to put on the JNHE for exhibitors and their families, and this sale will help immensely in allowing us to do so.

## More than a sale

A big part of this sale is providing an outlet for Hereford juniors to market their genetics. While the genetics in the sale are donated, junior members profit by learning about marketing their high-end cattle in the future.

The sale offering is a great occasion to buy genetics out of some of the best cattle in the country and it will

highlight previous JNHE winners. Just think about that sentence for a minute and let its significance sink in. Everyone wants to find success on the biggest stage and this sale will have genetics that aren't available on the open market every day, so take advantage of this opportunity to improve your herd with these elite-level genetics.

On a personal level, I'm flat-out excited! As the fundraising chair, I have really enjoyed being able to help kick-off this event. A sale of this quality and with all of the proceeds going to the NJHA to help its members is truly something special. As a young person in the Hereford breed, my jaw will drop when I look at the final offering in the Sale of Champions. I know these genetics can change cow herds, potentially win shows, and one of the calves may even be breed-changing. This is truly one of the greatest opportunities for Hereford breeders.

There will be five straws of conventional semen from 2TK PERKS 5101 Chuma 8184 ET, the grand champion bred-and-owned bull at the 2020 JNHE; a flush of the 2020 JNHE reserve grand champion cow-calf pair WRB Last Dance 418; and an embryo package from the multiple JNHE reserve grand champion KJ BJ 339A Adabelle 899E ET x H Deberard 7454 ET.

I'd like to say thank you from myself and the NJHA board. This is a great opportunity we have been striving to provide. So, thank you to the NJHA, the donors and the buyers in advance. Hosting the JNHE, and now the Sale of Champions, is truly an honor and we could not do it without everyone's help along the way.











and nutrition. That is a lot to consider when making breeding decisions and commercial cattlemen and women are looking for the genetics to bring more profit to their bottom line. Many of them turn to American Hereford breeders to fulfill that need.

### Real data, real value

Science has proven time and time again the fastest way for commercial producers to access more fertility and performance is through the use of effective crossbreeding to reap the benefits of heterosis. Many times, breeders automatically think calves will exhibit the heightened traits from crossbreeding. However, you also see results when those crossbred females come into production.

The most common cow in the commercial industry is the Angus female, and the focus of that industry is to find another registered breed to capitalize on the genetics of Angus cattle. This is where Hereford genetics can shine the most by creating the black baldy.

The Hereford breed itself offers plenty of outstanding qualities. Added fertility, feed efficiency and mothering ability are all qualities of our breed that help an operation's bottom line. Another trait in which you may not see a

monetary return on investment, but is still important to producers, is the disposition of Hereford cattle. Working cattle with ease is important to ranchers and their families. These profitable traits are what Hereford genetics bring to the table when placed in a crossbreeding scenario.

Both in the feedyard and in the pasture, white-face cattle can make a monetary difference. Baldy females truly provide a maternal advantage by **increasing pregnancy rates up to 7%** leading to **\$51 more return per cow per year**. Baldy cattle can improve conversion rates and quality and yield grades leading to a **\$31 bonus per head in the feed yard**. Margins like that can add up fairly quick whether you are feeding 100 or 1,000 head. Tried by time and backed by research, Hereford genetics provide benefits in a multitude of ways.

Educating and equipping our junior members is one of the goals of the National Junior Hereford Association. This goal includes providing young breeders with the information they need to promote Hereford genetics. There are many situations where juniors may have to answer the question, why use Hereford genetics? They may be trying to sell a bull to a commercial producer or a set of Hereford females to someone starting a herd. Young breeders should be confident about the cattle they are raising and should be able to provide strong evidence for what our breed brings to both commercial herds and purebred programs. Equipped with this information, they can usher in the next generation of our breed and carry on the legacy of Hereford cattle.

# Why Hereford?

by Wyatt Lawrence

NJHA Membership chair

**T**he 21st century is by far one of the most exciting times to be a part of the beef cattle industry. With all of the technology and genetic advancements we have available, it is time to usher in a new era

of cattle production. Looking at such a bright future, it is important to remember where we come from. A strong foundation and history are a couple of the key pieces that make the Hereford breed such a staple in the cattle industry. Yet for younger generations it can sometimes be challenging to answer the question, why use Hereford genetics?

I know from personal experience this question can catch you off guard at times and leave you pondering where Hereford cattle belong in the beef industry. I believe the strongest way to defend and promote Hereford genetics is to relate their use back to commercial herds across the country. The mentality of these programs is slightly different than the mindset of a seedstock operation. Many commercial producers focus on the pounds of calf weaned per cow exposed to measure how well their cow herd is doing each year. This value relies on many different facets of a program spanning from health, conception rates





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# Sweet Success Coming

## 2020 Junior Herdsman of the Year



**Parker Cantrell**

by **Brooklyn Adam**

NJHA Director

Each year at the VitaFerm® Junior National Hereford Expo (JNHE), a junior member is awarded the Junior Herdsman of the Year. Four exceptional members are nominated and voted on during the show. At the 2020 JNHE, Parker Cantrell received the honor of being named the Junior Herdsman of the Year along with a Junior Herdsman belt buckle and a \$2,500 scholarship from the Hereford Youth Foundation of America and Sullivan Supply.

Cantrell is the 21-year-old son of Michelle and Steven Cantrell. He attends Oklahoma State University (OSU) and calls Collinsville, Okla., home. In 2008, he attended his first JNHE, in Kansas City, Mo., where he was also able to finish his career as a junior Hereford member.

Cantrell is studying animal science and agribusiness at OSU and hopes to return home to work on his family's operation, C3 Cattle Co. "This award would not be possible without the many people who have mentored him over the last 14 years," Michelle Cantrell says. "Words





# Home to Hereford

can't express our gratitude to the Hereford family for making Parker the young man he is today."

Parker has shown Herefords for 14 years and will never stop sharing and pursuing his passion for the breed. "The National Junior Hereford Association (NJHA) has made an impact on my life that is so great, I can't even begin to put it into words," Cantrell says. "Walking out of the ring for the last time as a junior member and topping it all off with being named the 2020 Junior Herdsman made my week at JNHE even sweeter."

Parker credits his success to his family, as well as Cameron Curry, Mark Sims and many other people who have been influential during his career as a junior Hereford member. "Thank you, NJHA, and thank you, Hereford cattle," Cantrell says.

## Leading by example

The NJHA awarded Sam and Rhonda Eck for their outstanding job advising Oklahoma's Hereford juniors inside and outside the showring. The Ecks have been the advisors of the Junior Hereford Association of Oklahoma (JHAO) for more than 10 years.

Cantrell, JHAO president, feels fortunate to have been taught and guided by the Ecks and credits the couple for sharing their love and passion for the Hereford breed with JHAO members. Cantrell describes that the Ecks are the first to give hugs and high fives to juniors for all their successes.

"These seemingly small moments only prove they truly care for this industry and our youth,"

Cantrell says. "They are the greatest examples of Hereford ambassadors and they are helping to preserve this wonderful way of life for future generations."

Sam Eck explains, "Advise them and let them make mistakes because that's where they're going to learn the most. At the end of the day, our job as advisors is to raise up the next generation so that someday they can lead and be advisors for this association."

Patience is a virtue and Sam and Rhonda have practiced this trait as advisors for the JHAO. It is a tireless and selfless job that requires a lot of heart, blood, sweat and tears. The Ecks have been familiar faces in the barn for years and they will continue to spread their passion for junior members as they work hard with their projects. To them, sharing their love of the breed is the most rewarding part of being an advisor to the Hereford youth.

## 2020 Advisor of the Year



**Sam and Rhonda Eck**

# On the Road with the NJHA Fed Steer Shootout



## WE'RE MOVING

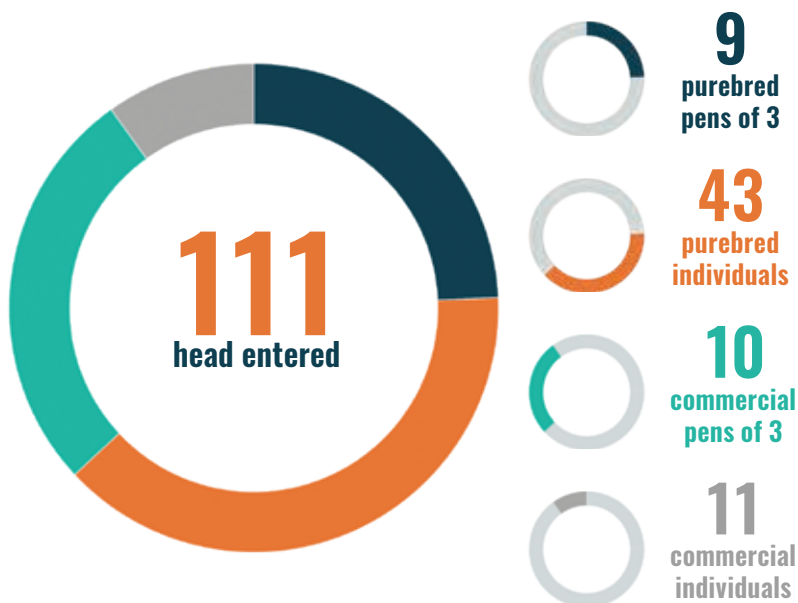
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This year's Fed Steer Shootout is moving from Gregory Feedlots Inc., Tabor, Iowa, to **HRC Feed Yards**, Scott City, Kan.  
— — — — —



# 33

**participants from 14 states**

Kaisha Alber, Neb.  
Brenlee Alber, Neb.  
Mason Allan, Texas  
Molly Biggs, Ill.  
Sam Birdsall, Wyo.  
Sarah Birdsall, Wyo.  
Ivan Blume, S.D.  
Kendall Boatman, Ill.  
Kade Boatman, Ill.  
Regan Carlson, Minn.  
Hardy Edwards, Ga.  
Sydney Espenscheid-Stolee, Iowa  
Tava Gustafson, Kan.  
Kora Hawkins, W.Va.  
Luke Haygood, Texas  
Mark Haygood, Texas  
Brady Jones, Wis.  
Lauren Jones, Wis.  
Nicholas Jones, Wis.  
Katherine Krauss, Kan.  
Anna Mead, Neb.  
Dixie Miller, Ark.  
Elizabeth Pribil, Okla.  
Ryan Pribil, Okla.  
Macy Reed, Mo.  
Mallory Reed, Mo.  
Maggie Reed, Mo.  
Madison Ridder, Mo.  
Ben Ridder, Mo.  
Jacob Toombs, Mo.  
Josie Toombs, Mo.  
MacKenzie Trowbridge, Iowa  
Jarrett Worrell, Texas



## DATA COLLECTED

Performance Averages	
In Wt. Avg.	687
Finished Wt. Avg.	1,371
Days on Feed Avg.	207
Average Daily Gain	3.3
Carcass Averages	
HCW Avg.	866
Dressing % Avg.	63.2%
Backfat Avg.	0.74
Ribeye Area	13.8
Marbling Score	503
Quality Grade	
% Prime	2%
% Choice	92%
% Select	6%
Yield Grade	
1	7%
2	19%
3	48%
4	23%
5	4%

## DIVISION RESULTS

**Overall Champion Steer:** Ryan Pribil, Hennessey, Okla.

**Grand Champion Purebred — Pen of 3:** Jarrett Worrell, Mason Texas

**Reserve Grand Champion Purebred — Pen of 3:** Hardy Edwards, Winterville, Ga.

**Grand Champion Purebred — Individual:** Brady Jones, Darlington, Wis.

**Reserve Grand Champion Purebred — Individual:** Lauren Jones Darlington, Wis.

**Grand Champion Commercial — Pen of 3:** Ryan Pribil, Hennessey, Okla.

**Reserve Grand Champion Commercial — Pen of 3:** Ryan Pribil, Hennessey, Okla.

**Grand Champion Commercial — Individual:** Mark Haygood, Canadian, Texas

**Reserve Grand Champion Commercial — Individual:** Mark Haygood, Canadian, Texas



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\*Compared to Angus-sired calves. Source: Daley, David A. and Early, Sean P.  
Impacts of Crossbreeding on Profitability in Vertically Coordinated Beef Industry Marketing Systems. American Hereford Association.



# N J H A

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