

# MAKING AN IMPACT

## 2023 National Hereford Queen says farewell.

by *Madison Katzenberger*

Saying goodbye is one of the hardest things to do, whether we are saying goodbye to loved ones, pets, moments or even jobs. It is the idea of letting something go and the uncertainty of what the future holds that scares us the most, making goodbye difficult. Some of us are better at moving on than others. This doesn't mean we loved that person, pet, job, moment, etc., any less. It means we are ready to say goodbye because we aren't frightened by the uncertainty of the future. That is how I feel about saying goodbye as your 2023 National Hereford Queen.

I loved every minute of my reign. I would say that achieving this lifelong goal and fulfilling this role with the entirety of my heart made saying goodbye a little easier. I knew the legacy of the National Hereford Queen was going to be in good hands with the five contestants that stood beside me. I knew I had touched as many lives as possible and made memories that will stay with me for a lifetime. I wanted to leave a lasting impression on my

Hereford family and leave a legacy any future National Hereford Queen could look to if she needed help navigating her own path in our amazing industry. That security, along with my fulfillment of knowing I had served my Hereford family to the best of my ability, made it easier for me to say goodbye to something I had wanted my whole life.

### A year to remember

This last year is something that can't be described through words, but through pictures and memories. Unfortunately, there are only so many pictures that can be put on a page without them losing meaning. They say a picture is worth a thousand words, but I say, it depends on the picture. As someone who had her picture taken more times than she could count this last year, I think that holds a lot of truth. Of all the pictures I have seen of myself from this past year, my favorites were always from outside of the ring and away from the backdrop. The pictures with youth at sales, around the barn and just out and about. The candid of me laughing and having a good time with consumers, family and friends. Those pictures are what matter most to me because those speak more to how I felt I represented the American Hereford Association (AHA) than any picture taken in the showring or at the backdrop. My greatest memories and greatest impacts happened at the most unexpected times, and I was lucky enough to have those moments captured.

I am always asked, "Why did you want to be the National Hereford Queen?" Now, if you asked 8-year-old Madi, she would say, "Because I want to wear the sparkly crown and big sash." Madi today would tell you this: "I wanted to do something in the Hereford breed that would leave a lasting impact on, not only the AHA, but on the entire agricultural industry.



Madison Katzenberger and Blakely Lemmon at the 2023 Queen's Tea, where Katzenberger helped attendees "Build a Buddy."

I wanted to show the rest of the cattle producers and beef consumers just exactly what Hereford is made of and why they need Hereford in their life. I wanted to be a role model and mentor to the younger generation of cattle breeders in the same way I had had such amazing role models and mentors growing up." I honestly didn't know if there was anything I could teach these young minds because they have already accomplished so much on their own. I wanted to be that encouragement in their ear telling them to "Go for it!"

### Family is everything

I have my family to thank for everything. From my grandpa Katz getting my dad involved in the Hereford breed through 4-H and FFA, to my siblings driving eight hours through the night to be there for me during the coronation and hoping I would achieve my lifelong dream, to my parents being there for me every step along the way, and everyone else in-between. I aspire to be there for others like my family has been there for me. The things I have been able to achieve in life have come from my family's support. They pushed me to be my best, encouraged me, and assured me I am capable of anything I put my mind to. I wanted to instill that same confidence in the youth of our organization. I am so honored to have served in this capacity, and I will take the memories and friends I've made with me for the rest of my life. **HW**



Madison Katzenberger promotes the Certified Hereford Beef brand at a 2023 food show.