

Commemorating 25 Years

The dust has settled, and the sun has set on the silver anniversary of the VitaFerm® Junior National Hereford Expo (JNHE) celebration. In true rodeo fashion, the Hereford family showed up to compete in “The Grand Daddy of ’Em All,” and the event will be etched in the history books as we build on a legacy that was founded 25 years ago in Tulsa, Okla., at the first JNHE.

From “The Grand Entry” to the grand drive, legends were born in and out of the showing, and Five Points Bank Arena set the stage for buckle and back number ceremonies and smiles and memories to last a lifetime.

As we led up to the big event in Grand Island, Neb., it was fun to watch the “Journey Through the JNHE” unfold on the social media pages of the National Junior Hereford Association (NJHA) and the Hereford Youth Foundation of America (HYFA). History is a very integral part of our breed association, and I am so grateful to all the staff and intern team that contributed to telling the stories that paved the way to where we are as a youth organization and those that unfold here in the pages of this issue of the *Hereford World*.

Great leaders have emerged out of the NJHA. I invite you to look back in time on social media and see the history that has been captured and portrayed here and at *Hereford.org*. I also encourage you to listen to the *1881* and *Junior Hereford Show* podcasts that share some history from the past 25 years of the JNHE.

To relive the action, visit Walton Webcasting’s archives; more than 66,000 online viewers watched the live shows. There are some stories from commentators who helped make up our history that deserve a listen.

Growing a lasting legacy

Like the JNHE, the foundation has also met milestones. I am proud

to report that since the year 2000, more than \$2 million in scholarships have been awarded, with \$41,500 going to deserving winners in Grand Island. Moreover, this year, HYFA’s “Growing a Lasting Legacy” fund surpassed the \$2 million mark and that means so much to the future of this annual event. With escalating costs and limited facilities that can house the JNHE, these funds will make a huge difference as we navigate the future.

To commemorate the special event and the history of the JNHE, HYFA embarked on the “Grand Drive to 25” partnership campaign. Many of the logos that were displayed ringside throughout the week were part of this special fundraising effort to sustain the JNHE for the next 25 years. I am in awe of how the Hereford family and our industry partners showed up and came together to be a part of this legacy.

During the week, Foundation Club members and spectators had front row seats to all the action happening in the showing, along with the talents of South Dakota artist, Michelle Weber. At the show, Weber painted a commemorative piece, “Passion and Pride,” that so beautifully portrayed the essence of the 25th JNHE with a red, white and blue scene from years past. The painting was auctioned off during the maroon jacket and scholarship ceremony to benefit Hereford youth. A special thanks to the winning bidder, GKB Cattle, Desdemona, Texas, and all those who placed bids on the historic painting.

In addition to “Passion and Pride,” Michelle Weber Studios painted an iconic Hereford collection on canvas that will be offered at auction to Hereford enthusiasts later this fall. Along with the three paintings, more of those fancy wine bottles will be offered. They are etched with “The Grand Daddy of ’Em All” logo and the dates



President

Ray Ramsey
317-462-7122, rayramsey77@gmail.com

Vice President

George Sprague
541-465-2188, gks@bar1ranch.com

Directors

Steve Folkman
920-474-7403, cnlfarm@execp.com

Nancy Keilty
231-228-6578, nancykeilty@mindspring.com

Jill Bielema
616-292-7476, jbielema@comcast.net

Katie Colyer
208-599-2962, katie@hereford.com

Bill King
505-220-9909, bill@billkingranch.com

Kathy Buchholz
214-537-1306, kathy@gkbcattle.com

Bruce Everhart
317-407-3618, bruceeverhart56@gmail.com

Director of youth activities

Amy Cowan
816-842-3757, acowan@hereford.org

HerefordYouthFoundation.org

and locations of all 25 years of the JNHE. Stay tuned, as we are excited to offer these one-of-a kind pieces and consider placing a bid to secure a piece of history.

It’s no secret, my first passion is Hereford youth and the events that surround the American Hereford Association’s junior programs, and my second passion is rodeo. To bring Hereford youth and the sport of rodeo together in one arena for one week was something we can all be proud of. To all our good friends, partners and Hereford families we say thank you, and now, it’s on to the next one. The JNHE tour continues next year at “Live from Louisville,” in Louisville, Ky., July 12-18, 2025. **HW**

Amy Cowan is the American Hereford Association’s director of youth activities and foundation. She can be reached at acowan@hereford.org.