

# The Next 25 Years and Beyond

by Logan McFatridge

This past year has been extraordinary for the National Junior Hereford Association (NJHA) and its membership, from “The Grand Daddy of ‘Em All,” to one of the biggest Faces of Leadership conferences ever hosted; this year has been the best yet. But

even amid a record-setting year, the NJHA must continue to look toward the future.

As the newly elected NJHA chairman, I will share my insight on this coming year and its excitement, but first I want to thank those who have made this year and the 25th annual VitaFerm® Junior National Hereford Expo (JNHE) a resounding success. The crew at the American Hereford Association (AHA) is second to none, and even though they might do the behind-the-scenes work, I would like to put them in the spotlight. I want to start with the AHA junior and foundation team, Amy Cowan, Bailey Clanton and Chloé Durian, as these three ladies make the JNHE and all our leadership events possible year after year. They put our juniors’ needs first. Along with them, AHA executive vice president, Jack Ward; chief operating officer and director of breed improvement, Shane Bedwell; and the field staff continue to prove our breed’s success and utility in the industry. The AHA communication team, Hereford Publications Inc. crew and the rest of the AHA staff and volunteers help host an amazing event and showcase our juniors to a worldwide audience. Our association is truly blessed to have an incredible staff, and I know we are in great hands going forward.



Logan McFatridge, NJHA chairman

generous hosts, Gary and Kathy Buchholz, GKB Cattle. Faces of Leadership was held this summer in Fort Worth, Texas, and will continue annually thanks to the Coley-Malir Leadership Endowment and our biggest supporters of this program, Rick Malir and Bonnie Coley-Malir. These conferences expose juniors to leadership skills and industry professionals, and I would highly encourage any junior to apply this coming year as we continue to build up these programs to new heights.

As we move toward the next JNHE, I believe we will continue to grow our membership and make the best breed even better. The newly elected NJHA directors are well equipped to help lead our membership to success as we try to leave our legacy in this association, just as our predecessors did. We hope to see as many juniors as possible apply for and come to BOLD and Faces of Leadership. We believe these not only build leaders for our industry but also for the world.

The NJHA strives to give its members the best experience possible and make an impact on the juniors’ lives for the better. Our organization is committed to our juniors and being better every year, for the next 25 years and beyond. **HW**



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**Building tomorrow’s leaders, today**

Our passion for Hereford cattle unites the NJHA, but our membership sets us apart from the rest. I believe we have the best group of young individuals around, and our goal is to build them into the next generation of leaders. We do this through our programs at the JNHE and our conferences like BOLD and Faces of Leadership. The BOLD conference is held at GKB Cattle’s ranch in Desdemona, Texas, with the support of our

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