Youth Movement

Welcome to the New NJHA Year

by **Salem Sifford**

For the National Junior Hereford Association (NJHA), the new year began in July, when we welcomed four new members to the junior board of directors to begin charting the new year's course, while jumping straight into the 2025 Faces of Leadership conference. The fresh faces in maroon jackets stand at the threshold of exciting opportunities, renewed energy and the promise of progress.

As the newly elected NJHA chairman, I'm incredibly excited for what this year holds — from impactful events to unforgettable experiences. In October, the NJHA will have the opportunity to showcase our Hereford youth and the strength of our junior organization on a global stage. As a board, we're thrilled to highlight our outstanding membership while working the National Hereford Show at the American Royal, participating in the World Hereford Conference and Young Breeders Competition and connecting with Hereford enthusiasts from around the globe.

Our junior board is also looking forward to the opportunity to continue expanding our leadership events at a regional level, hosting the NJHA Meet-Up Powered by Sure Champ® at both the Western States Hereford Show and Cattlemen's Congress. These gatherings will continue to travel across the country, offering Hereford youth the chance to build new friendships, strengthen leadership and communication skills and grow as individuals. This year, we're placing an even greater emphasis on the quality and impact of these programs, with a clear focus on engaging and empowering our members.

Directors also will be on-site to welcome NJHA members delivering their cattle for the 2026 NJHA Fed Steer Shootout to HRC Feed Yards LLC, in Scott City, Kan., Dec. 13-16. This program continues to grow, spotlighting both exceptional cattle beyond the showring and the juniors behind them. The NJHA Fed Steer Shootout Field Day will be held next spring, along with another NJHA Meet-Up, to bring the learning and education full circle. It's quickly become a favorite among NJHA members and the junior board, and we can't wait to see it thrive again this year.

As spring arrives, the junior board will turn its attention to the Building On Leadership Development (BOLD) conference, one of our most anticipated events. Hosted March 26-29, 2026, this conference continues to offer powerful opportunities for growth, inspiration and connection. This remains one of the premier leadership opportunities; it is application-based and highly sought after. Keep an eye out this winter when applications open.



Salem Sifford, NJHA chairman

While it's exciting to look ahead at the Hereford-related events on the horizon, it's equally important to recognize the dedication of our maroon-jacketed leaders beyond the boardroom. The NJHA board of directors is made up of 12 college-aged students who balance academics, personal commitments and their roles within the association. Spread across the country, this team brings the Hereford story to life in countless ways — sharing their passion on campus, in their communities and at industry events. Their unique experiences and regional perspectives allow them to connect with a wide audience and represent the NJHA with pride, purpose and authenticity.

The NJHA has always been more than just an organization. It's a family rooted in shared values and a deep passion for the Hereford breed. Whether you're a first-year member just starting your journey or a seasoned junior leader, your role is vital. Success in the year ahead won't come from one person's effort, it will come from all of us leaning in, lifting each other up and working toward shared goals with purpose and pride.

I encourage each of you to set a personal goal for this NJHA year. What do you want to achieve? Let's make our Hereford goals happen together. HW

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