

the advantage

national junior hereford association newsletter — Fall 2016

BUILDING THE LEGACY

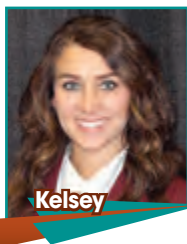
by Kelsey Stimpson, NJHA chairman

As summer winds down, state fairs begin and school starts; it's a great time to reflect on what an amazing summer it has been. After a record-breaking Junior National Hereford Expo (JNHE) in Madison, Wis., who couldn't be excited about the future of this breed. "A Hereford Scene in 2016" was a magnificent event that will be hard to top thanks to the host committee, volunteers, American Hereford Association staff and generous sponsors who make this event possible each year.

As families gear up for the JNHE, they spend countless hours in the barn working with their animals in hopes of having a successful show at the JNHE. As a young girl, I had big dreams of being successful in both quality of cattle and showmanship throughout my junior career at such prestigious events such as the JNHE.

As I've grown older, I've learned the biggest lessons and achievements aren't

always defined by a banner or can be won in the showing. It was through the activities offered at the JNHE and the Faces of Leadership Conference that my life skills and leadership attributes were constructed. By taking advantage of the contests offered at this year's JNHE, many juniors enhanced their knowledge of public speaking and beef facts and even got the chance to bring out their inner art skills.



Kelsey

Juniors continued to grow and develop at the Faces of Leadership Conference hosted in Amarillo, Texas. We toured some of the most influential operations in the Hereford breed such as Barber Ranch, Pérez Cattle Co. and Copeland & Sons Herefords.

We also visited West Texas A&M University to see its current research in cloned beef cattle carcasses and the breeding of the clones to achieve progeny with Yield Grade 1 carcasses. Not to mention seeing a piece of history coming to life through the TEXAS outdoor musical at Palo Duro Canyon.

We are fortunate to be part of an association that offers so many opportunities to grow as leaders in this industry. Take advantage of every chance you can.

Each year the National Junior Hereford Association (NJHA) works on new ideas to make the next JNHE even better than the last one. One of the changes made this year was moving the group classes to earlier in the week in hopes of getting more participation.

The state group of five show had a drastic increase in numbers. There were more than 110 head of cattle representing 22 states in

the ring at one time. As I stood in the ring waiting for judges Geoff Andras and Matt Copeland to select a champion group, I was looking at the cattle, exhibitors and the audience and getting goose bumps. It was truly a sight that will never be forgotten.

There were almost too many cattle to fit in the ring at one time. Imagine 110 head of red and white cattle standing side by side in perfect rows and columns in a large coliseum with the Grammy-themed mural in the background.

While Geoff and Matt gave a speech before selecting the group from Oklahoma as the champions, I thought "how blessed I am to stand in that ring wearing a maroon jacket and having a part in continuing the legacy of the Hereford breed."

Being involved in the Hereford breed isn't about how many banners are hung around a house or who has the highest selling cattle that year. Being involved in this industry is about the experiences that turn into lifelong lessons and the friends that turn into family. The Hereford industry continues to grow and thrive because of the people involved in it who are all working toward continuing this legacy. I owe my family a great deal of thanks for pushing me to be so highly involved in this program. It is an absolute honor to be serving as the 2016-17 chairman for an association that has truly built me.

No matter where you live, no matter the quality or size of your operation, we all have the chance to put our stamp on the Hereford breed and its everlasting legacy. I surely hope you'll join me in doing so. ◀



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The Importance of a THANK YOU

by Steven Green

Two words seem simple. One word to express something and another to direct the notion toward someone. Thank You. Two words with simplicity and upmost importance. Thank you are two words with infinite power.

As we grow into young men and women, there are many people who choose to help. People and companies provide opportunities and scholarships because they believe in tomorrow's leaders. It is our responsibility to take initiative and respond to these contributions. It is extremely important to take time out of your day and make a handwritten letter. Let the contributor know how much you care.

Growing up I did a terrible job of writing thank you letters to people. I didn't receive scholarships as a kid, but people still contributed small things. These small things are worth thanking and I let them go unaddressed. I didn't realize this until I received a thank you letter myself. Two words can go so far and make a huge difference in the smallest of ways. All I had done was work for someone who was in a pinch. The people I worked for appreciated me for who I was and the value I added to the team.

I encourage you to step back no matter where you are in life and look around at those who deserve a thank you letter. Two words and a heartfelt note can change a life, but it's up to YOU to pick up the pen and make a difference. Most importantly, if you want to make someone's day, look to the ones who raised you. Write your parents or guardians a letter and let emotion pour onto the paper. No one wants to see us succeed as much as the ones who raised us. Go ahead and thank them for their investment in making you the person you are today. I have never regretted taking time to write those two words, but there are plenty of times I wish I would have. ◀

Making the Most of Fall Shows

by Austin Matheny

As the leaves change color, the days grow shorter, the air gets crisp, it leaves one thought on everyone's mind; fall shows. Seniors reminiscing about walking on the green chips in Louisville and the new showmen who are creating their first memories at a show — fall shows are fondly remembered. With the Keystone International Livestock Expo growing near to kick off the fall show season, there's a list of chores and tasks to complete a mile long. Here are five tips that will help you make the most of this fall show season:

1 Preparing your heifer. Now that school is back in session we often find ourselves short on time. Make time to make sure that you will be able to present your heifer the best on show day. Rinsing and blowing are necessary for proper hair management. To ensure your heifer is ready for the showing take the time to work on showmanship skills at home. These few extra steps will help make show day easier.

2 Organize the tack. When getting ready for a show you must prepare your tack for the barn and tie outs. Everything from cleaning equipment, organizing the show box, loading the trailer, putting fresh bedding in the trailer, all need to be done before you leave home. You also need to prepare your feed to take to the show. Make sure you have enough feed to last throughout the show and have enough hay for your cattle. Preparing in advance will leave you with less to do right before you leave.

3 Double check health and registration papers as well as tattoo identification. The last thing you want to have happen is being unprepared for cattle check-in. Before you leave home make sure that you have original registration papers, health papers and an easy to read tattoo identification that matches the papers. Having these on hand and ready will make check in time exciting rather than difficult.

4 Enjoy your time in the showing. As a showman you spend an enormous amount of time preparing and it is just as important to enjoy your time showing off your hard work. No matter how you place, be proud of how your animal looks and find ways to improve for next year.



5 Make new friends. Meeting new people from all over the United States that share the same passion as you makes the cattle industry unique. Find time to walk around the barns and meet new people. The people that you meet will form relationships that will last a lifetime. Having friends that you see at shows makes the time spent much more enjoyable.

All of these things will help make your fall show season a success, but there are also many other tasks that need to be completed, like making travel plans, scheduling your calendar, packing your clothes, etc. One of the biggest things to help make your fall show season a success is being prepared. Throughout the early part of fall start to complete jobs that need to be done for a show. Be vigilant in completing these so they get done in a timely manner. You will be able to focus more time on the cattle and spend time with your family. Most importantly, enjoy your time at the shows. ◀

Kansas City



Here We Come

by Brooke Jensen

When you think of Halloween, what are your first thoughts? A fun weekend with friends, dressing up and trick or treating with little ones? My first thoughts are, it's American Royal time. This is an exciting thought for me as it's my first show outing of the fall season, the new National Hereford Queen is crowned and senior board members are elected at the American Hereford Association (AHA) Annual Meeting. Last year's annual meeting will be hard to top, as the social at the AHA office was a huge success. However, the 2016 annual meeting schedule is jam packed and the team has some really awesome additions to the annual event.

Friday events

This year, the festivities will be hosted at The Westin Kansas City at Crown Center. The theme for this year's meeting is Talk Hereford: Connecting Cattlemen with Our Allied Partners. Two new exciting additions to the weekend include, a trade show and six educational breakout sessions. The weekend will start off Friday afternoon with educational sessions and a National Hereford Women (NHW) board meeting. The sessions include presentations about Certified Hereford Beef (CHB), social media, Hereford Publications Inc., breed improvement, how to use MyHerd, and especially for the junior audience, a leadership session led by Kelly Barnes from Oklahoma. These sessions will be beneficial for any age, who are wanting further education or new information on programs offered by the AHA. While the sessions are taking place, stop by the trade show that will be offered Friday afternoon and Saturday morning. There will be 15 booths, with companies from Allflex to VitaFerm and Superior Productions.

When the afternoon sessions are wrapped up, freshen up and bring an appetite to the awards reception at 6 p.m. The awards ceremony is always a warm and enjoyable evening with family and friends

celebrating CHB, Hall of Fame recipients and Hereford youth.

A highlight and remarkable achievement for Hereford breeders, youth and enthusiasts to celebrate Friday evening, Oct. 28 is the Hereford Youth Foundation of America's (HYFA) fall scholarships reaching more than \$130,000. Juniors, please take time to thank Jack and Donna Vanier of CK Ranch, Brookville, Kan., for awarding 10 Vanier Family Scholarships in the amount of \$10,000 each. Another new scholarship added to the fall HYFA awards is the Perks Ranch Scholarship for \$5,000. We truly owe all of HYFA's generous donors great appreciation for providing financial assistance to Hereford youth entering or enrolled in college.

Saturday events

After an evening of celebration, Saturday will kick off at 9 a.m. with the AHA Annual Meeting. The meeting is packed full of information about last fiscal year's successes and improvements for the Association and Hereford breed. Another vital part of the annual meeting is the selection of the new senior board members. This year's candidates are: Bruce Thomas, Stephan Coates, Joel Birdwell, David Schubel, Tommy Mead and Joe Waggoner. The NHW will also be hosting their annual meeting at 1 p.m. that same afternoon.

Make sure to grab your boots and head to the American Royal by 2 p.m. for the Ladies of the Royal Sale in Wagstaff Sale Arena. If your ranch or family is interested in having the title on the street sign in front of the AHA headquarters for the next year, be sure to bid



on Lot 1. The Lot 1 auction of the street sign for the AHA office has grown into quite the prestigious honor and the junior board is always excited about this offer. We hope it is your name on the sign next.

Following the sale, the junior Hereford show will begin at 5 p.m. in Hale Arena. While watching the junior show, be sure to give a smile to the state queens who are running for National Hereford Queen.

Sunday events

The National and state queens will be back in Hale Arena by 8 a.m. Sunday morning for the National Hereford Show. Most likely, the show will still be going on when the Supreme Champion Junior Heifer is selected in the opposite ring. Hopefully, the Hereford heifer wins again this year! Prior to the selection of champion bull, Taylor Belle Matheny will be passing her crown to the 2016-17 National Hereford Queen. Good luck to all the girls who are competing for this honor.

The 2016 AHA Annual Meeting and National Show at the American Royal are right around the corner. With the changes and new additions to the schedule, we hope to see you there. The NJHA board would like to thank all the HYFA scholarship donors and AHA staff for making this weekend possible. Join us, Halloween weekend, to celebrate the successes, programs and juniors of the AHA. I know I will be spending my weekend in the best place imaginable, at the Annual

Meeting and American Royal. See you soon in Kansas City. ◀





by Bailey McKay

The concept of feeding cattle is not as simple as giving your calf some grain and hay. There is much more that goes into it, like knowing your cattle and the different feedstuffs. There are different kinds of feeds that have different benefits for your cattle. Grain products such as corn, oats, barley

and wheat are good energy sources that can help your cattle maintain their weight or gain more weight. You want to give your calf a good protein source as it helps to grow its muscles and organs. Roughages like beet pulp, cottonseed hulls and soyhulls can be used as high energy products that also help to expand the gut. Vitamins and minerals are highly important too, as they are essential for tissue and skeletal support. Finally, forage products such as hay and silages help to keep the gut working properly and regularly.

Deciding on a ration

Before you can truly start making a ration, you must know your calf. First, is to recognize the breed, age, gender and goal for your calves. Having a target goal for your calf is important because then you can figure out how much to feed so it gains weight at a healthy, steady pace. People mostly associate having a target goal with market animals, but it is really important to have a goal for all your animals.

Fat steers require a very high-energy diet to gain the correct amount of weight for the target endpoint.

Yearling heifers are a little bit trickier as you need to look more closely at their body condition score, or their level of fatness before determining what to feed them. A low body condition score indicates that you should feed your heifer a high-energy, medium protein diet to help her grow and fill out more. A heifer with a medium score should have some part of her diet focused on high-energy, but should stick with a large amount of their diet being roughage and forage to help them maintain their weight and condition. If your heifer has a high body condition score then they need to have a high roughage and forage diet to lose some weight.

Weanling calves need both a high energy and high protein diet to help them grow, but you must be careful so they also don't get too fat in the process.

Many of our feed companies have complete feeds, protein supplements and roughage type feeds to help you meet these needs. What you feed is your decision. Do you want just one feed or are you willing to mix multiple feeds together to achieve the desired outcome. Also researching what feeds are available in your area or how far it would be to get a certain feed and comparing the cost to see which one is the best option. Some people will also want to mix their own grain mix instead of buying a complete feed. This works as long as you can get a consistent feed every time so that the cattle will not go off feed. Also always remember to feed mineral and vitamins to keep your cattle hair coat shining and looking good. This can be as easy as putting out loose mineral so the cattle have access to it at all time.

Supplements

There are also many different supplements from many different companies on the market. These supplements can do an array of things, from putting on a show day fill or maximizing a fuller center body, increasing muscle mass development, increase fat burning that targets specific areas in the body to reduce fat or a supplement that can be fed during stress periods that contains electrolytes, vitamins and prebiotics to keep the animal hydrated and eating. These can be found in your area most of the time or are easily shipped.

As you can see there are many factors to consider when deciding what to feed and how. From knowing your animal's breed and body type to your target goal. There are a lot more factors to consider than just putting some grain and hay in front of your calf. ◀

Life As an AHA Field Rep

by Bailey Jones

The American Hereford Association (AHA) has a group of seven extraordinary men that are the link between the office in Kansas City and the breeders and juniors from all over the country. Representing the AHA at shows, sales, meetings and herd visits throughout the year, these men travel thousands of miles. As the AHA region five field representative John Meents has been traveling for sixteen years.

John grew up on a small grain and livestock farm in northwest Indiana. He graduated from Purdue University with a bachelor's degree in agriculture. He and his wife Peg currently reside in Jenera, Ohio and have three children, Jay, MaeLyda and Emily. They also have three grandchildren. Before becoming a field rep for the AHA, John worked with the American Yorkshire Club, *Drovers Journal* and the American Polled Hereford Association.

He started with the AHA in August 2000. He spends an average of four days a week on the road traveling and completing his responsibilities and is away from home about 120 nights a year. As the Upper Midwest Region's field rep, John represents



John Meents

nine states including Illinois, Indiana, Kentucky, Maryland, Michigan, Ohio, Pennsylvania, Wisconsin and West Virginia. He travels to many other states for various sales and shows to help breeders market their cattle and purchases cattle for breeders who are unable to attend. At the many national and state shows, you may see John in the ring or the makeup areas.

This is an essential part of his job to ensure that the shows run smoothly.

His favorite aspect of being a field rep is the Hereford people and developing friendships with breeders. However, one thing that he did not expect when he started out was the tremendous increase in demand for not only Hereford cattle, but for the product of Hereford beef.

I would like to give a huge thank you to John Meents and the rest of our representatives; Mark Holt, Lander Nicodemus, Levi Landers, Joe Rickabaugh, Tommy Coley and Juston Stelzer. It takes great people like them to keep the AHA running smoothly. Your many miles traveled and many days spent with breeders and promoting our great organization and breed are truly appreciated. ◀

A Harvest to Remember



by Mason Blinson

The National Junior Hereford Association (NJHA) board of directors made their way to wine country in Sonoma, Calif., for the Harvest II fundraising event benefitting the Hereford Youth Foundation of America (HYFA). The weekend was packed full of winery tours, Hereford producers and beautiful scenery.

This was my first trip to California, and it was not at all what I expected. When I thought of California, I thought of the beach and Los Angeles. In reality, the wine country part of California is beautiful open mountains covered in vines as far as the eye can see. I took enough pictures to nearly fill up the storage capacity of my phone. This was a great experience, and being with my fellow

board members, just made it ten times better. I now go to school with three other board members so we made the long trek to California together and got to spend a lot of time together.

We all thoroughly enjoyed being able to spend a relaxing weekend with all of the Hereford breeders that were able to attend. The Harvest II was a great way to be able to focus on meeting people and catching up, rather than having to worry about cattle back in the stalls or getting ready for the show. We all listened to the speakers of the tours as they showed us all around the Kunde estate. We ate meals while sitting beneath the redwoods looking out on thousands of acres of grapevines. We scratched our heads

while trying to figure out how the magician knew which of my hands the coin was in and what word I was looking at in the book. We laughed until we cried at "The Indian and the White Guy."

Not only was this a great place to meet with breeders, but also to raise money for HYFA. The night was filled with great company and \$2 million was raised that will go to support the NJHA leadership programs, the Junior National Hereford Expo (JNHE) as well as providing scholarships for Hereford youth. It was amazing to be in the presence of the distinguished guests and their generosity. A very special thank you goes to the Mickelson and Kunde families for welcoming us to the winery and showing us some of the greatest hospitality.

Another huge thank you goes to the Perks family for their \$100,000 scholarship endowment to start the \$5,000 scholarship that will be awarded for the first time this fall, the 2016 JNHE host committee for their fundraising efforts and putting a \$100,000 gift into the Growing A Lasting Legacy Campaign fund. And finally, to Rick and Bonnie Coley-Malir for the \$500,000 leadership endowment given to support the Faces of Leadership conference held each year. During the extravagant evening yet another outstanding gift was given to HYFA as Rick and Bonnie announced they are pledging \$1,000,000 of their estate to the future of HYFA. This night was one we will never forget, with \$1.7 million in gifts and an auction that grossed nearly \$350,000. To say the event was a huge success is an understatement and our utmost gratitude goes out toward everyone in attendance.

It is amazing to see the passion that people have for the juniors in our association and to see how much they believe in us to be the future of the Hereford breed. ◀





Presenting Your New NJHA Board Members

by Kelsey Reppenning

During the 2016 Junior National Hereford Expo (JNHE) in Madison, Wis., the National Junior Herford Association (NJHA) board of directors welcomed four new remarkable members to the team. Elected to the board to serve a three year term are: Bailey Jones of Wisconsin, Brooke Hinojosa of Colorado, Nathan Hopkins of Tennessee, and Austin Matheny of Kentucky. I would like to share with you a few things about the “newbies” and what they hope to achieve during their time on the board. We look forward to everything they will accomplish.



Bailey Jones

Darlington, Wis.

What's your Hereford background?

My family operation is a small cow-calf operation with around

30 cows in southwestern Wisconsin. I have been involved with showing Hereford cattle since I was 5 years old. I got involved in the Wisconsin Junior Hereford Association at the age of 7 and have served in various positions on the board of directors since 2008, including president in 2015 and vice president in 2016. I was also state ambassador and princess from 2011-2014, serving as state queen in 2015.

What is your favorite quote?

“Try to be a rainbow in someone's cloud” — Maya Angelou

Where are you attending school and what is your major?

University of Wisconsin-Madison, Animal Science

What are your career goals?

I hope to go to medical school and become an emergency medicine physician.

What are three fun facts about you?

- I have six siblings.
- I am an Emergency Medical Technician.
- I am a night owl.

What advice you would like to share with new junior members?

Get out and try new things!

What are your goals while on the board?

Meet lots of new people, get juniors more involved in contests during JNHE and give all NJHA members a sense of ownership in the organization.



Nathan Hopkins

Winchester, Tenn.

What's your Hereford background?

Hopkins Ranch is my family operation and we raise Herefords in

Winchester, Tenn. I have been involved in the Tennessee Junior Hereford Association (TJHA) since 2007 and the American Hereford Association since 2009. I was one of the former reporters for the TJHA.

What is your favorite quote?

“What, then, shall we say in response to these things? If God is for us, who can be against us? — Romans 8:31

Where are you attending school and what is your major?

Vanderbilt University; Biological Sciences

What are your career goals?

Become a physician, rancher, and entrepreneur

What are three fun facts about you?

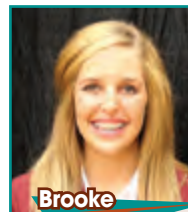
- I'm learning the piano
- Most strangers think I'm from Great Britain
- I don't like chocolate

What advice you would like to share with new junior members?

Do the best you can in all facets of life and never waste your talents.

What are your goals while on the board?

- Further the great work of past board members.
- Gather new ideas from junior members from all over the country.
- Increase junior membership.



Brooke Hinojosa

Carr, Colo.

What's your Hereford background?

I was born and raised in a Hereford family. I started the

4th generation with my family, Stangle Herefords, in Nebraska and then eventually moved to Colorado. I moved to Colorado into a Hereford family, Sidwell Herefords, continuing my involvement. I served as the Colorado Hereford Queen for three years. I am currently the president of the newly rebuilt Colorado Junior Hereford Association. I have been attending the JNHE for eight years and look forward to continuing my involvement on and off the NJHA board.

What is your favorite quote?

“Don't be afraid to go after what you want to do, and what you want to be. But don't be afraid to be willing to pay the price.” — Lane Frost

Where are you attending school and what is your major?

I am currently a freshman at Oklahoma State University studying animal science with an option in business. Go Pokes!

What are your career goals?

I am undecided on a career, but I would love to work with an association, preferably Hereford. Or, I want to work for a company with pharmaceutical sales.

What are three fun facts about you?

- I'm an All-American Scholar.
- I sometimes dip my steak in ranch or put garlic seasoning on it.
- I accidentally locked my head in a fitting chute at NWSS 2016.

What advice you would like to share with new junior members?

Get involved. Because of being so involved, so many doors open with great opportunities.

What are your goals while on the board?

My main goal while serving on the NJHA Board is to inspire juniors to get more involved in and out of the showing. I also want to help juniors become just as passionate about the Hereford breed as I am.



Austin Matheny

Mays Lick, Ky.

What's your Hereford background?

I've grown up on our family Hereford operation and have

been showing since 2005. We have a purebred herd and a commercial herd where we utilize embryo transplant.

What is your favorite quote?

"Tomorrow is the most important thing in life. Comes into us at midnight very clean. It's perfect when it arrives and it puts itself in our hands. It hopes we've learned something from yesterday." — John Wayne

Where are you attending school and what is your major?

Kansas State University, Animal Science with a Business option

What are your career goals?

I plan to return home and expand our family's Hereford operation with my parents.

What are three fun facts about you?

- I enjoy watching football.
- I always fix my hair.
- I've always wanted a corgi for a pet.

What advice you would like to share with new junior members?

Don't be bashful when at a show, go out and meet new people and lifelong friends.

What are your goals while on the board?

I would like to see junior memberships grow along with the number of cattle we have at junior nationals each year. ◀



2016-17 National Junior Hereford Association board of directors (pictured seated front row, l to r) are: **Kelsey Stimpson**, Melba, Idaho, chairman; **Jessica Middleswarth**, Torrington, Wyo., vice chairman; **Kelsey Repenning**, Mitchell, S.D., communications chair; **Steven Green**, Mundfordville, Ky., fundraising chair; **Brooke Jensen**, Courtland, Kan., leadership chair; and **Austin Cole**, Bowling Green, Ky., membership chair. Directors standing are **Brooke Hinojosa**, Carr, Colo.; **Bailey Jones**, Darlington, Wls.; **Austin Matheny**, Mays Lick, Ky.; **Bailey McKay**, Marysville, Kan.; **Nathan Hopkins**, Winchester, Tenn.; and **Mason Blinson**, Buies Creek, N.C.

NJHA Dates and Deadlines



Note: NO late entries or applications will be accepted after the postmark date of each deadline.

April 1 Summer scholarship applications due online — hereford.fluidreview.com

May 1 Junior National Hereford Expo (JNHE) early bird entry deadline.

June 1 Advisor of the Year Award nominations due

JNHE final online entry and showmanship deadline (Online only! No late entries accepted.)

Final JNHE ownership deadline

Photo contest entries due — email to njhaphotos@yahoo.com

Walter and Joe Lewis Memorial Award applications due online — hereford.fluidreview.com

National director candidate applications and nomination forms due online — hereford.fluidreview.com

June 15 Extemporaneous Speaking Contest entries due

Great American CHB Grill-off recipes and entries due

Illustrated Speech Contest applications due

Peewee Speech Contest applications due

Promotional Poster Contest entries due (if unable to attend the JNHE)

July 15-21 Junior National Hereford Expo, Louisville, Ky.

Sept. 15 HYFA scholarship applications due



A PANHANDLE EVENT



AMARILLO, TEXAS

by Brooke Hinojosa

Wow, it's definitely been a hectic summer. From hours spent in the barn prepping for the Junior National Hereford Expo (JNHE), to rounding the summer out with an outstanding trip to West Texas and New Mexico for the Faces of Leadership conference, everyone has been busy.

The Faces of Leadership conference is an event that many juniors look forward to because they can kick back with other juniors and not have to worry about the cattle for a few days. They have a new task at hand for a couple days: leadership. This year 84 juniors attended the conference to brush up on their leadership skills and enhance their beef-industry knowledge.

The Faces of Leadership conference is always one of my favorite weeks, not only for the leadership opportunities, but for the chance to tour a new part of the country. The Texas Panhandle provided the opportunity to tour some of the top Hereford ranches, a university, as well as see some Texas culture.

The flights landed and the buses loaded for our first day in Texas. After a few ice breakers, we headed for a tour of the Palo Duro Canyon. The canyon is one of Texas'

most valuable treasures. Early explorers began residing there approximately 12,000 years ago. We experienced a detailed tour of the canyon to see where the roots began. From the one black bull in the creek bottom to the TEXAS Outdoor Musical and a fireworks show, we were filled with historic information.

Although the night was very late, we started the next day out with inspiration. Stran and Jennifer Smith, Childress, Texas, shared with us their secrets to success on the rodeo road and in life. Their story was one of true inspiration. Stran is a world champion tie down calf roper that has had to overcome many obstacles in his life. The biggest and most challenging obstacle Stran and his wife experienced was dealing with the fact he had suffered a stroke at age 32, due to having a hole in his heart. Although this challenge was devastating, he and his wife persevered and Stran is now 100% healthy. They shared "10 Secrets to Success," some of them being: follow your passion, be coachable, stay hungry, have balance and be a finisher. With the inspiring words of the Smiths in our minds, it was time to prepare for our next adventure.



We left the hotel to head to Channing and the home of Barber Ranch with inspiration to dominate in the judging contest. The Barber Ranch had more to offer than just the judging contest. They gave us the opportunity to do a pasture tour, barn tours and free time to just look around all the cattle they brought up. It was quite the experience to look at so many top notch pens of heifers including, BR Kate Rielle 5532 ET, the 2017 Lot 1 Foundation Female.

We then boarded the buses and made our way to Pérez Cattle Company in Nara Visa, N.M. The Pérez family gave attendees a tour of many small pastures along with some of their elite herd. We had the chance to witness the bull, Mighty, as well as the Hutton bull. We were allowed time to sort through the pens of bulls, heifers and pairs. The Pérez family gave us the opportunity to visit the old school house in Nara Visa and treated us to some excellent enchiladas and an intriguing panel discussion led by Terri Barber, Kyle and Drew Pérez and Matt Copeland.

Now that our stomachs were full, we made the quick trip over to Copeland & Sons Herefords. The first stop at Copeland's was a pasture viewing. On horseback, the Copeland crew brought up a few sets of pairs for us to see. After our pasture tour, we then made our way to Cliff and Pat Copeland's house. They brought up a few



of their dominant herd sires as well as a female from the heart of their program. We then were shown pens of heifer calves that they will be selling this fall. From steers to heifers, to the show barn, there was something for everyone. We were treated to dinner from a chuck wagon while western singer and songwriter R.W. Hampton played for us as we enjoyed our meal and watched the sunset, New Mexico style.

The last day was filled with industry knowledge as well as motivation. We started the day out at West Texas A&M University's (WTAMU) Ranch learning about their cloning program. We had the chance to meet Alpha, who was cloned from a yield grade 1 carcass. Crazy? Yes, but that is just an example of how far technology has enhanced the agricultural industry.

We made our way to one of the top feedlots in the area, Dawn Custom Cattle Feeders. This was such a unique experience for many of the attendees — seeing 15,000 head of cattle on feed.

Although many thought of this as a typical feedlot, we learned the Dawn Custom Cattle Feeders is locally owned and its manager is one of the four owners. During the tour they filled us with information about the pens, cattle processing, everyday care, buying processes and more.

As our industry day continued we participated in workshops led by American Hereford Association (AHA) staff at the WTAMU campus. They walked us through the MyHerd registration process, social media and breed improvement.

Next was a visit to the American Quarter Horse Association's (AQHA) Hall of Fame and Museum. We spent time learning the great information and history of the AQHA, from horses to instrumental people, a timeline of the breed and much more. While at the AQHA we heard from our closing keynote speaker, Eddie Slowikowski, who hyped us by helping us to discover our purpose and ignite our passion. From our crazy dance moves, to his awesome stories, we left the museum excited and ready for our final stop at the Big Texan Steakhouse.

As we wrapped up the conference, we enjoyed one last adventure as a group. Although we didn't have their 72 oz. challenge, we did enjoy a Certified Hereford Beef steak. After dinner, we enjoyed some games and free time to explore this one-of-a-kind tourist attraction. This was a leadership conference to remember and it was definitely a Texas-style event. I can't wait to see everyone at the next Faces of Leadership event. ◀

Importance of Scholarships

by Nathan Hopkins

Throughout what has been one of the most unconventional and heated presidential seasons of our country's history, I have had the opportunity to follow the candidates along their path from announcement to nomination. Frankly, there could not be two more different candidates; however, while watching numerous debates and speeches, I have seen an undeniable similarity rise to both candidates' platforms: student debt relief. Not to say the specific relief plans are carbon copies, but the simple fact presented is students need help. Although the "help from whom" is the question for politicians, many students ask themselves help from where?

Having completed my freshman year at Vanderbilt, I have experienced the process that a lot of students face of trying to search out scholarships and be the one or one of few recipients who is deemed most worthy. I have experienced the passion to do all that you can so a dream can become reality. Thankfully, I have also experienced the joy of receiving scholarships that embody my life work and I believe that's where a scholarship's importance lies. That is to say each scholarship is different, each means something different and each has a return value like no other.

In my short walk of life, I have met many interesting and unique people. At Vanderbilt, many have travelled from all over the world to acquire knowledge of their study. Through conversations, I've learned that several are representations of their country who were awarded scholarships to American universities, yet most don't see the opportunity as a "free ride," but a "blessed journey." I absolutely agree, which leads me to ask, "Is a scholarship just a checklist to get you to graduate school?"

A scholarship is a reward for years of study and dedication, it's a memory of a beloved friend and family member,

it's a key that opens up the door for the American dream, and it's a passion or skill that God blessed us with. We see that scholarships are so much more than a blanket term that keeps us out of eyeball debt, they are "case specific" and tangible rewards for the blessed who receive them.

It might sound contradictory to say there are plenty of scholarships available, but the truth is, there are. Just look at the Hereford Youth Foundation of America (HYFA) and all they provide in furthering the education of our youth. It's amazing. The year 2016 is a record setter for HYFA scholarships. Just this fall HYFA is awarding more than \$130,000 to National Junior Hereford Association members.

A large thank you to all of the generous donors from the past and the new ones this year. Specifically, the Vanier family and CK Ranch of Kansas and Perks Ranch of Illinois for their contributions to HYFA and Hereford youth this past year.

Scholarships exist for our interests, location, prospective field of study, and hobbies. However, with the abundance of opportunities, we, ourselves, often put a limit or restraint on our credentials, thus affecting our chance of being selected. Just like applying to college, our options are limited if our grades, activities, accomplishments and/or skills are subpar. Subpar being not the average of the total population, but that of ourselves. I guarantee that if you do your absolute best to get a scholarship, which does require years of your best work, not just hard work, then you will be rewarded.

When I received my first scholarship in elementary school I thought, "Well, why couldn't they just give me cash." Now, I realize that each scholarship since has a story with some laughs, tears and long days that are memories I will cherish forever. Be sure to create some of your own and see your efforts rewarded. ◀



Meet Your 2016 Advisor of the Year:

BJ Jones

by Jessica Middleswarth

BJ Jones of the Wisconsin Junior Hereford Association was awarded this year's 2016 Advisor of the Year. Through hard work, support, time and dedication, BJ has not only had a large impact on the Wisconsin junior members, but has also earned himself this prestigious national award. Being the Wisconsin advisor for 10 years, BJ has promoted the organization to active Hereford juniors across the state. In just the past year, BJ helped the membership grow from only 75 juniors to 118. On the night of the awards banquet at the 2016 Junior National Hereford Expo (JNHE) in Madison, Wis., not only did BJ earn this title in his home state, but also at a junior national he had the opportunity to plan and host. This award is quite special to this determined, hardworking individual who focuses on state membership and involvement, so we congratulate BJ with his success. I had the chance to talk with BJ on his most recent achievement.

How did you get involved in the Hereford association?

My family and I actually moved from the suburbs of Milwaukee to the country in 1976 when I was 8 years old. My family bought a small farm with 80 acres. Around 1982 we purchased our first Hereford cattle. I joined the Wisconsin Junior Polled Hereford Association at that time showing at my first junior national in 1984.



BJ Jones pictured with Taryn Adcock after receiving the 2016 Advisor of the Year award.

What three pieces of advice would you give to new junior members?

1 Get more involved, ask your advisor or officers what you can do to help? There is plenty to do and many hands make for lighter work for all. It will help you get more involved and meet new people.

2 Don't be afraid to step outside your comfort zone — meet a new friend, try a new contest, try to clip or fit on your own animals and always ask for help to better yourself and your talents.

3 Hard work makes it happen, no matter what you do, put your all into it to be successful. Don't be left saying that you wish you would have done one more thing to make your project successful.

Describe planning the 2016 JNHE

It had been a seven-year dream of mine to bring the JNHE back to Wisconsin. We first planned a regional show in 2011 to get a feel

of what hosting a larger show would be like. After successfully hosting the regional show we knew we wanted to bid on the JNHE. As the size and scope of the JNHE increases every year, it is getting more difficult to find facilities that can host such a large event. When the Alliant Energy Center built their new barns, we thought it would be a perfect facility to host a JNHE. It was a three-year process from getting bids until we actually hosted the event.

It was a tremendous team-building event for the state of Wisconsin as I had a great co-chairman in Sondra Brancel, as well as a great executive team of 10 committees that did a tremendous amount of planning to make this happen. We couldn't have done this without our dedicated committees and the 120 plus volunteers that helped us during the week.

We approached the event from an exhibitor's perspective. We wanted people to have an enjoyable week with their families, as for many this is their summer vacation. The state of Wisconsin wanted to welcome everyone from across the United States and be gracious hosts. Personally, the whole experience was one of the most enjoyable and fulfilling experiences of my life. We were overwhelmed by the number of volunteers as well as the awesome feedback from exhibitors and guests. I was so happy for the record numbers in exhibitors and cattle. It was certainly a week to remember.

What is your favorite part about the Hereford breed?

For us we love the temperament of the breed. With six kids, we never had to worry about them working in the barn with their cattle by themselves during the day. We both work off the farm, so it gave us great peace of mind to know they were working with such gentle animals.

Those who win this award are not only people who state members look up to, but also are great examples of what a true advisor is. If you haven't yet, make sure to congratulate BJ and thank him and the other Wisconsin helpers for putting on a great junior national this year. Also be thinking of nominations for the 2017 Advisor of the Year which will be presented in Louisville, July 15-21. ◀



BJ with his wife and six children.

Win, Place, Showin' for the Roses



JULY 15-21, 2017 • LOUISVILLE, KY.

by Austin Cole

Does it get much better than the greatest cattle show of the year and horse racing? I know that I am super excited for the Hereford family to be back in Louisville, Ky. again. "Showin' for the Roses" is set to be the biggest and best junior nationals so far. I am excited to be a part of the host state as well as being part of the National Junior Hereford Association's (NJHA) board of directors. Things are shaping up really nice for the 2017 Junior National Hereford Expo (JNHE).

Things to do while in Louisville

Besides showing cattle while in Louisville, what else is there to do? We have all heard of the Kentucky Derby and Churchill Downs, right? **Churchill Downs** is located a few miles away from the fairgrounds. If you decide to go for a visit, they offer a museum tour that has horse racing history, information about the derby all the way to how the horses are trained. If you are looking for something a little different and a chance to get out of the barn for a while, this would be a great place to see a different sector of agriculture.

The next personally recommended tourist stop is the **Louisville Slugger museum** and factory. In downtown Louisville, about 20 minutes from the fairgrounds, you can see where all slugger bats are made. If you have kids that play baseball or you just enjoy watching baseball, this is the tour that you need to go on. You can walk through the factory and watch them make bats.

My favorite part of the tour is that you can purchase a custom made bat with anything you'd like on it, whether it be your name or your favorite show heifer's name.

Aside from tourist stops, eating can be a great adventure in Louisville. I have researched and even gotten the chance to taste test a few of the top five best restaurants in the city of Louisville.

- 1) **Morton's the Steakhouse**, located downtown on West Main Street, if you are looking for a high end prime cut steak, this is the place to eat. Top notch steak and seafood that is out of this world. Don't forget about the carrot cake; it is to die for.
- 2) **Mark's Feed Store**, located on Bardstown Road. BBQ and just plain good food. Mark's has some great BBQ beef brisket, but my favorite dish is the honey wings. I love honey and I love some really good wings. You cannot go wrong with this combo. Great food and a neat atmosphere.
- 3) **Beef 'O Brady's** is located right out from the fairgrounds across the road from the football stadium. Brady's is similar to a Buffalo Wild Wings, but the food is a little bit better. They have everything from burgers to tacos, and let's not forget wings and onion rings. A great spot to watch some baseball on the big screen.

4) **Frank's Sandwich**. Frank's is located right outside the gate of the fairgrounds. If you need a quick ham or roast beef sandwich, or a super-fast but awesome lunch, this is the place to go. The sandwiches are so big you can barely eat them.

5) **Hometown Pizza**. The name says it all. Hometown quality with all kinds of variety. Everything from BBQ pizza to my favorite cheese burger pizza. They have several locations near the fairgrounds, so be sure to check it out.

On top of unique tours and top notch food, Showin' for the Roses is on track to be yet another great JNHE. From an all air-conditioned facility, plenty of space and who could forget that historic mural that stands tall in the showing. I know that I am speaking for all parties involved when I say we can't wait to see everyone, July 15-21, 2017 in Louisville for an event that you will definitely want to place a bet on.

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