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HEREFORD**

May 2026

The Official Publication of the Texas Hereford Association



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### On the Cover...

Springtime in Bonham, Texas. Hereford calf photo courtesy of Larry Woodson and Still River Ranch.

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### MISSION STATEMENT

The Texas Hereford Association will provide the leadership to unite, foster and protect the interest of the Hereford breed; and promote fairly the production and consumption of Hereford beef universally.

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### Century and Golden AHA Breeder nominations due June 1

Celebrating generational Hereford breeders is a highlight during the AHA Annual Meeting. The Century Breeder recognition honors families and operations in the Hereford business for 100 years. Golden Breeders recognizes those in the business for 50 years. You will find the nomination form at [Hereford.org](http://Hereford.org), along with a list of those previously recognized. For questions or more information, contact Claire Norris at [cnorris@hereford.org](mailto:cnorris@hereford.org).

### Apply for the 2026 Hereford Seedstock Academy

The AHA will welcome its fourth class to the annual Hereford Seedstock Academy Sept. 7–11. During four intensive days of networking and interactive educational sessions, members of the Seedstock Academy will delve into: the role of Hereford genetics in the current and future commercial cattle sector, adding value to Hereford cattle and enhancing client experience, value points in the cattle feeding sector, AHA breeder and commercial Hereford user tools and services, and the evolution of Certified Hereford Beef® (CHB). Complete the application online at [Hereford.org](http://Hereford.org) by July 1.

### Nominate AHA Board of Directors

The American Hereford Association (AHA) Board of Directors nominating committee is requesting volunteers to serve a four-year term as a Director. Members are encouraged to contact representatives in their respective regions to submit nominees. Contact Chairman Lou Ellen Harr, Jeromesville, Ohio, for more information. 419-685-0549, [jlcatlleserv@aol.com](mailto:jlcatlleserv@aol.com)

### Texas Poll-ettes Royalty Program

We look forward to crowning an exceptional group of representatives, including our Queens Program, Princess, Junior Princess, and Sweethearts. Royalty applications will open on May 1, 2026, and close at midnight on May 31, 2026. We encourage all eligible participants to apply and become a part of this experience. Any questions, please contact Morgan Ragan 903-268-1649 or Barbara Metch 903-436-2774.

### Special Texas Hereford Issue Coming Up!



Support your Association—advertise in the combined Directory and June/July issue! This essential guide serves as a year-round resource for member contact information across all three organizations. Please consider advertising to support our collective mission. **Book your space today! Contact Missy at 682-309-7555.**

### Texas State Hereford Show Entry Deadline

The Texas State Hereford Show will be held June 10-13, 2026 at the Cadence Bank Center in Belton, Texas. Entries close May 15th. Late entries will be accepted at an additional charge. Enter online at [www.texasherefordstateshow.com](http://www.texasherefordstateshow.com).

### Did you know?

**Resistance to "Texas Fever"**—In the early 1900s, legendary cattlemen like Robert J. Kleberg of the King Ranch used Hereford bulls in experiments that were instrumental in understanding and eventually managing Texas Cattle Fever (bovine babesiosis). This helped turn the tide in the Southern cattle industry and proved that the Hereford's constitution was more than just a matter of size—it was a matter of survivability.

### Texas Hereford Scholarships Due May 15th

Application for the Texas Hereford Scholarship program is due May 15th. This "All-In-One Scholarship Form" covers multiple scholarships at once, meaning you can fill out one application and be considered for several Texas Hereford scholarships. Applicants must be a member of JHOT plus participation (state shows, leadership, etc.) and Hereford involvement. Applications can be found at [www.texasherefordstateshow.com](http://www.texasherefordstateshow.com) and are due May 15, 2026.

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May I visit with you? by Diane Johnson | Editor | Manager

It's May. It's spring and a great time to be in the cattle business. Well, IF you are not suffering from drought, high input costs, including the price of fuel, fertilizer and feed. So, is it a good time to be in the business? Time will tell, but I pray for all who can keep with it and make it happen.

This issue kind of turned into a "junior issue". So, let's embrace this. While it is trite to say, "it's all for the kids", it kind of is! But it's also for the parents, the grandparents, the aunts, uncles and those who encourage involvement in raising cattle. Luckily, we have one of the strongest groups of young enthusiasts who want to show Herefords. And that's what will happen in just a little over a month in Belton. (details in this issue). The other side is that I just talked to a breeder who has connected to a soon-to-be retired couple who have sold their business and want to get into the Hereford breed. There are a lot of breeds of cattle they could choose from, but they chose us.

That reminds me when I was in college and one of my animal science professors proclaimed that in 20 years there would only be four breeds of cattle – Angus, Hereford, Shorthorn and I can't remember the other breed. (I can barely remember my classes!!) He also said that showing

cattle would not be around any more. Wish I had bet him.

On another note, I have been watching sale averages come in. I do hope that we can continue to break down the averages into categories. A \$100,000 ½ interest bull added into a sale report that is truly "averaging" \$10,000 doesn't make sense. I remember one of my first Brangus sales when I worked for the association. Donor females were starting at \$300,000. What? Then the averages were just stupid. Coming from a Hereford background, I was mystified by how this would be possible. But that is in the past and now we are getting to embrace a strong market. If we only had more to sell. Hopefully, your spring has been good so far and if we can just get more rain everywhere, we'll have a great summer.



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# Thank you!



We sincerely appreciate our buyers, bidders, and everyone who joined us at the sale!

## HEREFORDS SALE SUMMARY

		Gross	Average
Bulls	65	\$742,000	\$11,415
Females	102	\$610,000	\$5,900
Comm. Females	14	\$74,000	\$5,285
Black Baldy Females	16	\$73,250	\$4,578
<b>TOTAL</b>	<b>197</b>	<b>\$1,499,250</b>	<b>\$7,610</b>



## RANCH

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# ROOTED IN RED AND WHITE



If you ask Wade Perks to trace the defining moments of his life, the answer comes easily, and it always circles back to one thing: Herefords.

"If it wasn't for Herefords, my life would look totally different," Perks said. "My childhood, my choice of college, my wife, my career path and where I have chosen to live; it's all related to Hereford."

Today, Perks serves as president of the Texas Hereford Association (THA), a role he embraces with a deep sense of gratitude and purpose. For him, leadership isn't just a title, as it's a way to give back to the breed and the people who helped shape his journey.

## A Foundation Built in the Midwest

Perks' story begins in Illinois, where he was raised on his family's operation, Perks Ranch. Established in the 1970s, the ranch blended Hereford cattle, cutting horses, and a long-standing family manufacturing business.

It didn't take long for Herefords to take hold.

At just seven years old, Perks stepped into the show ring for the first time, leading a Hereford. That moment sparked something lasting. Showing cattle soon became more than a pastime. It became a cornerstone of his upbringing. Along the way, he became actively involved in Hereford associations at both the state and national levels, building friendships that would later influence some of his biggest life decisions.

Those relationships ultimately led him to Oklahoma State University, where he pursued a degree in animal science.

## Finding Texas and a Future

After graduating, Perks headed south to attend Texas Christian University's Ranch Management Program in Fort Worth.

Following the program, Perks joined the staff of *The Cattleman* magazine, where he spent four years immersed in the region's cattle industry. That experience proved to be a turning point.

"That's really what introduced me to Texas and the beef industry in the Southwest. Having that position for four years was one of the best things I've ever done," he reflected. "It allowed me to learn so much and connect with Hereford programs across the country."

## A Hereford Connection Turns Personal

It was during this time that another pivotal chapter unfolded and one that would shape not just his career, but his life.

Perks' father was serving on the National Hereford Youth Foundation alongside Loyd Whitehead of Rocking Chair Ranch. Whitehead's daughter, Brie, was considering the TCU

Ranch Management program, and the two fathers encouraged an introduction on the premise that she needed more information about the TCU program.

After some prodding, Perks made the call.

The rest, as they say, is history.

Today, Wade and Brie are nearing their 20th wedding anniversary, a relationship that began, fittingly, because of Herefords.

## From Global Business to Texas Roots

After his time with *The Cattleman*, Perks transitioned into his family's manufacturing business. That role eventually took him and his young family overseas to the Netherlands, where they worked in a division of the company.



Brie, Wade, Loyd and Jade Perks.

But after the sale of the 100-plus-year-old family business, the path forward became clear.

"When we sold the family business, I knew I wanted to return to Texas, and of course, Brie did too," he said.

The family now lives near Wall, Texas, where Perks continues to build his career in the cattle industry. He currently works with Blue Reef Agri-Marketing, focusing on cattle procurement and risk management. His professional background also includes roles with Elanco and Rabobank, as well as four years of experience in commodity hedging and cattle procurement during his partnership in NorTex Feeders.

Despite a career that has taken him across industries and continents, Herefords have remained a constant. Today, the Perks family stays actively involved in both sides of their family's Hereford operations, with their children, Loyd and Jade, who are establishing their Hereford show careers.

## A Texas Story—By Way of Illinois

Though he may be one of the youngest and possibly the first non-Texan to serve as THA president, Perks fits right into the fabric of Texas agriculture.

As the saying goes, he wasn't born here—but he got here as fast as he could.

While nearly every chapter of his life can be traced back to Herefords, there's at least one surprising footnote: during college, Perks spent two years playing polo.

Still, even that seems fitting.

Because for Wade Perks, whether in the show ring, pasture, feedyard, the boardroom, or on a horse, one thing has remained constant and that is a life built on the enduring influence of Herefords. ♦



Jade and Loyd Perks.

## Leading with Gratitude

Now at the helm of the THA, Perks is focused on strengthening an already solid foundation while helping position the organization for future growth.

"It's fun and rewarding for me to be leading the THA," he said. "This breed has meant so much to me and made me who I am. I want to give back and serve."

He points to the dedication of Hereford breeders as one of the organization's greatest strengths.

"I can't begin to tell you how many people have said, 'I'm here to help—call me.' That kind of commitment is what sets this organization apart."

Perks also acknowledges the legacy he's building upon, including more than 50 years of leadership from Jack Chastain and the continued efforts of leaders like Diane Johnson and Missy Coffelt.

"THA is in a great place," he said. "We're not just maintaining, we're growing. We have an opportunity to expand our reach, strengthen our membership and invest in our youth."

At a time when many agricultural organizations are shrinking, Perks sees momentum.

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**Junior Hereford Organization of Texas 2026 Texas Junior Hereford State Show Sponsorship**

Dear Supporter,

While much has changed over the years, the traditions and values of Hereford cattle and their people remain strong. Recently, the Texas Junior Hereford Association and Texas Junior Polled Hereford Association united to form the **Junior Hereford Organization of Texas (JHOT)**—bringing together over 300 passionate junior members dedicated to shaping the future of agriculture.

Our annual Texas Junior Hereford State Show is one of the largest in the nation, providing youth opportunities to showcase their cattle and compete in leadership events such as public speaking, sales, fitting, and quiz bowl contests. Beyond competition, the event fosters education, friendships, and personal growth.

**2026 State Show Details:** 📍 Belton, Texas 📅 June 10–13, 2026

Over three exciting days, participants will compete for banners, buckles, prizes, and scholarships that support their educational futures.

We invite you to support this impactful event through sponsorship. Your contribution helps reward hardworking youth and ensures the continued success of our programs. JHOT operates as a 501(c)(3) nonprofit organization, providing structure for fundraising and leadership development.

**Sponsorship Levels**

- **Prime Plus Sponsor (\$2,500+)**
  - Premier 3’x6’ banner in show ring
  - Social media recognition
  - Listing in show program
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- **Prime Sponsor (\$1,500–\$2,499)**
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  - Social media recognition
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  - Social media recognition
  - Program listing & announcements
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- **Friend of the Show (\$1–\$99)**
  - Program listing & announcements

**Sponsor Information**

Name (for recognition): \_\_\_\_\_

Sponsorship Amount: \_\_\_\_\_

Payment enclosed: *Please make checks payable to Junior Hereford Organization of Texas (JHOT)*

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Thank you for supporting the next generation of agricultural leaders. **Long Live Herefords!**

Sincerely,

Cadence Harris  
 Co-President

Mason Roeder  
 Co-President



# SCHEDULE OF EVENTS

## Tuesday, June 9th

12 P.M. DIRECTOR MOVE-IN

## Wednesday, June 10th

8 A.M. BARN OPEN FOR ARRIVAL  
1 - 3 P.M. SPEECH & FUTURE PROF. CONTEST  
1 - 5 P.M. EXHIBITOR & ANIMAL CHECK-IN  
3 - 5 P.M. MEASURE MINI HEREFORDS  
3 - 5 P.M. WEIGH MINI STEERS  
4 P.M. ROYALTY INTERVIEWS  
4:30 P.M. NEW MEMBER ORIENTATION  
5 P.M. QUEEN & SWEETHEART TEA  
5 P.M. POSTER & DIRECTOR DEADLINE  
5 P.M. ARRIVAL & CHECK-IN DEADLINE  
6 P.M. WEIGH & CLASSIFY STEERS  
6:30 - 9 P.M. BINGO NIGHT

## Thursday, June 11th

8 A.M. QUIZ BOWL WRITTEN TEST  
9 A.M. OPENING CEREMONIES  
(ALL JUNIORS WEAR STATE SHOW SHIRT)  
9:45 A.M. SHADOW SHOWMANSHIP  
10:30 A.M. SHOWMANSHIP  
RING A - PRE-PEEWEE, PEEWEE, JUNIOR  
RING B - INTERMEDIATE, SENIOR  
2:30 P.M. TEAM FITTING CONTEST  
4:30 P.M. MEMBERSHIP & JNHE MEETING  
6 - 8 P.M. FAMILY FUN NIGHT & CHUCK WAGON DINNER

## Friday, June 12th

8 A.M. BLOW & GO SHOW  
RING A - STEERS  
COW-CALF PAIRS  
B&O BULLS  
B&O FEMALES  
RING B - MINI PROSPECT STEERS  
MINI MARKET STEERS  
MINI COW-CALF PAIRS  
MINI BULLS  
MINI B&O FEMALES  
3 P.M. QUIZ BOWL BUZZER ROUND  
6 P.M. SILENT AUCTION CLOSES  
6 P.M. AWARDS CEREMONY

## Saturday, June 13th

8 A.M. FIT SHOW  
RING A - OWNED FEMALE SHOW  
RING B - MINI HEREFORD OWNED FEMALE SHOW



# 2026 TEXAS HEREFORD STATE SHOW



# Reflecting on the Crown

Honoring the Journey. Representing the Red & White

*As* I look back on this year serving as the Texas Hereford Queen, I couldn't be proud. Whether I was fulfilling my official duties or competing in the ring myself, I was never disappointed. I've had so much support from my family, friends, fellow royalty, and members of the Texas Hereford Auxiliary. It is a privilege to represent this breed that I have devoted so much effort to, especially considering the value it has given back to me.

When I first accepted these responsibilities, I didn't realize that the people I worked alongside would become close friends. I was thrilled to work the Fort Worth Open Heifer Show and the Houston Show with Hereford Sweetheart, Ella. I also had the honor of working with the Polled Sweetheart at the West Texas Fair, Winter Classic, and the Houston Steer Show. It was wonderful to work with the National Hereford Queen, Lauren. She is the sweetest person, and our time together couldn't have been better. Lauren is a very determined young lady and she really inspired me with the example she set.

The most meaningful part of this journey was discovering my family's roots in the breed. At these shows, I met many people who knew my grandpa. Hearing stories about his hard work and the respect people held for his values confirms my choice to continue the family tradition. He has supported me throughout the years, and I can't wait to continue the Hereford legacy with my little sister. My family's ties to the business run deep; while filling out my application last year, I discovered that both my mom and my aunt served as Hereford Royalty. I am honored to continue these traditions. The Hereford breed, like the cattle industry, has evolved and changed immensely since the beginning of this association. However, one thing that remains constant and still evident today are the traditions and unique heritage Herefords represent. There's just nothing better than those docile white faces in a green pasture.

As I head into my senior year and my final year of showing livestock, I feel so honored to have worked with such amazing people. I can't wait to see everyone at the State Show! I personally invite you to come see the youth in action, and Hereford cattle thrive in the show ring.

*By Kenedy Schatte, Reigning Texas Hereford Queen*

*My* name is Ella Macias, and I am serving as your 2025-26 Texas Hereford Auxiliary Sweetheart.

Throughout my year, I have been to the State show, Junior Nationals in Kentucky, Fort Worth and the Houston Livestock Show. I have really enjoyed meeting so many other Queens and Sweethearts from all over the country. Working in the show ring has helped me build more confidence. I have met so many people who all love the breed as much as I do and who have helped me grow in my leadership abilities as well as become a better showman.

At the Fort Worth show, I was able to work with the State Queens as well as the National Queen. I hope to one day run for State and National Queen and I really enjoyed having so much fun and learning from all of them. There, I had the opportunity to be a part of the Heifer Sale, hand out awards, help with the Live Auction, and be part of meetings. Being able to speak to so many people and being in front of large crowds has helped with my communication and public speaking, which is a very valuable skill to have.

My favorite experience so far has been working with and learning from so many people involved in the shows. Not just the other royalty but also the advisers, ring help, volunteers, everyone who attended meetings and sales, and all the kids and adults showing their animals.

This year has been amazing, and I hope to do it again next year!

*By Ella Macias*



*Ella Macias and Kenedy Schatte*



### Livestock Launches Product to Improve Herd Health

Maintaining livestock health is essential to profitability, and two of the most critical windows occur at birth and during periods of high stress. Livestock has developed two targeted products designed to help cattle producers manage these challenges and set their herds on a path to long-term success.

Both products focus on supporting digestive health, an often-overlooked but vital component of overall performance. Founder and developer Robo Hendrickson explains, "The gut is the engine of an animal's productivity, and we've developed tools to keep that engine running at peak performance."

Newborn calves are particularly vulnerable, entering the world with naïve immune systems and underdeveloped digestive tracts. Calf Start is a product formulated to support immune function, strengthen gut defenses, and promote a healthy microbiome. It is the only product of its kind to combine egg-derived natural antibodies, probiotics that help establish the microbiome, and fat-soluble vitamins A, D, and E. Calf Start also delivers seven targeted antibodies that help defend against common pathogens, including E. coli. For added flexibility, it is available as a single-dose tube administered at birth or in a

powder form for use with milk replacer.

Livestock's second product, Calf Recover, is designed to support calves during high-stress periods such as digestive disease, sickness, weaning, and transportation. Stress can suppress appetite and compromise immune function, often leading to illness and reduced performance. Calf Recover is formulated with a whopping 25 billion CFUs of probiotics combined with prebiotics, digestive enzymes, amino acids, and targeted antibodies that help restore gut health faster. The product is available in both paste and powder forms for convenience.

Hendrickson brings a diverse background in ranching, rodeo, and animal healthcare. His father, Dale, was a mixed animal practitioner for over 50 years. He has been involved in the pioneering development of digestive healthcare products for animals since 2011, primarily in the equine sector with FullBucket and 6666 Equine Supplements. With this new focus on cattle, Livestock expands its commitment to improving animal health and producer profitability.


You can learn more about the products, the history behind them and where to purchase or order online at [www.livestock-health.com](http://www.livestock-health.com). ♦

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### Texas Hereford Queen Contest



Applications are now open for the Texas Hereford Queen and Sweetheart Contest. This is a wonderful opportunity for young individuals passionate about the Hereford breed to represent the Texas Hereford Association.

Candidates for Queen must be between the ages of 15 and 22 as of January 1, 2026, while candidates for Sweetheart must be between the ages of 11 and 14 by January 1, 2026.

To apply, visit the Texas Hereford Association website at [www.texashereford.org](http://www.texashereford.org) under the Youth tab, where you will find the application and contest rules. The deadline to submit applications is June 1. For any questions, please contact Berklee Clements at [berkleeclements61@gmail.com](mailto:berkleeclements61@gmail.com).

Don't miss this exciting opportunity to serve as an ambassador for the Texas Hereford Industry!



MARCH 30, 2026

**Copeland & Sons Herefords**

**Beyond The Brand Bull Sale • Clayton, NM**

Auctioneer: Dustin Layton

	<u>Gross</u>	<u>Average</u>
52 Bulls	\$494,780	\$9,514
27 Baldy Females	\$86,400	\$3,200

**Top Selling Bull Lot 2**

JCS High Noon 5847 ET sold for \$25,000 to LT Cattle Co, NM.

**Top Selling Bull Lot 11**

JCS Rubble 5898 sold for \$20,000 to Dudley Bros, TX.



APRIL 6, 2026

**Stuber Ranch 58th Annual Production Sale**

**Bowman, ND**

Auctioneer: Joe Goggins

	<u>Gross</u>	<u>Average</u>
106 Bulls	\$1,072,500	\$10,118
35 Females	\$255,500	\$7,300
141 Totals	\$1,328,000	\$9,418
51 Comm. Females	\$171,300	\$3,359

**Top Selling Bull Lot 4**

SR Mitch's Mesa 45N sold for \$80,000 to Van Newkirk, Oshkosh, NE.

**Top Selling Bull Lot 45**

SR DS B'Gosh 315N sold for \$31,000 to Stroh Hereford Ranch, Killdeer, ND.



APRIL 9, 2026

**Bowling Ranch 6th Annual Spring Bull Sale**

**Newkirk, OK**

Auctioneer: Justin Stout

	<u>Gross</u>	<u>Average</u>
34 Bulls	\$308,500	\$9,074
5 Comm. Females	\$28,000	\$5,600

**Top Selling Bull Lot 7**

BH Mr Kingdom's 4057 sold for \$13,000 to Groendyke Ranch, Nash, OK.



APRIL 10, 2026

**W4 Hereford Ranch Spring Bull Sale • Morgan, TX**

Auctioneer: Doak Lambert

	<u>Gross</u>	<u>Average</u>
65 Bulls	\$742,000	\$11,415
102 Females	\$610,000	\$5,900
14 Comm. Females	\$74,000	\$5,285
16 Black Baldy Females	\$73,250	\$4,578
197 Total	\$1,499,250	\$7,610

**Top Selling Bull Lot 4**

W4 2157K Sherman 111M ET sold for \$29,000.

**Top Selling Bull Lot 3**

W4 0376 Red Cloud 110M ET for \$23,000.



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# The Ranch Kitchen's Tomato Pie

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## Tomato Pie

- 2 lbs Hereford ground beef
- 1 onion, chopped
- 1 tablespoon garlic powder
- 1 package taco seasoning
- 2/3 cup water
- 2 large tomatoes, sliced 1/2-inch thick (garden or vine-ripened)
- 2 teaspoons olive oil
- 1 bag spicy tortilla chips (such as Uncle Julio's), crushed
- 3 cups sharp cheddar or Mexican blend cheese, shredded
- 2 eggs
- 1 teaspoon garlic salt

## Instructions

- **Cook the Beef:** In a large skillet over medium heat, brown the ground beef with chopped onion and garlic powder until fully cooked. Drain excess grease if needed. Stir in taco seasoning and water, and simmer for 5 minutes until well combined.
- **Prepare the Crust:** Lightly oil a pie dish. Crumble tortilla chips evenly across the bottom to form the crust layer.
- **Layer the Filling:** Spoon the seasoned beef mixture over the crushed chips. Sprinkle 1 cup of shredded cheese over the meat.
- **Add the Tomatoes:** Arrange sliced tomatoes on top, slightly overlapping. Drizzle with olive oil.
- **Bind & Season:** Beat the eggs and pour evenly over the layered mixture. Sprinkle garlic salt over the top.
- **Bake at 400°F** for 25–35 minutes. Check at the 20-minute mark to ensure the crust is browning nicely. The pie is ready when the center is set and bubbling.
- **Finish with Cheese:** Remove from oven and immediately sprinkle the remaining 2 cups of cheese on top. Let sit for 10–15 minutes until melted and slightly set.
- **To Serve:** Slice into wedges and serve warm with extra tortilla chips, fresh guacamole, and a side of Ranch Kitchen favorites like pinto beans. Both recipes can be found on The Ranch Kitchen site at [www.theranchkitchen.com](http://www.theranchkitchen.com).

**Ranch Tip** ♥ Use firm, ripe tomatoes to avoid excess moisture. If your tomatoes are extra juicy, lightly pat slices dry before layering.

• Find more recipes and follow along: Facebook • Instagram • TikTok  
Now featuring with Bethany on KTBS + Vibe & KTBS



*Perfect for feeding a crowd—or letting someone else do the cooking for you on Mother's Day.*

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**Advertising DEADLINE for the JUNE/JULY issue is May 15th!**  
Call Missy at 682.309.7555 to place your ad.

- May 15:** Texas Junior Hereford State Show entries close and late entries begin
- May 15:** Junior National Hereford Expo early bird entry deadline
- May 15:** *Ad deadline for June/July Texas Hereford magazine* (directory/bull edition)
- May 31:** Texas Polled Hereford Royalty application deadline
- June 1:** Texas Hereford Queen/Sweetheart application deadline
- June 1:** Junior National Hereford Expo final entry deadline
- June 7:** Still River Ranch, Red River Reds Online Sale, Bonham, TX
- June 10-13:** Texas Junior Hereford State Show, Belton, TX
- June 13:** Black Hereford Ranch 26th Annual COC Female & Bull Sale, Crawford, OK
- July 4-10:** Junior National Hereford Expo, Madison, WI
- July 15:** *Ad deadline for August Texas Hereford magazine*
- July 17&18:** Faces of Leadership Conference, St Louis, MO
- August 3-5:** TAMU Beef Short Course, College Station, Tx
- August 15:** *Ad deadline for September Texas Hereford magazine*
- September 4:** West Texas Fair Open Hereford Show, Abilene, TX
- September 5:** West Texas Fair Junior Hereford Show, Abilene, TX
- September 15:** *Ad deadline for October Texas Hereford magazine*

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**BOLD Conference Builds Next Generation of Hereford Leaders**

CMT Artist of the Year, Cody Johnson, helped pave the motivational foundation for Hereford youth attending the fifth annual Building on Leadership Development (BOLD) conference in Desdemona, Texas, March 26-29.

“Pray for roadblocks and be comfortable with them coming,” Johnson encouraged the 26 BOLD participants. “Don’t ever let your vision get blurry by fame and success.”

National Junior Hereford Association (NJHA) members, from across the country and Canada, forged foundational leadership skills and industry connections during the elite leadership event hosted by Gary and Kathy Buchholz, of GKB Cattle, at their Hi Point Ranch.

The impressive lineup of speakers didn’t stop at Johnson, though. Tyson Durfey, world champion rodeo athlete; Shane Bedwell, American Hereford Association (AHA) director of breed improvement and chief operating officer; and Tyler Norvell, president of Norvell Consulting and CEO of Oklahoma Youth Expo and Cattlemen’s Congress, provided participants with valuable insights and expertise.

“Your mind will give you the power to do anything that you want to do, even if there’s no money, even if it’s hard, even if it’s difficult, even if in the moment it looks like you can’t do it, you just take one step,” Durfey said. “You don’t have to think about the million steps after, but just the one step, and then the next step.”

BOLD attendees also participated in a variety of leadership-building activities, including workshops led by NJHA board members, which focused on strengthening communication skills and leading with purpose.

Along the way, BOLD participants had plenty of opportunities to explore career opportunities and learn how to better position themselves for their future careers.

Lauren Perez, of LEP Associates, led a session focused on resume writing and mock job interviews. Participants received advice from industry mentors based on their personal experiences during career roundtables. These roundtable discussions included: Gary Buchholz, GKB Cattle; Bruce Everhart, Everhart Herefords and Hereford Youth Foundation of America board member; Dr. Remy Wyatt, Ph.D., BioZyme Inc.; and Cody Mahan, Merck Animal Health. These industry leaders’ passion for the future of agriculture was inspiring.

“You are a product of the people you place around you. You elevate each other,” Johnson reminded attendees. “You’ve been gifted with an opportunity to be on a different level than others and that comes with pressure, but pressure can make a diamond.”

Attendees emphasized the connections made through the conference. “The BOLD conference is such a great opportunity to work on so many different aspects of leadership, and spend time networking and getting to know so many wonderful people within the industry,” commented Elayna Hawkins, Freeport, Mich.

BOLD speakers, mentors and industry leaders challenged participants to look forward, define their passions and set purposeful goals for their leadership journeys, careers in the beef industry and beyond. ♦



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