

AN EXTRAORDINARY EVENT

"Music on The Mountain" raises \$200,000 for youth; concert features Randy Owen and up-and-coming Nashville stars.



Randy and Kelly Owen and their family rolled out the red carpet for Hereford youth supporters May 23. More than 560 attendees made the trek up the mountain near Ft. Payne, Ala., to attend "Music on the Mountain" at the Owens' Tennessee River Music farm.

"Having been in the Hereford business since 1981, we have developed a feeling of commitment and desire to help Hereford youth become excited about the Hereford business and agriculture," says Kelly Owen. The event coincided with the farm's 25th anniversary sale and was billed as a celebration of Hereford youth.

The exciting evening included live entertainment headlining Randy Owen and the Nashville Star Band as well as a meal and silent and live auctions. The evening



Hereford breeder and country music star Randy Owen entertained 560 Hereford enthusiasts.



More than 560 Hereford enthusiasts made their way up the mountain to attend the HYFA fund-raiser celebrating Tennessee River Music's 25th annual sale.



Kelly and Randy Owen, hosts for the evening, welcomed guests to "Music on the Mountain" and invited them to enjoy their evening on the mountain.



The live and silent auction raised \$86,300 to support Hereford youth. Highlights of the auction included numerous paintings, hunting trips, special bottles of wine and much more.

grossed \$200,000 for the Hereford Youth Foundation of America (HYFA).

"It was great to see so many people let their hair down and have fun — all for a great cause," Kelly says about the event. "It exceeded our wildest dreams! An evening dedicated totally to our Hereford youth and the Hereford Youth Foundation of America. It was a showcase of goodwill, friendship and the betterment of the Hereford breed."

Keeping with the theme of "youth," Randy invited several up-and-coming country music singers to also perform. Joining him on stage were Megan Mullins, Wade Hayes, Angela Hacker, James LeBlanc and David St. Romain.

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In honor of Bob Call's birthday, Randy sang "Happy Birthday," and everyone was treated to a birthday cupcake. Bob and his wife, Dolores, are avid supporters of the youth and were instrumental in developing the Hereford Youth Foundation of America.



David St. Romain kept the crowd singing and dancing.

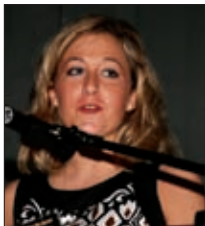


The silent auction featured jewelry and specially bottled and numbered wine from the Kunde Estate Winery and Vineyard, Kenwood, Calif.





Three past recipients of HYFA scholarships shared how the HYFA and their participation in the NJHA have affected their lives. Emilie Miller (pictured top right) said, "Through contributions to HYFA, AHA members give juniors the opportunity to further their education. Had it not been for the financial support from the Foundation, I know I would not be where I am today." Cassie Bacon (pictured middle right) explained, "As a member of the NJHA since the young age of 5 years old, nothing I have experienced can compete with the fullness this organization has provided me." Roxanne Gebhart (pictured bottom right) shared a quote that her mother always tells her, "The only place success comes before work is in the dictionary." Because of the hard work of the HYFA board and Hereford youth supporters the HYFA continues to grow and is able to increase the financial support it can provide Hereford youth.



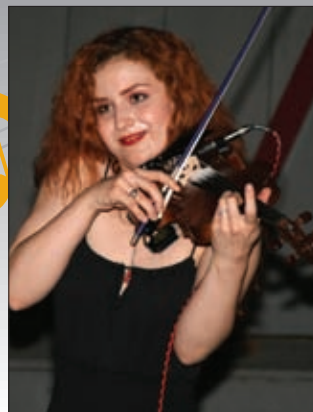
"The evening was a once-in-a-lifetime experience that will be near impossible to duplicate," says Ray Ramsey, HYFA chairman. "The HYFA board wanted to create an atmosphere worthy of the foundation, setting the bar as high as our expectations regarding Hereford youth. I believe we more than accomplished that.

"Our heartfelt thanks goes to Randy and Kelly Owen and their entire family for making everyone in attendance feel exceptionally welcome," Ramsey adds.

Considered the Hereford entertainment event of the year, the evening raised generous proceeds that benefited the Hereford Youth Foundation of America \$5 Million Capital Endowment Campaign. Attendees had the chance to purchase one-of-a-kind items during both silent and live auctions, which benefited the scholarship, educational and leadership activities of the National Junior Hereford Association.

The meal featured Certified Hereford Beef® tenderloin medallions. Donating wine to accompany the dinner were Jim and Marcia Mickelson, Sonoma Mountain Herefords, Santa Rosa, Calif., and Pierre de Wet, Kiepersol Estates, Tyler, Texas.

"Randy and I believe that if youth are given a chance, they will succeed," Kelly says. "Unless given the financial and emotional encouragement, many kids may turn away from agriculture and look to other vocations. We do not want this to happen. We want these young stars of tomorrow to become all they can be in an honest and respectful way that makes us all very proud." **HW**



Megan Mullins wowed the crowd with her ability to play the fiddle.



Country music star Wade Hayes is the lead guitar player and sings back up in Randy's band. Wade sang a few songs during the event.



Nashville Star participants Angela Hacker and James LeBlanc performed with Randy and also sang individually.



Starr Whaley of Whaley Polled Herefords, Dalton, Ga., accompanied by her son, Cameron, entertained attendees with a song she wrote titled "Cows, Cows, Everywhere Cows."



Thank you auction donors, buyers

ITEM	DONOR	DONATION	BUYER
"Ghost Riders in the Sky," signed and numbered bronze	Tim and Nancy Keilty, Cottonwood Springs Farm, Cedar, Mich.	\$23,000	Anonymous
"At His Own Pace," signed artwork with letter of authenticity	Gary and Sandy Meyer, Classic Leather Designs, Penrose, Colo.	\$6,000	Doug and Jenny Howe, Wagontown, Pa.
Single edition, commissioned Western painting by artist Edgar J. Sotelo	Edgar J. Sotelo, Sulphur Springs, Texas	\$5,700	Kipersol Estates, Tyler, Texas
"The Ranch Cutter," custom made Western saddle	Ricky Green, Tyler, Texas	\$2,750	National Cattle Services, Elgin, Okla.
Three-day guided trophy pronghorn antelope hunt and trout fishing trip	Wagonhound Land & Livestock Co., Douglas, Wyo.	\$5,200	Steve Folkman, Ixonia, Wis.
Specially bottled and numbered wine from the Kunde Estate Winery and Vineyard — No. 1	Jim and Marcia Mickelson, Sonoma Mountain Herefords, Santa Rosa, Calif.	\$1,900	Tim and Nancy Keilty, Cedar, Mich.
Specially bottled and numbered wine from the Kunde Estate Winery and Vineyard — No. 10	Jim and Marcia Mickelson, Sonoma Mountain Herefords, Santa Rosa, Calif.	\$1,100	Doug and Jenny Howe, Wagontown, Pa.
Specially bottled and numbered wine from the Kunde Estate Winery and Vineyard — No. 4	Jim and Marcia Mickelson, Sonoma Mountain Herefords, Santa Rosa, Calif.	\$600	John and Mona Loewen, Waukomis, Okla.
Specially bottled and numbered wine from the Kunde Estate Winery and Vineyard — No. 6	Jim and Marcia Mickelson, Sonoma Mountain Herefords, Santa Rosa, Calif.	\$700	John and Mona Loewen, Waukomis, Okla.
Specially bottled and numbered wine from the Kunde Estate Winery and Vineyard — No. 3	Jim and Marcia Mickelson, Sonoma Mountain Herefords, Santa Rosa, Calif.	\$450	Liz Williams, Cabool, Mo.
Custom full beaver Western hat crafted by Kaycee Hoffman, Bar None Hat Co.	Jason and Kaycee Hoffman, Hoffman Herefords, McArthur, Calif.	\$1,800	Jim and Randy Blin, Independence, Iowa
Montana-Boulder Mountain Valley getaway	Faye Ellis, Billings, Mont.	\$6,500	Dudley Bros., Comanche, Texas, and Dr. Phillip Burns, Signal Mtn., Tenn.
Custom commissioned artwork by Edgar J. Sotelo	Edgar J. Sotelo, Sulphur Springs, Texas	\$3,000	Nelson Land & Cattle, Whitesboro, Texas
"November Crossing," signed, numbered and framed Western print	Brumbaugh's of Ft. Worth, Texas	\$5,500	Jim and Judy Blin, Independence, Iowa
AKC registered male corgi puppy	Susan Gebhart, Claremore, Okla.	\$1,400	Ehlke Herefords, Townsend, Mont.
Four-day whitetail hunt at Brookson Plantation, Macon, Miss.	Adyn and Jana Schuyler, Jackson, Miss.	\$3,600	Curtis Kesling, Logansport, Ind.
Handmade Western jewelry	Susan Gebhart, Claremore, Okla.	\$300 \$250 \$250	Tracie Pyle, Harvest, Ala. John and Mona Loewen, Waukomis, Okla. Sylvia Ramos, Laredo, Texas
Hand-painted antique milk can depicting Hereford cattle and birdhouse depicting TRM office	Maryland Junior Hereford Association and Gene Devillier, Louisiana	\$3,000	Bobby Martin family, Ripley, Miss.
Handmade quilt	Illinois Hereford Association	\$2,100	Perks Ranch, Rockford, Ill.
200X Resistol Western hat	Mike Wolf of Teners Western Outfitters, Resistol Western Hats and National Cattle Services	\$1,400	Bryan Blinson, Buies Creek, N.C.
A very rare custom-framed print from the movie "Giant"	Steve and Julie McMahon French, Little Cedar Cattle Co., Beaverton, Mich.	\$2,500	Chris Power, Tyler, Texas
Custom Marlin 330 Goldtrigger Edition rifle	Texas Hereford Association, Ft. Worth	\$5,000	Perks Ranch, Rockford, Ill.
Custom horse halter	Ricky Green, Tyler, Texas	\$500	Kathy Hope, Tennessee River Music, Ft. Payne, Ala.
Custom horse halter	Ricky Green, Tyler, Texas	\$250	Steve Folkman, Ixonia, Wis.
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Patriotic birdhouse	Gene Devillier, Louisiana	\$1,300	Ned Ellis, Ft. Deposit, Ala.