

# JNHE advantage

2014 junior national hereford expo daily news — monday

## Feature State: New Jersey

One of our host states is New Jersey, which is the most densely populated state in the nation. Andy Billing, New Jersey Junior Hereford Association (NJJHA) advisor, says that they're excited to host the Junior National Hereford Expo (JNHE) in the East because it's a great opportunity to showcase the Pennsylvania Farm Complex.

"It's a great boost and great honor for Northeastern agriculture in general and Northeastern Hereford breeders specifically," says Andy.

Having JNHE close to home has been nice for NJJHA members and their parents but they've also enjoyed

being part of the planning process. Chairing the welcoming and hospitality committees has helped bring their state closer together.

"I've seen the other side of the JNHE — the set up and hard work it takes to put on such an incredible event," says Emily Gerlach, NJJHA member. "It's been great to see the leaders, parents and juniors from the Northeast work together. The coordinators are giving everyone a taste of how unique Pennsylvania and the surrounding area truly is. People are going to have new experiences and see the East Coast on a whole new level."

But what makes New Jersey special?



No, it's not the Jersey Shore. Known as the Garden State, Andy says the various types of scenery makes it extra special. "We have a peaceful rural farm lifestyle yet from the end of our driveway we can be in Manhattan in an hour or so or on an ocean beach in 75 minutes."

## Join the Club

Many junior experiences would not be possible without the continued support of the Hereford Youth Foundation of America (HYFA). Donations to HYFA help fund scholarships, awards and events like JNHE.

"The youth are our future and HYFA is the best way to support youth and build future leaders," says Amy Cowan, director of youth activities and foundation.

JNHE attendees can join the Foundation Club. The club has four levels of membership with benefits including a membership pin, access to VIP parking and admittance to the club area. As in the past years, there will be a club loft



overlooking the showing open during the show — Wednesday through Saturday.

This year, the club also has a club lounge, located in the Commonwealth Room, which will be open from noon to 6 p.m. Monday through Friday. There will be a reception hosted in this

room for members following opening ceremonies tonight.

HYFA will also host its fifth annual golf tournament at the Hershey Country Club tomorrow. The four-man scramble will begin at 8:30 a.m.



### Reminders:

- **NOON State Baskets in place Upper Spine**
- **2 p.m. Princess Tea Banquet Hall**
- **3 p.m. Mentoring Mixer Susquehanna Room, KKC**

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# New Contest: Individual Sales

Yesterday, juniors participated in a brand new contest at the JNHE. Individual sales focused on providing a real-world example of sales in the ag industry. Competitors were allowed to sell a variety of products — an animal, semen, embryos, or any another ag-related product.

“We just felt like we were lacking a little bit and didn’t have as many teams participating in team marketing as we’d like and we wanted to offer something on an individual level where you wouldn’t have to get three kids together to practice and prepare something. We thought it would be a good opportunity for the individuals to prepare a marketing piece,” explains Amy Cowan, American Hereford Association director of youth activities and foundation.

“I chose to do individual sales because it let me practice my salesmanship skills more than I would be able to do at home,” says Danielle

Solomon, Columbia, Miss. “And the more you practice, the better you get.”

This contest promotes the importance of communication, marketing skills and an understanding of performance and pedigree information. Contestants are judged on knowledge, communication ability, organization and overall effect.

Designed to mirror team marketing, individual sales challenged competitors to sell a product in the same manner they will in the real world.

“I think it’s a great way to get youth



interested in marketing their own animals and it prepares them to talk and get used to speaking with producers,” says Mason Blinson, Buies Creek, N.C. “In my presentation I wanted to be more conversational with the judges and get them to really understand where I came from and where the cow came from.”

## Tips From the Top

Giving speeches can be difficult, whether you get to prepare and practice or give it on the fly. At the Junior National Hereford Expo (JNHE), juniors are challenged to compete both in illustrated speech and extemporaneous speech. While practice, practice, practice is common advice, these former winners share tips on how to succeed when giving speeches:

“Pick a topic that is relevant to industry and something that you can illustrate in a novel way that adds to your speech and doesn’t distract. Make sure your speech is memorized so it shows the judges you are prepared.”

— *Bethany Nolan, Gilmer, Texas*  
2011 first-place senior illustrated speech

“Be familiar with what’s happening in the breed. Read up on information because those are what the topics are over.”

— *Amanda Bacon, Siloam Springs, Ark.*  
2013 second-place senior extemporaneous speech and 2012 first-place senior illustrated speech

“It is very important to not only be knowledgeable about everything you say, but to also be comfortable with what you say. Also, start your sentences with different words, so you have less chance of mixing them up and you can deliver a smoother presentation.”

— *Lisa Reid, Brighton, Colo.*  
2013 first-place senior illustrated speech

“Don’t try to memorize word for word what you prepared in your short prep time. Most of all, remember to have a introduction, body and conclusion.”

— *Brooke Jensen, Courtland, Kan.*  
2013 third-place intermediate extemporaneous speech

“Have confidence when delivering your speech. A contestant who speaks confidently will always best a contestant who delivers the same speech without confidence.”

— *Jessica Lancaster, Jerome, Idaho*  
2012 first-place intermediate illustrated and extemporaneous speech

“Believe in what you are speaking about! You want the audience to agree with you and that starts with being confident. Also, dress appropriately and save your jeans for the barn. Presentation is important and having organized attractive posters adds to your presentation.”

— *Katie Nolles, Bassett, Neb.*  
2013 first-place intermediate illustrated speech

“Make sure to read through the materials, taking notes as you go. Start with an outline to keep your speech structured. Don’t let the numbers and statistics overwhelm you. It is also a great idea to bring personal touches into your speech by telling a story of how the topic relates to you.”

— *Rossie Blinson, Buies Creek, N.C.*  
2012 and 2013 first-place senior extemporaneous speech