

The People Behind the Campaign

In March, Chris Stephens and I traveled to Winona, Miss., to celebrate the life of the late Bill Ellard. This was my first visit to EE Ranches in Mississippi, and as I spent the weekend with Bill's family and closest friends, listening to the many stories, some dating back to Bill's childhood, it became very evident to me just how important preserving the future and providing opportunity for young leaders was to Bill.

We spent some time going through scrapbooks from the All American Hereford Expo that EE Ranches hosted in 1988 — what a tremendous outpouring of Southern hospitality was extended by Bill and Jo to hundreds of Hereford youth and their families. Now, more than 20 years later, Hereford youth around the nation are still experiencing an outpouring of generosity from Bill Ellard with the EE Ranches \$5,000 scholarships that are presented each fall.

I recall another trip Chris and I took to EE Ranches in Texas when the Hereford Youth Foundation of America (HYFA) was in the initial stages of the \$5 Million Capital Endowment Campaign. As we sat around Bill and Jo Ellard's dining room table, I saw how much passion and vision this couple had for developing the Hereford youth program.

The original goal of the campaign was \$2 million, but Bill challenged Chris to reach higher and set the goal at \$5 million. That conversation set the wheels in motion on the capital campaign, and since then HYFA has seen much growth and success. As we work to reach a \$2 million milestone, scholarship giving has increased, and in 2009 a total of \$45,750 was awarded to deserving youth who are continuing their educations.

Bill inspired all people to reach higher, achieve more and be better individuals. "Do the right thing because it is the right thing to do" was one of his famous quotes.

Bill was an incredible steward of the blessings God bestowed upon him in life and left the world a better place. Ellard's legacy is living on through HYFA and will continue to touch the lives of countless youth through the EE Ranches Scholarship. It is because of Bill's foresight and belief in youth that the future of the Hereford breed is in a better place.

Thank you, Bob and Loyd

Joining Jo Ellard on the new HYFA board in 2003 were two gentlemen that had a vested interest in educating youth, developing leadership and encouraging young people to return to production agriculture. Bob Call, Cushing, Okla., and Loyd Whitehead, Ft. McKavett, Texas, led the charge in developing the framework for the capital campaign, and they both were instrumental in setting all the policy and guidelines for the newly formed foundation.

Through their generous gifts, we now award the Whitehead Ranches Scholarship and the Bob and Dolores Call Scholarship each fall. Bob was the first president of the newly formed board and the accountant for the group, and Loyd's keen business savvy guided HYFA to new levels.

This spring, Bob and Loyd retired from the board. Saying "thank you" doesn't seem like quite enough for their years of service and dedication. I enjoyed working with them and so much appreciate their guidance and support.

A glance at the future

I recently returned from our 2010 HYFA spring board meeting in

Michigan. Tim and Nancy Keilty, Cottonwood Springs Farm, Cedar, Mich., hosted the board, and the group truly enjoyed our visit to historic Leland and beautiful Lake Michigan, and the wonderful hospitality of the Keiltys. Nancy is a newcomer to the board, and I appreciate the fresh ideas and perspectives that she brings to the table.

There are many exciting things on the horizon for HYFA. Boots and Brew II is being planned for the annual meeting weekend in Kansas City, and we have a very exciting foundation female offering for the 2011 National Western Stock Show. Hoffman Ranch and W4 are assembling an embryo package from their top donor cow lineup. The package will consist of a minimum of 30 embryos and will be a once in a lifetime opportunity to capture elite genetics from Hoffman/W4.

HYFA is headed to wine country in September 2011 when Kunde Estate Winery and Jim and Marcia Mickelson and their family host a fundraiser for Hereford youth with some of the breed's most elite genetics.

Eddie and Ruth Sims, National Cattle Services, Elgin, Okla., have been instrumental in making this idea a reality, and you will not want to miss out on this event in Sonoma, Calif. Stay tuned for details in future *Hereford World* issues and on *Hereford.org*. Thank you to HYFA President Ray Ramsey, Greenfield, Ind., and the entire HYFA board for your leadership and direction and, most importantly, for your passion and commitment to this program. Thank you to all who have supported and will continue to support the efforts of the HYFA — your gifts truly do keep on giving. **HW**