



FOR IMMEDIATE RELEASE

Contact: Kaylen Baker, kbaker@hereford.org

July 15, 2016

Jones Named Hereford Advisor of the Year

KANSAS CITY, Mo. — BJ Jones, DVM, Darlington, Wis., was honored as the 2016 Advisor of the Year, July 13, during the 2016 VitaFerm Junior National Hereford Expo (JNHE) in Madison, Wis.

Jones has been involved with Hereford for a number of years, first as a junior member and now as the advisor of the Wisconsin Junior Hereford Association (WJHA) beginning in 2006. In addition to his role as advisor, Jones is also a husband, a father to six children, a large animal veterinarian and is very active in his community and church.

Sondra Brancel, Endeavor, Wis., has worked alongside Jones as co-chair of his executive committee to plan the 2016 JHNE and speaks highly of his devotion to the families in the WJHA. She recalls one instance where Jones helped a young man, whose father was serving in Afghanistan, prepare his heifer for show and did everything to aid him in having a successful county fair. She said that instance serves as a template for every task Jones takes on.

“Everything he does is to the best of his ability, and I couldn’t be more proud to have worked along side him over these last few years of planning and preparation,” Brancel wrote in her nomination letter. “Through my role as co-chair, I too have been the recipient of BJ’s leadership and encouragement to grow in personal and professional development.”

According to Annah Dobson, the current WJHA Queen, dedication, passion and patience are all words that describe a good leader. She said Jones is all of those things and more.

“Now anyone can be a leader, but it takes a special person to do the job right,” Dobson wrote in her nomination letter. “Being able to deal with kids, cattle, and parents make that same person more than special; it makes them unique. Mr. BJ Jones has been more than just the advisor to the WJHA; he has been a mentor, a friend and the voice for the kids.”

Jones says this honor is very special to him and speaks volumes to the kind of people he has had to help him along the way.

“We had so much positive feedback this week, and this was just the cheery on top,” Jones says. “There was so much applause and to me, it felt like it was coming from the heart. It was a reflection not only on me, but the people we have here in Wisconsin that help put this on.”

###

The 2016 VitaFerm Junior National Hereford Expo was sponsored in part by Biozyme Inc., St. Joseph, Mo. The NJHA is one of the most active junior programs in the country with approximately 3,000 members. The NJHA's mission is to create and promote enthusiasm for the breed while providing opportunities through leadership, education and teamwork. For more information about the NJHA, visit www.jrhereford.org.

For JNHE pictures and additional news releases, visit www.herefordphotoshop.com/media.

Cutline: 2016 Advisor of the Year recipient, BJ Jones, pictured with 2015-2016 National Junior Hereford Association (NJHA) Vice Chairman, Taryn Adcock.