

DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION

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Fall 2008



Juniors Continue To Raise the Bar

Back for a second year are the Raising the Bar conferences. These conferences are coordinated by the National Junior Angus Association (NJAA) and the Angus Foundation. There has been a lot of time and effort put into these conferences to provide weekends of effective learning and fun. These conferences are developed to teach officers at a state level to become stronger and more effective leaders. Raising the Bar also allows for regions to share ideas and learn new ways for fundraising, membership retention, officer roles, leadership skills and so much more.

The junior Board has developed workshops that will be entertaining while teaching officers the fundamentals of being a leader. The specific workshops that have been developed for this year include: membership recruitment, fundraising, team building and



**Raising
the Bar**

goal setting, public speaking, what the NJAA can do for you, and specific officer training.

Each state is allowed to have five members of their officer team and two advisors attend the conference in their region. If there is a conference that is not in your region but is closer to your state that is easier to attend, we

Above & left: At a 2007 Raising the Bar conference, NJAA members participated in exercises designed to teach officers at a state level to become stronger and more effective leaders.

will work with you and your state to try and accommodate you to the best of our ability. Please try to attend your region's conference if possible.

The first is the Midwest conference in Saint Joseph, Mo., Oct. 17-19. The Western conference will be in Reno, Nev., in conjunction with the Western National Angus Futurity. The Southern conference in Nashville, Tenn., and the Eastern conference in Philadelphia, Pa., will take place in the spring. The dates will be sent to officers and advisors.

I hope all officers are able to attend and develop into even stronger leaders to go back and lead your state as well as help those younger members see why this association truly is the experience of a lifetime. I challenge each and every one of you to join us and help Raise the Bar!

—by Ann Blumer

Chairman's Perspective:



I believe we can all agree when I state that this past year has been full of change. Change can be found both within our lives and in the American Angus Association®. Some change has only been expected, while other changes perhaps have come as a surprise. Whatever the case may be, the best way to handle change is to embrace it.

We have all had to adjust to something in our lives. Change comes in a variety of forms, and can range from a new sibling, position on your sports team, teacher or town. All of these situations can prove to be challenging at times; however, we always seem to manage. Somehow we get past the difficulty, and we move forward.

Each hardship you encounter will only prepare you for what challenges lie ahead. When you look back at the times you thought

were unmanageable, you may view them differently. In any aspect, you must handle these situations in the present. Be proactive about the change, adapt as much as possible, and embrace the challenges and tribulations they bring.

Change can only make you stronger, enable you to adjust more easily and ultimately make you a better leader. Take hold of the changes you are given and use them to your advantage!

—by Mallory Trosper

Pop Tab Collections

Two years ago in Tulsa, Okla., the National Junior Angus Association Board started the first ever National Junior Angus Show community service project. Junior members started collecting tabs from aluminum cans to donate to Ronald McDonald House Charities, which provides free housing to families who have children in the hospital. At NJAS last year the total pop tabs donated to the Ronald McDonald House weighed 14 pounds (lb.).

This year we soared past our previously established record, collecting a grand total of 655.2 lb. of tabs. This equals a total of 830,392 tabs! The state that collected the most tabs received a pizza party sponsored by Lone Willow Acres of Fennimore, Wis., and Thornberry Angus of Monroe, Wis.

The winning state was Alabama, collecting a total of 128,220 tabs, which equates to 101.8 lb.

Great job, Alabama! The runners up in the competition were

Kansas, with 94.4 lb. of tabs, and Missouri with 92.8 lb. of tabs. Congratulations to the winning states.

The NJAA is excited for the tabulations at the 2009 NJAS in Perry, Ga. With the help of the entire association we can continue to improve our total count. We are all excited to see the total next year. Keep saving those tabs!

—by Robert Myers



NJAA BOARD OF DIRECTORS

TERMS UP IN 2009

MALLORY TROSPER, Missouri, **chairperson**, mbtrh2@mizzou.edu
BRANDON CREAMER, Colorado, **vice chairman**, creamer_b_150@hotmail.com
WALT STINSON, Tennessee, **communications director**, rwstinson21@tntech.edu
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ANN BLUMER, South Carolina, **membership director**, blumeea@millsaps.edu
BRIDGET DRISCOLL, Iowa, **leadership director**, bdrisco@gmail.com

TERMS UP IN 2010

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LINDSAY WAUGH, Minnesota, lindsay.waugh@ndsu.edu



The Schumann family — (from left) Dylan, Bryce, Wyatt, Jessye, Gina and Cassidy — has called eastern Kansas home “from the beginning,” according to Bryce.

Meet the New CEO: Mr. Bryce Schumann

Q: You have been chief executive officer for several months now. Are things going as you anticipated? Has there been a highlight or special moment during the past few months?

I feel good about the first few months, and I am optimistic about the opportunities we have available. The first major event I attended after selection as CEO was the National Junior Angus Show, so it was definitely a highlight and great place to meet members of the NJAA and Association. I really enjoyed the experience and seeing that we have so many active youth.

Q: The Association has undergone some restructuring in the past few months. Will there be more changes in the future? How does this fit in with your goals for the American Angus Association?

The goals established for the CEO position have evolved, and the changes in structure that have occurred will provide greater coordination for our organization as we face the future. Both the Association and the NJAA have grown and evolved to better serve our members, and they have experienced many changes. As an organization, change allows us

to adapt and succeed in an ever-changing beef industry.

Q: The National Junior Angus Association will soon have a new junior activities director. Do you foresee other changes in the junior program?

Some changes will be inevitable since all people are unique, and a new director will approach the challenge and responsibilities of this position in their own individual manner. The face of the NJAA and the way we approach our goals as an organization changes every year as a new Board is elected. The NJAA is stronger because of our continual evolution.

Q: Your family plays a huge role in your life. Did your wife or children offer you any advice upon your selection as chief executive officer of the Association?

My wife and family are a source of strength and help keep me grounded. Their excitement and pride when I was selected as CEO I will never forget. From time to time, they will offer words of encouragement or lend a listening ear. Just knowing they are behind me supporting my efforts and cheering me on is one of their great gifts.

Q: Is there someone who has inspired you during your lifetime?

My father has been one of my sources of inspiration. I lost him when I was in junior high, but the lessons he taught me and the example he set have had a great effect on my life. Sometimes when I experience a tough situation or problem, I think about how he would have approached the same thing, and it inspires me.

Q: I am inspired by your dedication to your family and the beef industry. Do you have any advice for a young person, such as myself?

Always keep moving forward! When you set a goal and have a setback, don't settle for less. Things that are worth obtaining do not come easily; they take effort and commitment. When you obtain a goal, enjoy the ride but don't celebrate too long; keep your eye on the horizon and look toward the next challenge. Don't hold back. Get involved and pursue those things you have a passion for. Life is short, so dedicate your effort to the things that really matter.

— by Brandon Creamer

Juniors Elect Six New



Kirbe Schnoor

Hometown: Chowchilla, Calif.

Age: 19

College: Fresno State

Major: double major in mass communications and journalism and political science

Future plans: attend law school to have a career within politics and journalism

Favorite food: bananas and peanut butter

Hobbies: watersports including wakeboarding, surfing and tubing, and intramural sports at school where I participate with my sorority

Favorite NJAA experience: watching my sister being elected to the NJAA Board and seeing her serve her two years

Who is your favorite American personality and why: Trey Davis. Because he's Trey Davis!

Describe briefly your family's Angus operation: Our cow herd currently consists of about 80 registered head, which we breed for show cattle to sell to juniors throughout the state of California.



Ashlyn Carter

Hometown: Noblesville, Ind.

Age: 20

College: Purdue University

Major: prepharmacy

Favorite food: strawberries and whipped cream

Hobbies: exercising, hiking, horseback riding

Favorite NJAA experience: participating as a candidate at the

candidate-delegate dinner at junior nationals

Who is your favorite American personality and why: Payton Manning. He is an excellent spokesman; his commercials are hilarious; and he is the leader of the best team in the NFL, the Colts.

Describe briefly your family's Angus operation: We manage about 60 purebred cows along with 60 recipients. We raise show heifers and bulls, which we sell in our annual commercial bull sale in March.



Andrew Rogen

Hometown: Brandon, S.D.

Age: 19

College: South Dakota State University

Major: biology/preveterinary medicine

Favorite food: Italian

Hobbies: showing cattle, soccer and long walks on the beach

Favorite NJAA experience: winning the junior show at the National Western Stock Show with a bred-

and-owned heifer out of a cow we raised

Who is your favorite American personality and why: Jon Stewart. He brings politics and policy into prominence with satire and humor.

Describe briefly your family's Angus operation: My family has a herd of 47 purebred Angus cattle that we breed with a focus on producing functional show-quality animals that perform after the showing.



Christopher Cassady

Hometown: Ancona, Ill.

Age: 21

College: Texas A&M University

Major: animal science with emphasis on beef production

Future plans: I hope to establish my own embryology clinic and serve as a manager for a show cattle operation.

Favorite food: steak (of course)

Favorite NJAA experience: advancing to the finals in the 2006 NJAS showmanship contest

Favorite personality: Michael Jordan. Being a huge sports fanatic, I have always admired the greatest basketball player of all time. I admire his dedication and passion for his job while reflecting the attitude of a true champion.

Family's operation: My father, Kevin Cassady, and I operate C-5 Angus, which consists of approximately 40 purebred Angus cows and 30 commercial recipients. We utilize artificial insemination and embryo transfer to produce Angus cattle that can succeed in the showing. We show at state and national levels and consign in the annual Dameron Angus "Focus on the Future" sale in November.

Directors



Lindsay Waugh

Hometown: Goodhue, Minn.

Age: 21

College: North Dakota State University

Major: animal science/equine studies

Future plans: a job in the beef industry

Favorite food: steak and ice cream

Hobbies: outdoor activities, working with cattle, riding horses, spending time with family and friends

Favorite NJAA experience: the LEAD conference and meeting NJAA members

Who is your favorite American personality and why: Reba. She has led a very successful life by doing what she loves.

Describe briefly your family's Angus operation: We raise and sell all natural Angus beef from our herd of about 50 Angus cows, where we utilize artificial insemination and embryo transfer.



Robert Myers

Hometown: Yamhill, Ore.

Age: 19

College: Oregon State University

Major: animal science with a minor in ag business management

Future plans: I want to earn a master's degree in ruminant nutrition, which I hope to apply by either working for a feedlot or registered Angus operation.

Favorite food: sushi

Hobbies: showing cattle and sports

Favorite NJAA experience: LEAD. I love spending time with all my Angus friends without the stress of being at a stock show.

Who is your favorite American personality and why: Henry Ford. I admire the work that he accomplished in his lifetime and his ideas that helped change America.

Describe briefly your family's Angus operation: I am a first-generation Angus breeder. I have been raising Angus cattle since I was about 9 years old and currently own about 20 registered pairs, which I manage on my parents' Christmas tree farm.

— by Walt Stinson

2008 LEAD

"Take it to the TOP"

The 2008 *Leaders Engaged in Angus Development (LEAD)* Conference was in Billings, Mont., Aug. 1-4. Participants learned how to "Take it to the Top," which was this year's theme for the conference. These four days were filled with fun, laughter, learning and never-ending excitement. There were 215 juniors and advisors from 33 states and Canada that attended the annual conference.

Through the course of the weekend the group attended workshops, listened to speakers, took part in numerous tours, and challenged themselves mentally and physically. They grew personally and developed their skills as a leader within their state association, the NJAA and within the beef industry.

The first evening opened with a welcome from the Montana Junior Angus Association president Emily Kading, then followed with American Angus Association® Regional Manager Andy Rest discussing topics about Montana and its history to familiarize many first-time visitors with the state and its Angus heritage. Motivational speaker Alvin Law had LEAD participants roaring with laughter and in complete awe as he spoke about life's difficulties and how to overcome them. He then demonstrated some of the difficulties he has overcome while living without arms by performing on the snare drum and piano.

Many tours also filled the weekend with educational entertainment. Places that were visited include: the NILE (Northern International Livestock Exposition), Billings Livestock Commission, Genex Hawkeye West, Midland Bull Test, ORigen Genetics, Little Big Horn Battlefield and Vermilion Ranch. An afternoon of exhilaration, pleasure and some friendly competition was spent on the Stillwater and Yellowstone rivers white-water rafting.

A portion of LEAD was spent in educational and reality-based workshops that were presented by the junior Board. They covered areas such as industry knowledge, etiquette in several real-life situations, the present agriculture market and how to benefit from it, and also covered interviewing skills to help you be successful and have a competitive edge.

Another successful LEAD Conference concluded with Kim Anderson from the University of Georgia Fanning Institute. She led everyone in fun and interactive group activities to take each person's leadership skills to the next level.

To anyone who has never attended a LEAD Conference, I highly recommend and strongly encourage you to participate in one. I am convinced you will not be disappointed with the experience. For more information about LEAD, you can look it up on the NJAA web site at www.njaa.info.

— by Lindsay Waugh



Fisher Dedicates 17 Years to the NJAA

There are people in our lives who empower, touch and encourage us. They help us find those unique characteristics within ourselves, and teach us to use them to achieve great things. People like this leave a lasting effect, are hard to come by, and are the ones you never want to lose. James Fisher is one of those people.

For 17 years James dedicated his life to the Junior Activities Department of the American Angus Association.[®] As the director of junior activities, James spent countless days away from his home, doing everything he could to strengthen the NJAA. Whether it was improving the current programs, or helping create new contests and conferences, James was always looking for means to benefit the members. He initiated leadership and life skills programs for juniors across the country. Not only did he help develop those skills, but he would put them to the test. He expected a great deal from the junior Board and members, but this was only to enable them to better themselves and their abilities.

James has been a mentor, leader and friend to countless individuals inside and out of this association.

Current and past members of the NJAA have been touched by James, regardless of their age. Brody and Bryce Fitzgerald are certainly examples that James could make big effects in a short amount of time.

Their surprise when they heard of James' resignation soon turned to sadness as they realized the person who had played such a significant role in their junior careers would not always be there like before. Although they were saddened by the news, they realized the gift they had been given. Bryce captures what quite a few juniors felt about James when he stated, "I was always excited to get to see him at shows."

No matter what the circumstances were, whether you placed in a contest or got last in your class, there was something James had the ability to do and Brody recognized this trait when he conveyed, "He always made me smile."

With the span of years that James fulfilled his position, he had the opportunity to watch juniors literally grow up in this association. From their very first National Junior Angus Show, until they walked out of the showring for the last time, with their Gold Award in

hand, James was there. He worked with junior Board members from all across the country, and has stayed in contact with many of them. He has watched past members marry and start families of their own, while keeping in close contact with them.

Heather (Kalino) Shultz is one of those past Board members. Currently she is a co-chair for the 2009 National Junior Angus Show in Perry, Ga. Heather captures her years as a Board member by saying, "Yes, it was an honor to wear the coveted 'green jacket' and represent our peers. It was an honor to work with such a dedicated individual who empowered and trusted a group of youth to lead the single largest junior breed association. We played hard, but worked even harder under the supervision of James Fisher."

James has been a mentor, leader and friend to countless individuals inside and out of this association. The National Junior Angus Association and the American Angus Association are forever indebted to him for the work he has done. The effect he has left on these associations and their members is immeasurable but felt by all. James — thanks for giving us your life, we hope we have made you proud.

— by Mallory Trospen

Spotlight on a Junior: Katie Lents

Katie Lents is a true Georgia peach. She is 19 years old and comes from Eton, Ga. In a recent interview with her, I asked her a few questions about herself and her involvement with the National Junior Angus Association. She has gotten very involved with the NJAA throughout the years and always looks forward to meeting new people. So let's meet Katie!

1. A little family info (brothers, sisters, parents) ...

My wonderful parents are Joey and Deborah Lents. And, I couldn't ask for a better brother, Mark.

2. Where are you going to school? Why are you there? What made you choose that school?

I am currently a freshman at Connors State College in Warner, Okla. I'm on the livestock judging team as well as treasurer and secretary of the division of agriculture. I couldn't think of a better place to go

than Oklahoma to compete at a collegiate level when evaluating livestock!

3. How did you start showing Angus cattle?

I started showing cattle at the age of 10 going to county fairs then working my way up to the state and national level. I began showing Angus cattle two years after that ... and haven't stopped since.

4. What are your future plans ... Angus ... not Angus ... etc.?

The Angus breed has been such a huge part of my life. It is a breed and association that I respect and I am proud to be a part of. I look to remain a member of the association



and hopefully serve as a director on the National Junior Angus Association Board of Directors. While remaining involved in the Angus breed, I would also like to pursue a degree in genetics, specifically in embryo transfer within the cattle industry.

5. What's your favorite food?

My favorite food would be a *Certified Angus Beef*[®] steak, aged to perfection and served medium well.

6. What's your favorite thing to do in your free time?

I enjoy spending time with family and friends, as well as with everyone in the Angus association.

— by Kirbe Schnoor



Christmas in July

“Christmas In July” took place in Des Moines, Iowa, at the National Junior Angus Show (NJAS) July 13-19 at the Iowa State Fairgrounds. As always, the show was a great success with 1,141 head exhibited. The show began on Wednesday with bred-and-owned animals judged by Mark Duffell of Aldie, Va. Champion bred-and-owned female went to KAF Bree shown by Leo

Kruse of Rudd, Iowa. Reserve respectively went to Trey Davis of Doerun, Ga., with Davis Shadoe 7288. Champion bred-and-owned cow-calf pair went to Blake Boyd of Mays Lick, Ky., and reserve to Lindsey Grimes of Hillsboro, Ohio. The champion owned cow-calf pair belonged to Mandy Richardson from Louisa, Va., and the reserve went to Courtney Jass of Garner, Iowa. The grand champion bred-and-owned bull was claimed by Walt Stinson of Talbott, Tenn., and the reserve to Garrett Johnston from Staunton, Va.

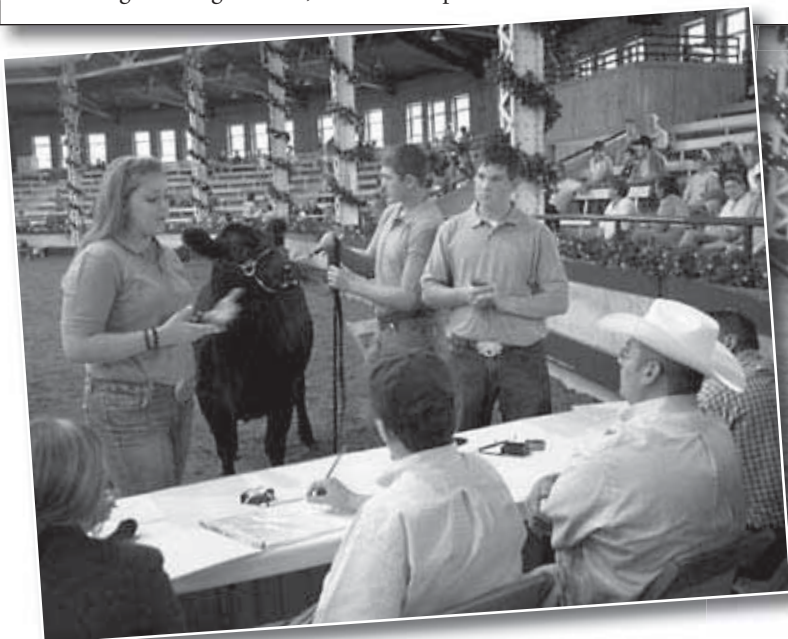
On Wednesday the show continued with steers judged by Blake Bloomberg of College Station, Texas. Champion steer honors went

to Kade Patton of Frankfort, Ind., and reserve went to Katy Satree of Montague, Texas. The show concluded on Friday and Saturday with owned females judged by Chris Sankey from Council Grove, Kan. Rising to the top out of 669 owned females was WK Georgina 7315 exhibited by Danielle Foster from Niles, Mich., followed by DAJS Lola 240 shown by Katy Satree of Montague, Texas. Congratulations to all!

More congratulations go out to the top five competitors in this year’s National Junior Angus Showmanship Contest judged by Holly Gamble Meier, Jim Pipkin and Donnie Robertson. Rising to the top of the deep competition was Jennifer Ann Smith from Elysian Fields, Texas. The week’s excitement came to a peak when six new directors were elected to the National Junior Angus Association Board of Directors. The newest team of “green jackets” consists of Kirbe Schnoor from California, Robert Myers of Oregon, Andrew Rogen from South Dakota, Lindsay Waugh from Minnesota, Christopher Cassady of Illinois and Ashlyn Carter from Indiana.

Overall, the week was a great success, and the Iowa junior and adult associations did a fantastic job of bringing “Christmas in July” to all who attended the 2008 NJAS!

— by Ashlyn Carter



NJAA DIRECTOR WORD FIND — by Andrew Rogen

Blumer

Carter

Cassady

Creamer

Davis

Driscoll

Myers

Rogen

Schnoor

Stinson

Trosper

Waugh

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Answer key
on page 6

Seeking your input!

The American Angus Auxiliary is gathering input on a new program they hope to create to encourage juniors from across the country to promote Angus and beef, especially to nonagricultural groups. The program will provide juniors with the education and materials to promote Angus and beef and recognize them for their efforts.

The need to educate consumers and children about beef production has never been greater as each generation becomes further removed from agriculture. The Auxiliary is aware of several states that have ambassador programs, usually organized through the cattlemen's associations. Rather than having just a few ambassadors across the country, we would like to have junior Angus and beef promoters in every state and are looking forward to launching this new program. We also see this as a great opportunity for juniors to utilize their knowledge of the Certified Angus Beef LCC program.

To do this, we are in the process of gathering more information from the juniors. Please take a few minutes to answer the questions to the right and return the form to our committee chairperson, Merridee Wells at 9425 FM 932, Hamilton, TX 76531, or fax it to her at 254-386-4737, or you can e-mail your comments to her at wellsattle@htcomp.net. It would be appreciated if you could respond by Nov. 20.

If you are interested in promoting beef and the Angus breed, what type of activities would you enjoy doing? (ie, presentations at schools or to community groups, displays at grocery stores, fairs, malls, etc.)

Are you interested in receiving training/education for promoting Angus and beef?

No _____ Yes _____ If yes, what types of materials and training would be useful? (Computer information, web site materials, handouts, PowerPoint presentations, interactive software, DVDs, brochures, etc.)

We would like to recognize juniors for their efforts in promoting Angus and beef. What type of recognition would you like to see?

Important Dates and Deadlines for Juniors

JANUARY 2009

- 13 National Western Stock Show Junior Heifer Show, Denver, Colo.

FEBRUARY 2009

- 1 Ownership and entry deadline for the Mid-Atlantic Junior Angus Classic (MAJAC) Show
- 1 Application deadline for the Junior Activities summer internship

MARCH 2009

- 1 Deadline for Honorary Angus Foundation and Advisor of the Year nominations
- 1 Ownership & Entry deadline for the Western Regional Junior Angus Show
- 13-15 MAJAC Show, Harrisonburg, Va.
- TBA NJAA Board Meeting

APRIL 2009

- 15 Ownership and entry deadline for the Atlantic National Junior Angus Show
- 24-25 Western Regional, Reno, Nev.

MAY 2009

- 1 Deadline for Gold Award applications
- 1 Outstanding Leadership Award applications due

- 1 Ownership & Entry deadline Northwest Regional Preview Junior Angus Show
- 1 Ownership & Entry deadline Central Regional Preview Junior Angus Show
- 1 CAB/NJAA scholarship applications due
- 1 Angus Foundation scholarship applications due
- 15 Ownership & Entry deadline Eastern Regional Junior Angus Show
- 22-24 Atlantic National Junior Angus Show, Timonium, Md.

JUNE 2009

- 1 Ownership & Entry deadline National Junior Angus Show
- 1 Entry deadline for NJAA Creative Writing, NJAA/AJ Photography, and NJAA Graphic Design Contests
- 1 Entry & Recipe deadline for All-American *Certified Angus Beef*® Cook-Off
- 1 Ownership deadline All-American Angus Breeders' Futurity Junior Angus Show
- 10 Deadline for NJAA Public Speaking Contest speech outlines

- 15 Deadline for submitting names of state candidates and delegates for NJAA elections
- 15 LEAD registrations due (early registration deadline)
- 18-20 Central Regional Preview Junior Angus Show, Springfield, MO
- 20 Entry deadline All-American Angus Breeders' Futurity Junior Angus Show
- 25-27 Eastern Regional, Columbus, Ohio
- TBA Northwest Regional Preview Junior Angus Show, Filer, Idaho

JULY 2009

- 19-25 National Junior Angus Show, Perry, GA
- 30-
- Aug. 2 The All-American Angus Breeders' Futurity Junior Preview Show, Louisville, Ky.

AUGUST 2009

- 1 Ownership deadline (issue date) for NAILE Junior Show
- 6-9 LEAD Conference, TBA

SEPTEMBER 2009

- 10 Entry and ownership (issue date) deadline for American Royal Junior Heifer Show
- TBA NJAA Board Meeting, St. Joseph, Mo.

OCTOBER 2009

- 1 Entry deadline for NAILE Junior Heifer Show
- TBA American Royal Junior Show, Kansas City, Mo.

NOVEMBER 2009

- 20 Entry and ownership deadline (issue date) for National Western Stock Show – Junior Competition

Note: American Royal, NAILE & the National Western ownership deadlines are ISSUE DATES. All other deadlines are POSTMARK DATES.

2010 DATES & SITES

- May 27-30 Atlantic National, Timonium, Md.
- June 23-27 Eastern Regional, IL
- June 25-27 Northwest Regional Preview, Prineville, OR
- July 11-17 National Jr. Angus Show, Denver, CO
- July 29-Aug. 1 The All-American Angus Breeders' Futurity Junior Preview Show, Louisville, Ky.
- TBA Western Regional, Reno, Nevada

Each household with one or more active NJAA members is to receive one copy of each semiannual youth-oriented issue of the ANGUS JOURNAL® (May and September) and one copy of each semiannual NJAA DIRECTIONS newsletter (Spring and Fall). If you, a brother or sister do not receive these issues, contact the ANGUS JOURNAL Circulation Department or the American Angus Association Membership Department.

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