

# DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION

3201 Frederick Ave., Saint Joseph, MO 64506-2997  
816-383-5100 • [www.angus.org/njaa](http://www.angus.org/njaa) • [info@njaa.info](mailto:info@njaa.info)

Fall 2012

## Meet Your New Angus Ambassador

**C**ongratulations to Lauren Adcock of Moweaqua, Ill., for being selected as the first-ever Angus Ambassador. This is our first year having the Angus Ambassador program and it is designed to recognize a junior Angus member that will represent the Angus breed at several industry-wide events for one year.

"The Angus Ambassador position is definitely going to be a once-in-a-lifetime experience and opportunity," Adcock says. "The amount of networking that it consists of and meeting with other industry enthusiasts will be invaluable."

The Angus Ambassador applicants are from ages 17-20 years old and must have Angus cattle and be member of the American Angus Association. Each applicant submitted a cover letter, resume and answered two industry questions. Judges then selected the top five finalists that came to the Association headquarters in Saint Joseph, Mo. There they received a tour of the Association and presented a 12-15 minute speech relevant to the beef industry.

*"The Ambassador program will give me the opportunity to bring together the junior and the adult organizations as one, and become a stronger front as an Association to educate the public about the Angus breed," says Lauren Adcock, recently selected as the NJAA's first-ever Angus Ambassador.*



Adcock's topic covered the drought of 2012 and the impact on the beef industry. Great job to the other top finalists: Esther McCabe of Elk City, Kan.; Hannah Wright, Spring City, Tenn.; Blaine Novak, Ford, N.D.; and Tyler Ottensmeier, McLouth, Kan.

We would also like to thank our judges Wes Tiemann, Association regional manager; Larry Corah, Vice President of Certified Angus Beef LLC; Sally Northcutt, Association genetic research director; Becky Hays of Centralized

CONTINUED ON PAGE 3



*Lauren Adcock begins a yearlong term as the Angus Ambassador, traveling to events such as the National Angus Conference & Tour in Wichita, Kan. (shown above and right); a Certified Angus Beef® (CAB®) Building Blocks Seminar in Wooster, Ohio; the Beef Improvement Federation (BIF) annual symposium in Oklahoma City, Okla.; the Cattle Industry Annual Convention in Tampa Bay, Fla.; and the Guiding Outstanding Angus Leaders (GOAL) Conference in Canada.*

# Chairperson's Perspective:



**F**or those to whom much is given, much is required." When John F. Kennedy addressed his colleagues of the Massachusetts legislature in 1961 as the newly elected President of the United States of America, his words acknowledged two things. First, the unimaginable importance of the obligations he was about to face and be expected to fulfill and, second, the people who had entrusted him with that responsibility and his gratitude toward them.

As youth growing up in agriculture, involved in the beef industry and members of the National Junior Angus Association (NJAA), each of us are one of "those to whom much has been given." We work hard and enjoy opportunities to see places, meet people, and learn things that

many of our peers cannot imagine. Even on the days when the water hoses are frozen or the tractor will not start and we may not feel all that privileged, one look at a backdrop picture from the National Junior Angus Show (NJAS), or a funny text from a friend five states away reminds us of how much we have to be thankful for.

As the lucky ones, our blessings do not come with strings unattached though. In return for all we are given and afforded, we should challenge ourselves and one another to make the most of our opportunities. After all, "much is required."

Through the NJAA, we have all been given the tools to go out into the world and make it better: feed, educate and lead people. We learn things like communication skills, work

ethic and accountability; the qualities people in agriculture are known for, and we can continue to carry and pass this torch into the future.

In the coming year as the National Junior Angus Board serves its members, we will always remember the reason we wear the green. This opportunity is not taken lightly; you, as members, have given us much and we have taken on the responsibility of what is, in turn, required. That is only the beginning though. We all have the power, and if we take JFK's words to heart, even the obligation to give back, to change the world around us. I challenge you to take what you've been given and turn it into something you can pass on. Share your experiences, lead by example and never settle for less than your personal best.

— by *JanLee Rowlett*

## Sweepstakes Champions

Being a member of the Angus industry means being a part of a team. National Junior Angus Association (NJAA) members receive lots of practice working as members of a team, whether it's with their parents and siblings, favorite showmanship heifer or fellow state junior association members. Every year at the National Junior Angus Show (NJAS), a prize is awarded to the state that is able to work together as a team during contests throughout the week to capture the title of the coveted sweepstakes winners.

The Sweepstakes contest began in 1992 and has been awarded every year since to state junior associations at the NJAS with 30 head or fewer, and states with more than 30 head.

The state of Kansas boasts a 15 year winning streak. However, this year, when the NJAA convened in Louisville, Ky., a group of juniors from Illinois had a plan to take the title back to the Land of Lincoln.

"As a state, we set the goal to capture the sweepstakes title at the beginning of the year," says Illinois Junior Angus Association (IJAA) member, Lauren Adcock.

With that goal in mind, the IJAA captured the 2012 Sweepstakes title.

In order to get more members involved and create interest in participating in the project, they developed an incentive program that made juniors eligible for prize drawings to be held the week of NJAS.

For every contest entered, a junior received an entry into a drawing

"It was fun to watch juniors network and learn about teamwork skills; the sweepstakes competition is more than a title, it's leadership building for the future leaders of the Angus Association," Adcock says.

The IJAA state advisors also took part in the action.

"Our advisors really worked hard to make sure that if a junior wanted to participate in a contest, they knew the deadlines, rules and objectives of each contest. We could not have done any of it without the support and guidance from our awesome advisors," Adcock says.

The juniors from Illinois serve as true examples of what can be done when a goal is set, a plan is set into action and people come together to achieve a common goal.

— by *JanLee Rowlett*

### NJAA BOARD OF DIRECTORS

#### TERMS UP IN 2013

**JANLEE ROWETT**, Tennessee, chairperson, [Janlee.rowlett@okstate.edu](mailto:Janlee.rowlett@okstate.edu)

**SALLY YON**, South Carolina, vice chairperson, [sallyy@g.clemson.edu](mailto:sallyy@g.clemson.edu)

**JENNIFER EWING**, Illinois, communications director, [ewing6@illinois.edu](mailto:ewing6@illinois.edu)

**MEGAN AHEARN**, Texas, Foundation director, [megan.ahearn@bba08.mcombs.utexas.edu](mailto:megan.ahearn@bba08.mcombs.utexas.edu)

**KELLI RETALLICK**, Wisconsin, leadership director, [kretallick@wisc.edu](mailto:kretallick@wisc.edu)

**MEGHAN BLYTHE**, Kansas, membership director, [mblythe7@ksu.edu](mailto:mblythe7@ksu.edu)

#### TERMS UP IN 2014

**JACY ALSUP**, Arkansas, [jacya@ostatemail.okstate.edu](mailto:jacya@ostatemail.okstate.edu)

**MAGGIE JASPER**, Kentucky, [jasper\\_maggie@yahoo.com](mailto:jasper_maggie@yahoo.com)

**DANIEL MCFARLAND**, Louisiana, [daniel\\_mcfarland@yahoo.com](mailto:daniel_mcfarland@yahoo.com)

**LUKE NORD**, Minnesota, [lnord5@hotmail.com](mailto:lnord5@hotmail.com)

**JENA WAGNER**, Montana, [jenalee.wagner@gmail.com](mailto:jenalee.wagner@gmail.com)

**PAIGE WALLACE**, Missouri, [paigeawallace@gmail.com](mailto:paigeawallace@gmail.com)

# NJAA: It's more than Showing Cattle



In July at the National Junior Angus Show (NJAS), we broke an Angus record: the highest number of junior members to ever participate in the NJAS. Hats off to you!

With almost 1,000 junior members in attendance at the NJAS, or participated in a contest via mail submission, I know we are capable of exceeding this number with more NJAA members participating.

With that being said, here is a list of ways to get involved in the NJAS without owning an Angus show animal or being able to travel to the NJAS.

As a junior member, you have the opportunity to participate in so much more than showing cattle. Here are a few examples to get involved today.

- ▶ Life Skills Contests – The NJAA offers 17 different contests for you to participate in the summer months. Contests such as the video contest, photography contest and writing contests allow junior members who are unable to attend NJAS to submit an item entry.
- ▶ Leaders Engaged in Angus Development (LEAD) Conference – A favorite for many juniors, with NO cattle involved. Each year the NJAA hosts a LEAD Conference in a different part of the United States. Junior members 14 years of age and older can attend this four-day conference.
- ▶ Raising the Bar – Two conferences are held on a weekend each year throughout the United States on a college campus.

- ▶ Workshops – Regional Preview shows offer fun nights, Angus: Break the Ice, and mini-LEADs to juniors in their regions. These are offered to juniors at no charge, and include a lot of entertainment.
- ▶ Ambassador Program – One junior member has the opportunity to represent the Angus breed and travel across the United States and Canada to various industry events.
- ▶ State Associations – Become an officer in your state today! Contact a local breeder, state advisors or other junior Angus members to find out how to get involved.
- ▶ Scholarships – Applications are due May 1, but being involved outside of the showing and in your community still allows you to become a highly qualified applicant for a scholarship.

So, step out of the showing and get involved in the many other opportunities available to you as a member of the NJAA. With the financial support of the Angus Foundation, many of the above opportunities are available to you at little or no costs.

Use the NJAA green information booklet that you receive in January or the NJAA website as a road map for your next year to get involved. Let's break even more records for the numbers of attendance at the many NJAA events offered across the country.

— by Robin R. Ruff

## Meet Your Angus Ambassador CONTINUED FROM COVER

Ultrasound Processing (CUP) lab; and Chris Sankey, Association board member.

Adcock is a senior at the University of Illinois studying agriculture and consumer economics with a finance concentration. She is the daughter of Bob and Sherry Adcock. Along with her three siblings Justin, Taylor and Tyler, their family operates Adcock Land & Livestock. The farm consists of 3,400 acres of row crops and 75 head of Angus and Simmental cattle.

Adcock says this experience will allow her to become a better advocate for the Angus and beef industry.

Look for Lauren at these events, including state association meetings, field days, and farm visits.

- ▶ National Angus Conference and

Tour – October 3-5, 2012 – Wichita, Kan.

- ▶ Certified Angus Beef Building Blocks Seminar – January 2013 – Wooster, Ohio
- ▶ NCBA Cattle Industry Annual Convention – February 6-9, 2013 – Tampa, Fla.
- ▶ GOAL Conference – February 16-81, 2013 – Regina, SK, Canada
- ▶ Beef Improvement Federation (BIF) – June 12-15, 2013 – Oklahoma City, Okla.

— by Sally Yon

**Editor's note:** Funding for Adcock's travel expenses and registration fees are provided by the Angus Foundation, thanks to the generous donations it receives from Angus breeders and friends.



Competing for the title of Angus Ambassador in the top five were (from left) Tyler Ottensmeier, McLouth, Kan.; Hannah Wright, Spring City, Tenn.; Esther McCabe, Elk City, Kan.; Lauren Adcock, Moweaqua, Ill.; and Blaine Novak, Fordville, N.D.

# Meet the New Six...

**T***his past July* Angus enthusiasts and families from across the country gathered in Louisville, Ky., for the National Junior Angus Show (NJAS). Throughout the week Angus juniors exhibited Angus cattle and competed in various contests.

Plus, every year at the NJAS, six individuals are selected to serve on the National Junior Angus Association Board of Directors. The candidates take part in numerous activities that include a dinner, speech and roundtable discussion.

During the 2012 NJAS closing ceremonies, these six members were announced as the new junior directors: Daniel McFarland, Louisiana; Jena Wagner, Montana; Paige Wallace, Missouri; Jacy Alsup, Arkansas; and Lucas Nord, Minnesota. If you haven't had the opportunity to meet the new junior board, here is a little insight.



## Jena Wagner

### What are you majoring in?

Agricultural communications with a minor in graphic design.

### What chore do you absolutely hate doing?

Fixing fence; it always takes so long to put the post in straight for the clips to fit.

### If you could learn to do anything, what would it be?

I have always wanted to play the piano.

### If you had to evacuate your house immediately, what is the one thing you would grab on the way out?

My favorite pair of high heel shoes or my curling iron!!!!

### What is your worst weakness?

Ice cream; I love ice cream! I would even have a pint of Ben and Jerry's Half Baked ice cream before every soccer and basketball game.



## Maggie Jasper

### What are you majoring in?

I am majoring in occupational science with the hopes of obtaining a master's degree in occupational therapy.

### What do you plan on accomplishing five years from now?

I hope to be a licensed Occupational Therapist in five years. More than this, I hope to still be involved in the Angus industry in a unique way. Though my career field does not directly relate to Angus cattle on

a daily basis, I hope to instill in my patients the skills I have obtained through my time as an Angus youth.

### If you could learn to do anything, what would it be?

Learning to two-step and line dance is something I wish I could learn. I've

given it my best effort, but there is something between my brain and my feet that just does not link together to produce any quality moves.

### If you had to evacuate your house immediately, what is the one thing you would grab on the way out?

I cannot choose just one thing, so I've narrowed it down to two: my Bible and memory box. These two items contain precious information that is truly important for my life. Though there are other things that I cherish, let's face it, the house is probably on fire. I'm getting out!

### Which is your favorite non-profit organization? What do you do to help?

There is a small church in Booneville, Ky., that helps the less fortunate in the surrounding community. They organize a food and clothing bank that people can utilize once a month. I try to volunteer about once or twice a year. Each time I have gone has been beyond rewarding. Being there for the short time that I am, I come to realize what is truly of value in my life. When you have nothing, those around you are everything.



## Daniel McFarland

### What are you majoring in?

I am currently an animal science/pre-vet major with a biology focus.

### What do you plan on accomplishing five years from now?

In five years I hope to be in my second year in medical school.

### If you could be any fictional character, who would you choose?

If I could be a fictional character, I would have to be Mickey Mouse. He

had it all — the wife, friends and let's not forget, he is the center of the whole Disney franchise.

### If you could learn to do anything, what would it be?

I have always wanted to learn how to whistle. I have tried just about a thousand times, but I just cannot figure it out.

### Which is your favorite non-profit organization? What do you do to help?

One of my favorite non-profit organizations is a national chimpanzee



sanctuary called “Chimp Haven.” This sanctuary is one of the largest chimpanzee sanctuaries in the nation. It is located a few miles from my home in Louisiana and I have been volunteering there since the eighth grade. Throughout my time with the organization, I helped raise a few thousand dollars for the chimpanzee sanctuary to help with costs.



**Jacy Alsup**

**What are you Majoring in?**

Agribusiness/Marketing Agribusiness/Marketing

**What chore do you absolutely hate doing?**

Laundry — especially the folding and putting away part.

**If you could be any fictional character who would you be?**

Katniss Everdeen from the Hunger Games

**If you have to evacuate your house what would you grab?**

Every picture I could find and my pearl necklace that was given to me by my grandmother.

**What’s the hardest thing you’ve every done?**

I did a home stay in a very poverty stricken town during my study abroad trip in Costa Rica. There was no running water or air conditioning, and I found at least a couple cockroaches in my bed each night. It was rough at the time, but it made me realize just how lucky I really am.



**Paige Wallace**

**What do you plan on accomplishing five years from now?**

I plan on graduating from OSU with a degree in agricultural communications. After that I will either attend graduate school or find a job in the agriculture field. I would love to work in broadcasting, marketing or communications.

**What’s the hardest thing you’ve ever done?**

The hardest thing I’ve ever done was when I moved over 1,100 miles away this summer for an internship. Instead of traveling to shows all summer with my family, I spent my summer in Washington, D.C. I knew very few people in D.C. and missed my family. But it made me appreciate my family and friends, and of course, my cattle shows.

**If you could learn to do anything, what would it be?**

I would love to learn how to skydive!

**If you had to evacuate your house immediately, what is the one thing you would grab on the way out?**

My computer, it has everything on it!



**Lucas Nord**

**If you could be any fictional character, who would you choose?**

Stewie Griffin from Family Guy

**Which is your favorite non-profit organization? What do you do to help?**

Habitat for Humanity. Help build houses for families without a home.

**What do you plan on accomplishing five years from now?**

Graduate from college with an animal science degree.

**What chore do you absolutely hate doing?**

Cleaning out grain bins.

**If you could learn to do anything, what would it be?**

Trim hooves.

— by Luke Nord

# Green Coats: Coast to Coast

Would you like for an NJAA Board member to attend your state association meeting and put on a workshop for all state association members? The green jackets are travelling across the United States to meet and work with fellow junior members on various topics such as team building, membership recruitment, officer training, etc. Talk with your state advisor and tell them you want a green jacket to come to your next show or meeting.



# Spotlighting Juniors that Excel Outside of the Showring

*Every NJAA member* has what is known as “Our Other Life.” It’s our lives outside of the showring, which includes family, school and sports. For the few not-so-average, daily second lives.

## Cameron A. Ward

Cameron A. Ward’s other life is acting. His first performance was when he was only in the second grade, and ever since then, it is something he enjoys.

Ward explains that acting is very much like showing cattle or any sport; it takes a lot of practice and repetition of motion to learn where you are supposed to be and how to get to the proper point.

To get to that proper point, Ward spends at least three hours a day rehearsing. Ward biggest challenge is in a new character. That is because every new character has a different attitude and it is his job to figure out what makes the character tick and apply that embodiment. Ward says his acting passion is his norm.



## Keegan Cassady

Keegan Cassady’s other life started when she was eight years old her mother took her ice-skating and they noticed that you could sign up for lessons, so they did. Now Keegan is a tough competitor in the figure-skating world, where she has won several competitions.

It’s the teamwork skills she has built in the NJAA and ice skating practices where she finds her biggest accomplishment — a second place title with her synchronized-skating team.

It wasn’t always easy for Cassady. Instead, she says

her mom forced her to go after she failed her first class.

“Practice makes perfect in skating, and that goes in the showring, too,” Cassady says. “It’s always been a challenge to juggle school, cattle and skating, luckily I’ve had plenty of practice! It’s hard at times and occasionally I’ve had to sacrifice a skating competition for a cattle show and vice versa.”

## Caitlin McClure

Caitlin McClure’s other life involves public speaking, and lots of it. McClure started her hobby in sixth grade, when she qualified for the Sectional Modern Woodmen of America Speech contest.

McClure says her biggest obstacle is being a teenage girl.



“My biggest challenge to overcome in public speaking contests was the speed at which I talk. I still struggle with that,” McClure says. “I have to remind myself to take a deep breath and slow down, most of the population doesn’t speak teenage girl.”

Along with remembering to slow down, public speaking takes a lot of work, time and commitment.

McClure has what it takes. She is now a three-time sectional qualifier for the Modern Woodmen of America contest and a sixth place medal at the national contest.

Caitlin hopes to return this year and finish in the top five.

## Brandais Michele Austrino



Brandais Michele Austrino’s other life is more glammers than most, it involves competing in pageants. Austrino has competed in several competitions including the Miss Florida Pageant, where she was the youngest competitor ever.

Austrino says the toughest thing about pageants is to have confidence in yourself.

Pageants, like shows, have also taught Austrino time management at a young age. When Austrino gets ready for a pageant she meets with several coaches each week to prepare. Throughout her

pageant lessons, she learns interview, health and fitness skills.

Austrino not only does pageants and shows cattle, she is also in cheerleading. She believes that since she learned time management it has been a key part in her life.

— by JenaLee Wagner

# Book a Board Member

## Let us help you improve!

Here are some possible workshop ideas:

- ▶ Beef industry knowledge
- ▶ Parliamentary procedure
- ▶ Officer training
- ▶ Bronze and Silver awards
- ▶ Teambuilding
- ▶ NJAS contest preparation
- ▶ Membership recruitment

the possibilities are endless...

Contact Robin Ruff [rruff@angus.org](mailto:rruff@angus.org) or Meghan Blythe [mblythe7@ksu.edu](mailto:mblythe7@ksu.edu) for questions.

*If you always* do what you've always done then you will always get what you've always got." Have you heard this quote before? Essentially, it means that in order to improve you must try something different.

This year the National Junior Angus Association (NJAA) offered something different. In an effort to interact with state junior associations on a more personal level, the NJAA offered a chance to "Book a Board Member." Through this program called Green Coats: Coast to Coast, state associations are able to request a Junior Board member to attend a local event. This summer, board members traveled to California, Idaho and Illinois.

"For many northwest junior members, having the board members present made their membership seem tangible, positive and worthwhile," says Idaho Junior Angus Association Advisor Julie Kerner.

In addition to interacting with juniors, board members helped by working in the showing and offering a workshop. This wasn't just any workshop. This workshop was designed specifically to address each individual state's needs.

"The flexibility to choose a topic and agenda pertinent to our state's membership was advantageous," says Kerner.

At the Northwest Regional Preview show and California Angus Preview, board members guided juniors through the Bronze and Silver award application process, while in Illinois a teambuilding scavenger hunt was designed to encourage all ages to work together. As a result of these workshops, junior members became more informed and more attentive to each other's abilities.

"The Green Coats from Coast to Coast helped me become more aware of the strengths

and weaknesses of our state junior members. We have some very quick thinkers with great imaginations that will really help us in the future of our junior association," says Illinois junior member, Sierra Day as she reflects on the benefits of the program.

"Requesting Junior Board members to visit and complete a workshop was simple," says Illinois Junior Angus Association Advisor

Cheryl Day. "You just need to put a request into the junior activities department. I encourage all state junior associations to take advantage of this wonderful service."

Take a few minutes today and book a board member! We would love to come visit your state and attend your upcoming show or event.

— by Megan Blythe

## Are You Ready to Raise the Bar?

Raising the Bar is an opportunity for junior state associations to build stronger teams within their junior associations and develop regional relationships with other juniors who are just as ardent about the Angus industry.

In 2007, the National Junior Angus Association (NJAA) initiated Raising the Bar and was held in four locations across the United States.

Raising the Bar is open to officers, leaders, advisors and chaperones from all states, and presents information for junior members 14 years of age and older.

I had the opportunity to attend one of the first Raising the Bar conferences in Baton Rouge, La., and know that the connections I made that weekend will stay with me and will be implemented for a lifetime.

Raising the Bar is a weekend-long conference full of fun, information and interactive activities. While there, junior members have the opportunity to cover subjects such as, fundraising and budgets, membership recruitment, scholarships, facts of the American Angus Association and much more.

The attendants will also check out the local sights, visit a college campus and experience the region's culture at a local farm.

If an amazing weekend is of any interest to you, make plans to attend at least one Raising the Bar conference during your NJAA career.

And remember, these life-changing experiences would not be possible without the help of the Angus Foundation.

— by Daniel McFarland



## Scholarship Recap

**E**very year at the National Junior Angus Show, hundreds of lives are impacted by generous donations to the Angus Foundation. This year, more than \$200,000 in scholarships were awarded to NJAA members in Louisville, and it is expected throughout this year to reach roughly \$250,000!

This year, the Angus Foundation awarded many scholarships to undergraduate students across the nation, including:

- 20 \$1,000 general scholarships;
- 20 \$3,000 general scholarships;
- 2 \$5,000 Spader scholarships; and
- 9 \$5,000 Talon scholarships.

Five graduate students also received \$5,000 general scholarships at the NJAS. There was one Talon graduate scholarship awarded as a continuation of funding for that scholarship winner.

There are many opportunities to win scholarships at the state level as well. Most state and other endowed scholarships award one, with a few exceptions (Texas has five, Iowa has two, while some states award scholarships based on the amount of funds available, so they vary).

The American Angus Auxiliary also provides five boy and five girl scholarships every year. The Auxiliary hosted a workshop on preparing for these applications this year at the NJAS for the first time! Look for more information on its website [www.angusauxiliary.com](http://www.angusauxiliary.com) or contact your local representative.

To put things in perspective, more than 100 Angus juniors are impacted every year by scholarship support from the Angus Foundation. If you include the Leaders Engaged in Angus Development (LEAD) Conference, Raising the Bar and NJAA Board of Director support, the amount of funds provided by gracious donors through the Angus Foundation is vastly beneficial.

For more information on how you, too, can become involved in the multiple scholarship opportunities, visit the Angus Foundation website at [www.angusfoundation.org](http://www.angusfoundation.org). Remember your junior board members, state advisors and the junior association website are available to help answer questions you might have about scholarship applications.

Become involved today and work your way towards becoming a prestigious scholarship recipient!

— by *Megan Ahearn*

## Internships

Internships are available for college-age students at the American Angus Association headquarters in Saint Joseph, Mo. If interested, visit [www.njaa.info](http://www.njaa.info) for more information on the internships offered. The deadline for application admission is February 5, 2013.

## NJAA Gives Back

The Center for Courageous Kids (CCK) in Scottsville, Ky., is the recipient of the 2012 National Junior Angus Show (NJAS) community service project. The CCK is a fully staffed medical facility that provides multiple camps throughout the year to children with serious medical conditions and their families.

But, they weren't the only ones impacted by their participation in the 2012 NJAS.

Virginia junior Connor Orrock says, "I was moved by the video at opening ceremonies. It made me stop and think about how lucky I am to be able to do the things I enjoy."

Many others in the crowd experienced the same feelings as the video described services CCK provides to children and their families.

Florida junior Destiny McCauley says, "The project made me want to be more like the kids in the video, because even though they had various medical conditions, they were positive about everything!"

This impact was not one anticipated initially, but shows the true compassion NJAA members and their families have for others.

CCK operates with the motto: "When you make a difference in a child's life, you make a difference in your own."

How appropriate that the NJAA partner with an organization with similar values.

"I am very proud to be a part of the NJAA because it reaches out to help others in our communities, not just those involved in agriculture," Orrock says.

Providing an outlet for juniors to give selflessly to others is a goal of the service project program each year.

The items donated were focused towards the children CCK supports.

"We received literally boxes and boxes of towels, washcloths, antibacterial soap, lotions, ointments, colorful twin-size sheets, pillows, bug spray, sunscreen, plus wonderful generous gift cards," says Stormi

Murtie, Communications Director at CCK.

"We will use these items throughout the year to supplement our programming for medically fragile children."

Murtie also extends an enormous amount of thanks to the juniors that participated in this service project: "Your young people went above and beyond in supporting us in such creative and generous ways. Thank you NJAA for embracing CCK so wholeheartedly."

For more information about the CCK, visit: <http://www.thecenterforcourageouskids.org/>.

— by *Maggie Jasper*





# The True Impact of Outstanding Advisors

**I**n the National Junior Angus Association (NJAA), juniors interact with countless people from across the United States that can make an impact in their life. There is one relationship like no other that many of us hold close to our heart. That is the relationship with a state advisor and one couple from Louisiana stands out from the rest.

Over the past nine years, Eddie and Patti Hymel have been outstanding advisors for the Louisiana Junior Angus Association (LJAA), and this year they were honored as the NJAA Advisors of the Year. Whether they are cooking up Cajun food in the Louisiana National Junior Angus Show (NJAS) stalls, giving words of encouragement to juniors before contests or taking a carload of juniors to LEAD, Eddie and Patti are always there with a helping hand.

“Their genuine personality and work ethic are the key factors that set them apart from other advisors in the NJAA,” says LJAA member, Daniel McFarland.

Their dedication is apparent in every event, including the 2011 Eastern Regional Junior Angus Show in West Monroe, La. During the show each member in the LJAA had a job and felt like a part of putting the show on.

Making so many people feel included is a hard task in itself. The Hymel’s daughter, Stephanie, definitely knows when her

parents switch from “mom and dad” to “Mr. Eddie and Mrs. Patti.”

“Both of my parents try to place every child they meet in the spotlight in and out of the showing, which can be extremely difficult for

parents who have three junior members of their own,” Stephanie says. “They strive to be fair, understanding and successful.”

In the Hymel family’s eyes, no junior member is set apart from the rest, even their own kids.

McFarland says without the Hymel’s guidance he would not be on the junior board today, and believes their support plays a critical role in the success of the LJAA juniors.

“No matter where a junior’s path is taking them, a supportive, encouraging advisor holds a power to help them achieve their goals,” McFarland says.

It’s more than the active role the Hymel’s play in the LJAA. Stephanie says it’s her parent’s selflessness that makes the LJAA flawless.

Congratulations to the Eddie and Patti Hymel for not only winning Advisor of the Year, but also for striving to create excellence in the NJAA.

— by Jennifer Ewing

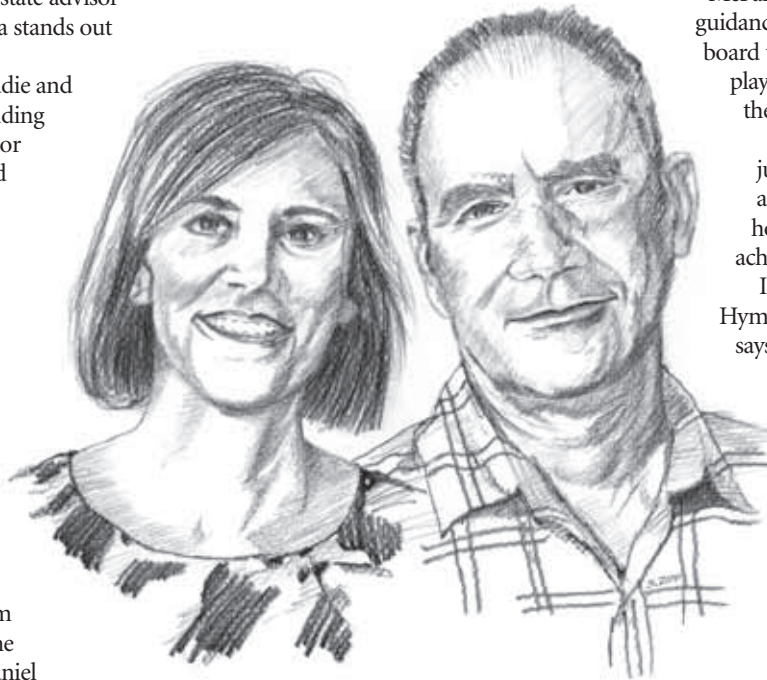


PHOTO BY KASEY MILLER

► **Right:** Louisiana Junior Angus Association members presented flowers to advisors Eddie and Patti Hymel, who were honored during the owned heifer show at NJAS.

# Understanding the Twitter World

**T***o be honest*, I was hesitant to create a Twitter account. I know I don't need another social network site to distract me. However, my year-old account now totals 748 tweets and I am happy to say I am glad I jumped on the Twitter bandwagon. With my new account, I am now more informed about agriculture issues, my friends and pointless information.

For those of you who are lost in the Twitter world, here are a few tips to get you started.

Twitter is a free, social networking and micro-blogging service that enables users to send and read messages known as tweets or text-based posts up to 140 characters displayed on the author's profile page and delivered to the author's subscribers, who are known as followers. A list of common Twitter language follows.

## 1. RT=retweets

A retweet is a reposting of someone else's tweet. Twitter's retweet feature helps you and others quickly share that tweet with all of your followers.

Some people type RT at the beginning of a tweet to indicate that they are reposting someone else's content.

## 2. Mentions

A mention is any Twitter update that contains "@username" anywhere in the body of the Tweet (Yes, this means that @replies are also considered mentions).

If you include more than one person's name in your tweet you use the @ sign.

## 3. Hashtags #

People use the hashtag symbol, #, before a relevant keyword or phrase (no spaces) in their tweets to categorize those tweets and help them show more easily in Twitter Search.

Clicking on a hashtag phrase in any message shows you all other Tweets marked with that keyword.

Hashtags can occur anywhere in the tweet — beginning, middle or end.

Hashtag phrases that become very popular are often called, "Trending Topics" — for example, #iloveNJAA

## 4. Twitter etiquette

**Mind your manners.** If someone mentions you or retweets your post, thank them. People like to be recognized for their efforts. Even better, return the favor and retweet one of their posts.

**Resist the urge to tweet too much.** There is a fine line between just enough sharing and too much. Don't clog your follower's feeds with useless information. Before you post, ask yourself, "If I was a follower, would I care about this?"

**Use #hashtags appropriately.** Hashtags are a great way to encourage participation and help others track and find information. But don't over use them. Using a hashtag in front of every single word of your post will do nothing more than annoy your followers.

**Watch what you tweet.** There have been some famous and even embarrassing tweets that individuals and companies received negative feedback from. Keep a good Twitter reputation by being positive and refraining from inappropriate photos and explicit language.

**Write professionally.** Remember that your social media presence is an extension of you. Proper spelling and grammar will help you maintain a professional image!

## 5. ANGUS TWEETERS!!



**Certified Angus Beef** @BlackInkBasics 30 Aug

Consider using like #genetics in your cleanup #bulls that you do in #AI #sires for calfcrop uniformity - Stank Lock, Genex

Retweeted by Angus Journal editor

Expand



**Brody Fitzgerald** @brodfitz18 5 Aug

Had a great time at LEAD! Made new friends and new memories that I will never forget! Gonna miss you all. See you at North American!

Expand



**Melissa Keyes** @Mel\_Keyes 20 Aug

Teacher asks us to name some of our favorite brands. "Urban outfitters. Toms. Chipotle." It's gonna be a rough semester. #agdiva

Expand



**Sally Yon** @sallyruthyon 26 Jul

Best part of my day-Explaining what the "green & dirt" was on the bottom of my khakis at the dry cleaners. Their facial expressions=priceless

Expand



**Allie Blythe** @Allie\_Blythe 5 Aug

Thankful that I am involved in such an amazing association with such great people. #NJAA #LEAD12 @BrookeHarward n all the twitterless peeps.

Expand Reply Retweet Favorite



**Payton Dahmer** @PaytonDahmer 6 Sep

You know your a #showjock when your the only kid wearing BKE's, polo, and sperrys on school picture day. #stockshowlife

Retweeted by Jera Pipkin

Expand



**LifeofaShowman** @LifeofaShowman 6 Sep

People start to ask me why I'm missing school then stop and say "a cow thing, right?" #ItsANormalThing

Expand

## 6. Who To Follow On Twitter :

Certified Angus Beef  
@BlackInkBasics  
American Angus Association  
@AngusAssoc  
Angus Journal Editor @AJeditor  
Robin Ruff @youthagleader  
Shelia Stannard @Angusplanner  
Banner Chasing  
@bannerchasing  
Show Cattle Probs  
@ShowCattleProbs  
Stock Show Life  
@StockShowLife1

## 7. Board Members with Twitter:

JanLee Rowlett @janleerowlett  
Sally Yon @sallyruthyon  
Meghan Blythe @MeghanBlythe  
Kelli Retallick @kjetallick  
Jacy Alsup @JacyAlsup  
Daniel McFarland  
@daniel\_mcfarld  
Paige Wallace @paigeawallace  
Jena Wagner @JenaLeeWagner  
Maggie Jasper @maggie\_jasper  
Megan Ahearn @megan\_ahearn

## Not cool enough for Twitter:

#TwitterlessLuke, #TwitterlessJenn

— by Jacy Alsup

# Five Juniors Compete for the Title of Miss American Angus

**F**or some Angus exhibitors, the thrill of stepping onto those green shavings at the North American International Livestock Exposition (NAILE) is the highlight of a junior career. For five young ladies, the opportunity to step into that ring in heels is life changing. Hearing their name announced as the newest Miss American Angus (MAA) will top winning any banner.

Every summer the American Angus Auxiliary awards five girls the opportunity to compete for the Miss American Angus title. After being chosen at the National Junior Angus Show (NJAS), they are then given four months to prepare for the contest, which consists of an interview, test and speech.

However, for most, the preparation to become MAA has been a lifelong journey.

## Emily Velisek

“Running for MAA has been a goal of mine since I was little. I’ve always wanted to represent such an amazing breed and group of people,” says Emily Velisek. “Everyone is so happy for me; people have been congratulating me, even from other breeds.”

A Maryland native, Velisek is currently a business major at Montgomery College with plans to transfer to Kansas State University to finish her college career. Velisek has been showing cattle for 13 years, starting at age five with the clover program in her county.

## Esther McCabe

For girls like Emily, this has been a lifelong dream. Esther McCabe, Elk City, Kan., on the other hand, hasn’t always seen herself in that role.

“Actually, I was a ‘tomboy’ growing up and as a young girl, wearing skirts and a crown was too girly for me,” McCabe says.

However, throughout the years she came to realize that Miss American Angus was more than just a crown and sash, but rather an opportunity to become an ambassador for the Angus breed.

A third-generation Angus enthusiast, McCabe has been attending shows with her brothers and sisters her entire life. This fall she is attending Butler Community College, pursuing a degree in pharmacy.

## Kayla Widerman

Kayla Widerman, Good Hope, Ill., is also no stranger to the showing. Widerman has been showing since she was four years old, and in the future, plans to have her own Angus herd.

“I have always looked up to the girls in the red jacket, so being able to run for Miss American Angus is a huge honor,” Widerman says. “I’m sure the nerves will hit me when the time get closer, but right now I am just so excited.”

Widerman is a student at Southern Illinois University, Edwardsville studying child psychology and speech pathology.

## Kendra Merriman

“You never know until you try,” is what Kendra Merriman of Lowell, Mich., told herself when she applied for the chance to run for Miss American Angus. Merriman says she always admired the girls in red, but never thought she could receive the chance to wear the jacket.

Now that she’s reached her goal, she’s looking forward to getting to know the other four girls, and knows that being chosen to compete is an accomplishment itself.

Merriman is pursuing an animal science degree at Grand Rapids Community College with the hopes to obtain a degree in veterinary medicine.

## Tylee Williams

The fifth and final contestant is Tylee Williams of Claredon, Texas. In August, Williams became a Red Raider at Texas Tech University where she is majoring in agricultural communications. She is also a member of the wool judging team.

Just like her competitors, Williams has been making her mark in the showing for the past 11 years. Plus, the MAA contest will allow her to continue her passion in the Angus industry.

“I’ve always known I’ve wanted to run for Miss American Angus. I want to have as much involvement as possible in the breed I have been so passionate about my whole life,” Williams says.

That passion is what fuels Williams and the four other contestants to prepare for the highlight of their NJAA career at the NAILE. So, take a moment at the NAILE and watch as five outstanding ladies represent the Angus breed, and as one of those lucky ladies become crowned the 2012 Miss American Angus.

— by Paige Wallace



# DIRECTIONS

NATIONAL JUNIOR ANGUS ASSOCIATION

3201 Frederick Ave.

Saint Joseph, MO 64506-2997

816-383-5100 • www.angus.org/njaa • info@njaa.info

Nonprofit Org.  
US Postage Paid  
St. Joseph, MO  
Permit No. 2017

## Important Dates and Deadlines for Juniors

### JANUARY 2013

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

### FEBRUARY 2013

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

### MARCH 2013

- 1 Deadline for Honorary Angus Foundation and Advisor of the Year nominations
- 1 Ownership & Entry deadline for the Western Regional Junior Angus Show
- 8-10 MAJAC Show, Harrisonburg, Va.

### APRIL 2013

- 15 Ownership and entry deadline for the Atlantic National Junior Angus Show

- 19-21 Western Regional, Reno, Nev.

### MAY 2013

- 1 Deadline for Gold Award applications
- 1 Outstanding Leadership Award applications due
- 1 Ownership & Entry deadline Northwest 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

- 15 Ownership & Entry deadline National Junior Angus Show

- 15 Entry deadline for Creative Writing, Photography, Video and Graphic Design Contests

- 15 Entry & Recipe deadline for All-American *Certified Angus Beef*® Cook-Off

- 25 Deadline for NJAA Public Speaking Contest speech outlines

- 25 Deadline for Career Development Résumés

- 23-26 Atlantic National Junior Angus Show, Timonium, Md.

- TBA Ownership deadline American Angus Breeders Futurity Junior Angus Show

### JUNE 2013

- 1 NJAA Board Candidates information due

- 1 Deadline for submitting names of state delegates and showmanship contestants for NJAA elections

- 15 LEAD registrations due (early registration deadline)

- 21-23 Eastern Regional, Timonium, MD

- TBA Northwest Regional Preview Junior Angus Show, Oregon

- TBA The American Breeders' Futurity Junior Preview Show, Louisville, Ky.

### JULY 2013

- 5-11 National Junior Angus Show, Kansas City, Mo.

### AUGUST 2013

- 1-4 LEAD Conference

