

# DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION



SPRING 2022

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## *Finding your Drive*

*By Kathryn Coleman,  
director*

“April showers bring May flowers,” they like to say, but I like to think of it as spring flies by just in time for summer shows. As we ease into the summer show season, the long hot summer days for some are the favorite of the year, gearing up for the National Junior Angus Show. Now you may be preparing for a contest, the show, or simply to see friends you haven’t seen since the winter majors; nonetheless, none of these go without a little work. Whether you are a first-year participant or it's your victory lap to end a show career, the hard work put into it all doesn't come easy.

For myself, my first Junior National was in

2013, where I was quite timid, resided at my stalls, and wasn't quite sure in the moment what my goals were within the show ring. However, by the following year in Indianapolis, I had gained the confidence to participate in the quiz bowl contest with the encouragement from friends I had made prior. From then on, I had made several goals for myself. One specific goal had come clear when I had watched several role models of mine achieve their own great accomplishments, in which widened my own perspective of “digging deep and finding my own drive.” Moving forward I knew I had to spend twice the time on my heifers and breeding of my

*cont. on page 3*

# Chairman's Perspective

## LEAVING YOUR LEGACY

"If you wake up thinking about it, don't stop working for it." I have always been a big quote girl. I have an entire wall in my room dedicated to my favorite motivational quotes with pictures mixed in of the people in my life who mean the most to me. Before I fall asleep, I look at the wall, and when I wake up in the morning, I look at the wall. This is the system I created to remind myself to be grateful for the life I live while also remembering to remain focused and goal oriented throughout my day. This wall reminds me of my "whys."

Every choice we make in life is motivated by a "why." I had a "why" behind my decision to run for the National Junior Angus Board. I had a "why" behind my decision to come to Texas A&M University. I even

had a "why" behind deciding to not snooze my alarm one more time this morning. Every single one of the choices we make are motivated by a "why" and they all add up to create the legacy we leave for ourselves.

Leaving behind a legacy means making an impact on the world around you that will be remembered. Before I make a decision, I identify my "why" behind it, and if it's going to positively contribute to the legacy I want to leave. Now, I don't want you to confuse this with the idea that the legacy you leave needs to be accepted by society or the most popular, but instead if

the choices you are making to create that legacy allows you to look in the mirror and be proud of the person staring back at you.



So, Angus juniors, I want to challenge each one of you to take a step back and think about your "whys." What makes you get up in the morning? How do you want to be remembered? What do you want your legacy to look

like? Be proud of the person you are, but remember to never stop working toward becoming the very best version of yourself.

— Alexandria Cozzitorto, chairman

*"If you wake up thinking about it,  
don't stop working for it."*

## NJAA Board of Directors

### TERMS UP IN 2022

ALEXANDRIA COZZITORTO, *chairman* | KS | alexcozzitorto@gmail.com  
ERIC SCHAFFER, *vice chairman* | IL | eric.schafer2001@gmail.com  
WALKER MCDERMOTT, *communications director* | IA | wmcdermott01@gmail.com  
CUTTER POHLMAN, *education director* | TX | cutterpohlman7@gmail.com  
JOSH JASPER, *foundation director* | KY | josh.jasper1@gmail.com  
GARRETT SCHUERING, *events director* | MO | garrettschueling32@gmail.com

### TERMS UP IN 2023

J. GORDON CLARK | VA | jgordonclark24@gmail.com  
KATHRYN COLEMAN | CA | katcole02@icloud.com  
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NICOLE STEVENSON | MT | nicole.e.stevenson@gmail.com

*cont. from front cover*

own herd, as my goal was to earn the silver pitcher award. The silver pitcher award is one of the highest achievements presented at Junior Nationals. From then on with that goal in mind, I was eager to learn from older breeders, fellow fitters, and friends.

I dug down, found my drive, and conquered my goal I sought out since 2013. I found myself holding the silver pitcher award at the National Junior Angus Show in 2018. Through 5

years of working towards this goal, I kept near and dear the quote I use to inspire my drive in life. John Wayne once said, “Courage is being scared to death and saddling up anyway.” I keep this constantly on my mind — we will all probably shoot for the stars at a goal we hope to achieve one day. Nothing is impossible if you just put your mind to it. For instance, as many have said, it’s about putting the work into what you want to get out

of it and to not be afraid to ask for help along the way. Never forget that your potential to succeed is infinite, so saddle up, shoot for the stars, and get ready for a fun 2022 National Junior Angus Show at “The Biggest Show on Dirt.”

— *Kathryn Coleman, director*

## *Leading when it Matters Most*

When you are in a group and you are the oldest in the group, how do you feel? Do you see yourself as a superior? Are you thinking of a plan to lead your group and overcome whatever comes your way? These are all super simple questions to consider while leading a group. However, the hardest question of them all is how do you lead when no one is watching?

One of the hardest things to do is be by yourself and do the right thing without someone watching over you. Pushing yourself to keep good character, make executive decisions, and follow through with them. Many times within the agricultural industry you are in this situation, whether you are in the show barn rinsing

cattle before a show or out tagging a new baby calf. When in moments like those, you are a persevering leader — you are becoming a better leader when others aren't watching.

Take a moment and think back to one of your first events, whether it is a cow show, sporting event, or even a church group. You are nervous, uncomfortable, and know very few people. Some of the most common people you look up to are the ones who have been doing it for a while, the older people. You may even look up to some of the adults. Whether those older kids or adults know you are watching or not, they need to do things the right way. Those basic principles come from being a leader while no

one is watching.

Next time you see yourself in a new place or doing something you have done 1,000 times, do it with a purpose and a passion. Be the change in whatever you are doing because someone is always watching. Being a leader while no one is watching is not the easiest thing to do but it is the most simple and best thing you can do to better yourself. Have faith in what you are doing and make YOUR IMPACT as a leader.

— *Garrett Schuering, leadership director*

# Certified Angus Beef®

## BEHIND THE SCENES

Being a part of the Angus family means we all have a connection to Angus cattle. Some of us may strictly have a performance operation, others have a show cattle operation. While we all have different goals for our herds, each of us began the journey in the business to produce quality cattle with great genetics and performance.

Because of the love for the breed and knowledge of what quality beef it could produce, the *Certified Angus Beef*® (CAB) brand was founded in 1978. Based on 10 exacting standards, producers and consumers can identify high-quality beef by looking for the brand's logo in the meat case. While CAB continues to evolve their marketing strategies to meet consumer demand, the 10

specifications remain after over 40 years.

As the brand got its start, consumers realized the quality and consistency of *Certified Angus Beef*® and demand grew, helping establish a premium for producers who sold cattle on the rail that met the CAB specifications. This was a major turning point for the Angus breed. The brand has now evolved to where they provide more than just premiums for producers and the best tasting beef.

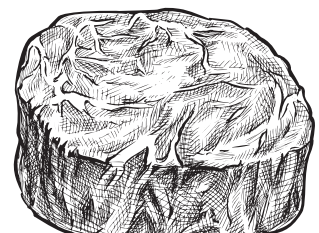
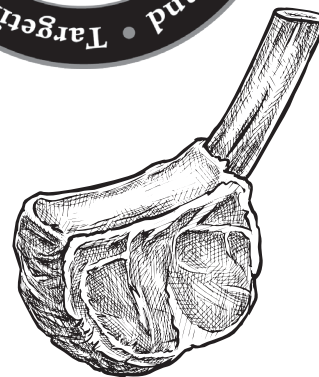
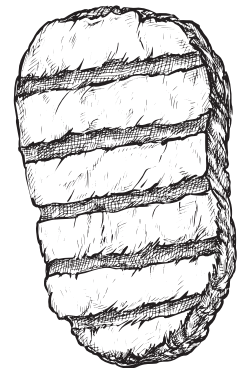
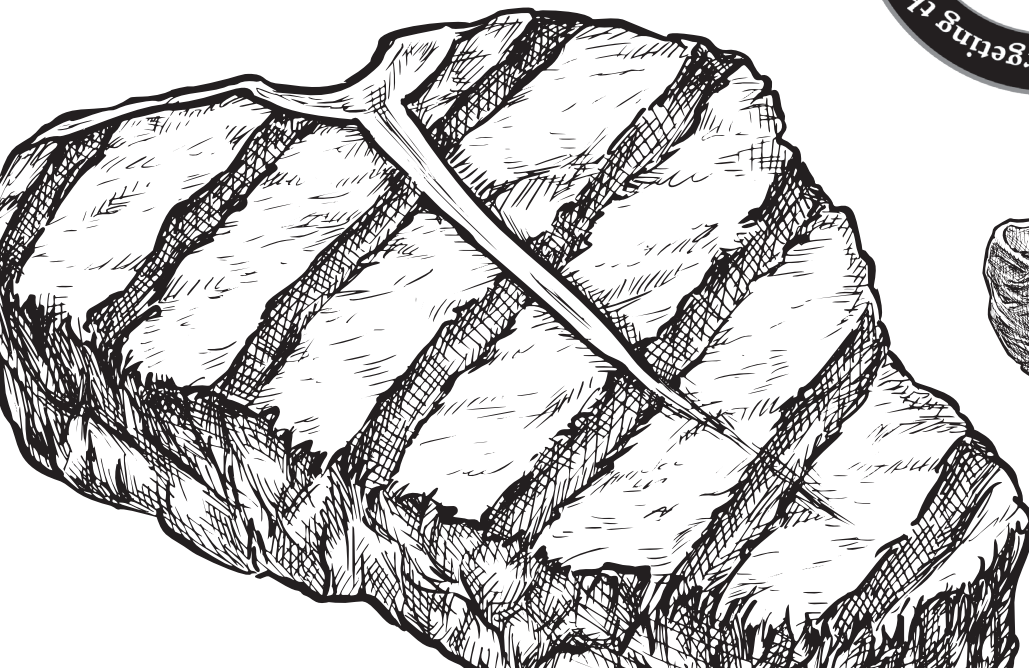
They also offer the Targeting the Brand™ program, which helps commercial customers shopping for registered Angus bulls more easily identify those with higher

carcass quality potential, offering more opportunity for profit on the rail.

Part of the work that CAB does is connect with consumers on why they should buy the brand by sharing educational videos and new recipes on social media. They also share the story of where CAB comes from – the hard work and passion that goes into providing the best tasting beef on the market day in and day out.

And remember, “If it’s not CERTIFIED, it’s not the best.”

— Kinsey Crowe, director



# Where are they now?

## REESE TUCKWILLER

There comes a point in every showman's life where they must put the blower down, throw the halter over the gate, and let the next generation of showmen shine in the ring.

For most, that thought is bittersweet because of all the friends, memories, and connections that we make as NJAA members. Thankfully, our Angus family will always remain, and may even have surprising opportunities, no matter how old we get.

Reese Tuckwiller is a past NJAA junior board member from West Virginia who hung up his green jacket back in 2017.



Reese grew up raising and showing Angus cattle in West Virginia and frequented many Angus shows on the east coast and surrounding areas. He was elected to the National Junior

Angus Board in 2015 in Tulsa, Oklahoma and served until 2017 where his term came to an end in Des Moines, Iowa. During his term on the board, Reese began studying at the University of Nebraska where he got his bachelor's degree in Animal Science. He later went home to

West Virginia University and got a master's degree in science.

After college, he stayed with the Mountaineers in West Virginia and coached the livestock judging team. After a

short time at WVU, he knew that he wanted to work closely with production cattle and started searching for jobs. Reese was offered a job in Gordon, Nebraska running a bull stud. He took the job and moved halfway across the country to Gordon. After some time there, he was offered a job with the Angus Association as a regional manager. This awesome opportunity placed him back at home in Region 1 which covers much of the central and northern east coast. Reese is currently still in this position with the Angus Association and is on the road traveling to sales and being a fantastic resource to Angus breeders in his region.

When asked what wisdom or advice he could give to juniors, Reese replied with the Bible verse Matthew 4:19. "He said to them, "Come after me, and I will make you fishers of men."

— *J. Gordon Clark, director*



LEAD 2016

# Non-Verbal Communication

## "ACTIONS SPEAK LOUDER THAN WORDS."

In today's day and age with texting and social media, it is very common to learn about proper and effective communication. This can range anywhere from thank you letters to social media posts for written communication. Giving speeches and advocating for our industry in daily conversations are examples of oral communications. But something we don't always think about is our nonverbal communication skills.

The key to success in both our personal and professional lives has a lot to do with our body language and how we interact with others. Our body language and mannerisms say a lot about us without even realizing it. Slouching in our seats, standing with poor posture, and lack of eye contact are all examples of nonverbal communication we

use. The best way to master our nonverbal skills is to keep good eye contact in conversation, standing tall with our shoulders back, and sitting up in our seats. All of these actions will help us appear more engaged, poised, and professional.

Another important nonverbal skill is to show responsibility and accountability with our actions. Following through with what we say we are going to do goes a long way. The physical actions of doing a task we say we are going to do means way more than saying we will do it and it never gets done. This is a prime example of "actions speak louder than words."

Learning proper nonverbal skills will help us approach personal and group situations in the most effective way possible. Not only is it important for us to understand

and control our own body language, but reading the body language of those around us will help us know what to say and when to say it without even asking. We grow as individuals when we learn the skill of reading others. The nonverbal skill of reading a room will help us learn how to approach a verbal encounter when the time comes.

Whatever the situation may be, just remember a few of these body mannerisms to ensure we perfect the art of nonverbal communication. Learning these skills will validate that our actions truly speak louder than our words.

— *Walker McDermott,*  
*communications director*

Scan here!



@AmandaRadke

## Q&A: AMANDA RADKE

Amanda Radke is a fifth-generation rancher from Mitchell, SD, who has dedicated her career to serving as a voice for the nation's farmers and ranchers. Radke regularly tackles industry issues as a blogger, columnist, investigative journalist, speaker, and entertainer. You might have seen her on Instagram sharing about her family's cattle operation.

Your NJAB director Nicole Stevenson recently interviewed Radke on how NJAA members can be advocates for our industry. Check out the full video with advocate, Amanda Radke, by scanning the QR code!

# University Spotlight:

## THE FUTURE IN THE FLINT HILLS

*The Raising the Bar Conference, hosted by the National Junior Angus Association, allows NJAA members the opportunity to explore secondary education opportunities. In addition, the National Junior Angus Board of Directors will be highlighting additional university opportunities.*

This spring, we will be highlighting the first Land Grant University established under the Morrill Act of 1862, Kansas State University, originally named Kansas State Agricultural College. Opening its doors in 1863 amid the Civil War, KSU has prospered over the last 160 years to develop nine different academic colleges in three Kansas cities, including the College of Agriculture in Manhattan, College of Technology and Aviation in Salina, and the Hospitality Management Program in Olathe. At KSU, students are offered associates, bachelors, masters, and doctoral degrees in several fields.

Kansas State University's main campus is located in the Flint Hills of eastern Kansas that are popular for raising

cattle on, as the rocky soil makes crop farming difficult. Additionally, the Flint Hills are known for their extensive hiking trails. On a nice day you can find KSU students and Manhattan locals hiking trails and exploring the terrain within the Tallgrass and Konza Prairies located near campus.

In the Athletics Department, KSU is classified as NCAA Division One School and a member of the Big 12 Conference. KSU proudly hosts football, basketball, and baseball events year-round where you can find almost every KSU student. The sea of purple is vast and not afraid to show some spirit as students are led by the one and only Willie the Wildcat in chants and cheers. Everyone bleeds purple in wildcat country.

Academically, Kansas State consistently reigns in the top 10 for many Princeton Review rankings, with an outstanding tradition of success in national scholarship competitions. KSU is proud to have some of the highest numbers of national scholars for a public university in the US. KSU is also ranked 7th in the nation for its Agricultural Sciences department; this tight knit community consists of professors with agriculture backgrounds that are motivated to educate and prepare the next generation of agriculturalists for what the future holds.

Put K-State on your list of colleges to apply for!

— *Avery Dull, director*



# Point of View:

## RUNNING FOR THE NJAA BOARD OF DIRECTORS

The junior board has been one of the best experiences I have had the opportunity to be a part of. My time on the board has been challenging; however, the opportunity to help juniors of every age has been extremely rewarding.

One of the most common questions I have been asked by older members is how to run for the board. The process starts at the state level. To run you should notify your advisor in case there are any other members from your state that wish to run. In my case I had to win a runoff to make it out of my state. The runoff was between myself and two other people. After this I had to fill out the national application and submit a resume. This is a simple process that involves answering a few questions and sending it to the NJAA. From personal experience, I would suggest having both resume and application proofread by your advisor prior to sending it in.

Once this process is completed you can begin to prepare for your campaign week at junior nationals. The biggest key to being an effective junior

board member is connecting with the juniors during your campaign week at junior nationals. Sure, it is important to meet the delegates, but it is even more important to get

*"The opportunity to help juniors of every age has been extremely rewarding."*

to know the juniors. During the week, the Annual Meeting is one of the most important nights of your campaign. This is your time to have one on one questions and answers with the delegates and it is the night where you will give your speech to all the delegates. Your speech is important but the conversations you have with the delegates are equally vital. The week will culminate in the elections where the new six will be selected and announced at closing ceremonies.

If you have

any questions about running for the National Junior Angus Board, please reach out to your state advisor or the Events and Education Department. On behalf of the current 2021 – 2022 National Junior Angus Board of Directors, we can't wait to see all the juniors, candidates and delegates at the 2022 National Junior Angus Show. We wish you all the best of luck!

— Eric Schafer, vice chairman





# Bronze & Silver Awards

## BEHIND THE SCENES

The National Junior Angus Association (NJAA) created the Bronze & Silver Awards for you, the junior members, to become nationally recognized for your achievements as Angus breeders. This program rewards activities over your entire career as a junior member.

Applying is as easy as 1, 2, 3... Scan the QR code below to watch a helpful how-to video. With the application process moving online, this awards program is much easier to obtain through the following eight steps covered in the video:

To be awarded the Bronze & Silver awards, points must be earned in four different categories. Please review the guidelines for applying at:

[www.angus.org/NJAA/pdf/2021Bronze-and-Silver-Award-Guidelines.pdf](http://www.angus.org/NJAA/pdf/2021Bronze-and-Silver-Award-Guidelines.pdf)

The application can also serve as a record book. You can update activities as you go and accumulate points. Once you receive enough points, hit submit!

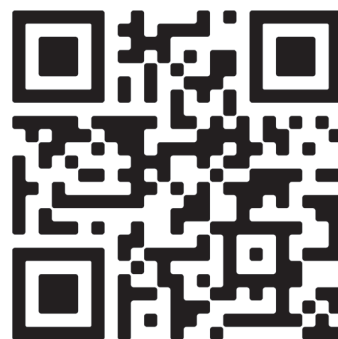
If you're interested in applying for the American

Angus Auxiliary scholarship, receiving your Bronze & Silver Awards is a requirement for application. I would like to encourage you to start now! Don't wait until your senior year in high school. Don't forget that Mark Twain said it best, "The secret to getting ahead is getting started."

— *Cutter Pohlman,*  
*education director*

### 8 steps:

- 1) LOG IN (TO AAA WEBSITE)
- 2) PROFILE INFORMATION
- 3) ASSOCIATION ACTIVITIES
- 4) COMPETITION ACTIVITIES
- 5) PERFORMANCE ACTIVITIES
- 6) PRODUCING & MERCHANDISING
- 7) OTHER ACTIVITIES
- 8) REVIEW & SUBMIT



*Scan here*

TO WATCH A TUTORIAL OF THE  
ONLINE APPLICATION PROCESS.



# Contest Spotlight: AUCTIONEERING

Spring is upon us, which means we are one step closer to summer shows and the National Junior Angus Show. As we eagerly prepare for the arrival of the Biggest Show on Dirt this summer, we could not be more excited about the events and contests planned. The National Junior Angus Show allows juniors to have the chance to showcase their skills and hard work, through exhibiting cattle, educational contests, and other opportunities.

As you prepare for this year's nationals, I could not think of a better way to make the biggest junior Angus show even more special than to introduce a new contest that is being re-established

this year, the auctioneering contest! The auctioneering contest was established to give juniors a platform to display their skills and auctioneering capabilities in a positive and exciting environment. Juniors get firsthand experience of what it is like to be an auctioneer and to market livestock like a professional.

Contestants will have the opportunity to auction off various lots ranging from a bull, female or embryo packages. Contestants will get the information on the lots a few weeks in advance to be able to prepare beforehand.

Whether you are eight years old or twenty-one, you have the ability to participate in this new and exciting contest. Whether

you are preparing for junior nationals this year by packing the trailer or submitting a photo for the photography contest, remember to warm up your voice and participate in the auctioneering contest. We look forward to seeing everyone in Kansas City, MO this summer and hope to see you up on the auction block!

— *Marcie Harward, director*



# Mad Lib: FILL IN THE BLANKS

Fill in the blanks below without reading the story (using the type of word given). Then, read your final story!

VERB: ACTION WORD | NOUN: PERSON, PLACE OR THING | ADJECTIVE: DESCRIBING WORD | PLURAL: MORE THAN ONE

Last week, when the weather was \_\_\_\_\_ and \_\_\_\_\_ out, \_\_\_\_\_ and I  
ADJECTIVE ADJECTIVE FRIEND'S NAME  
 planned to go to \_\_\_\_\_. So we made a(n) \_\_\_\_\_ out of the \_\_\_\_\_ and  
PLACE VEHICLE NOUN  
 a(n) \_\_\_\_\_ box. We had to pack our \_\_\_\_\_. It was a(n) \_\_\_\_\_ journey.  
ADJECTIVE NOUN ADJECTIVE  
 We ate frozen \_\_\_\_\_ because a \_\_\_\_\_ was jammed into our stove. We went  
FOOD - PLURAL NOUN  
 to \_\_\_\_\_ the mountains. I \_\_\_\_\_ into a puddle and got my \_\_\_\_\_ all  
VERB VERB - PAST TYPE OF CLOTHES  
 muddy. It made a \_\_\_\_\_ sound every time I \_\_\_\_\_. We spent the night in our  
NOISE VERB - PAST  
 \_\_\_\_\_ . That night, we saw a(n) \_\_\_\_\_ \_\_\_\_\_ in the stormy sky over  
SAME VEHICLE ADJECTIVE NOUN  
 the mountains. \_\_\_\_\_ loved the show. The next day at \_\_\_\_\_ we went to  
SAME FRIEND TIME OF DAY  
 \_\_\_\_\_ to eat. They only had \_\_\_\_\_ and \_\_\_\_\_ with \_\_\_\_\_ gravy.  
PLACE INSECT - PLURAL FOOD - PLURAL COLOR  
 Luckily, a guy in the parking lot was grilling burgers. After eating, I hollered " \_\_\_\_\_!"  
SOMETHING YOU SHOUT  
 It is time to head back home. Our \_\_\_\_\_ needs \_\_\_\_\_. So we all packed up our  
ANIMAL DRINK  
 \_\_\_\_\_ and \_\_\_\_\_ home.  
NOUN - PLURAL VERB - PAST



## IMPORTANT DATES & DEADLINES

### APRIL 2022

**March 31st - April 3rd** | Raising the Bar Conference; Lubbock, TX

**14th - 16th** | Western Regional Junior Angus Show and Phenotype and Genotype Show; Reno, NV

**18th\*** | Ownership and Entry deadline for Atlantic National Junior Angus Show

*\*Good Friday falls on usual 4/15 deadline*

**30th** | Late entry deadline for Atlantic Nationals - OPEN SHOW ONLY

*For more information on specific show entry and ownership dates, visit [www.angus.org/njaa](http://www.angus.org/njaa).*

*Be sure to check the calendar and website for updates.*

### MAY 2022

**1st** | Ownership and early entry deadline for ERJAS and Phenotype and Genotype Show

**1st** | Ownership and early entry deadline for Northwest Regional Preview cattle entries

**1st** | Ownership and early entry deadline for All-American Angus Breeder's Futurity

**1st** | NJRP Gold Applications Due

**1st** | Outstanding Leadership Award Application Due

**1st** | CAB/NJAA Scholarship Applications Due

**1st** | Angus Foundation Scholarship Applications Due

**15th** | Late entry deadline for Eastern Regional and Phenotype and Genotype Show

**15th** | Late entry deadline for Northwest Regional Preview

**15th** | Late entry deadline for All-American Angus Breeder's Futurity

**15th** | Ownership and early entry deadline for NJAS and Phenotype and Genotype Show cattle entries.

**15th** | Entry deadline for the cook-off contest

**25th** | Entry deadline for the photography, writing, career development & graphic design contests

**26 - 29th** | Atlantic National Junior Angus Show; Timonium, MD

**27 - 29th** | Northwest Regional Preview Junior Angus Show; Salem, OR

**31st** | Late entry deadline for NJAS and Phenotype and Genotype Show cattle entries

### JUNE 2022

**10 - 12th** | American Angus Breeders' Futurity Junior Angus Show; Louisville, KY

**15th** | Late late entry deadline for NJAS and Phenotype and Genotype Show cattle entries

**15th** | Early entry deadline for LEAD 2022

**16-19th** | Eastern Regional Junior Angus Show and Phenotype and Genotype Show; Chatham, VA

### JULY 2022

**1st** | Late entry deadline for LEAD 2022

**2 - 9th** | National Junior Angus Show and Phenotype and Genotype Show; Kansas City, MO

**28 - 31st** | LEAD Conference; Lexington, KY