

DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION

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Fall 2013

The Pitcher of Achievement

At the National Junior Angus Show (NJAS), one of the most prestigious awards an exhibitor can procure is the Silver Pitcher award. The American Angus Auxiliary presents this award every year at the NJAS. The Silver Pitcher Award presentation began in 1953 at the Chicago International Stock Show. It was presented to honor one female exhibitor who excelled in the showing. In 1976, the award presentation was moved to the NJAS. Finally in 1993, the recognition expanded to include male exhibitors.

This year, two outstanding individuals received the Silver Pitcher. We caught up with the winners, Ryan Callahan and Sydney Schnoor to give some insight into their history and what their reactions were when they received the reward.

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Chairperson's Perspective:

I was once told, "To be successful in anything you do, it isn't necessary to be the smartest person, but to put to work the advice of all of those smarter than you." This quotation lays the foundation for success; and in doing so, let us as members of the National Junior Angus Association (NJAA) be reminded that we are all here to learn and gain knowledge about the beef industry from each other. In our quest, no matter what obstacle we face, there are others around us to lend a hand and help us succeed.

Whether you have aspirations to become a seedstock producer, an employee at the American Angus



Association or to wear the green jacket, there is always someone you can look to for guidance in order to achieve your goals. The neat opportunity we have as youth involved in the NJAA is that we have the ability to make connections almost everywhere across the United States. Wherever you may be or wherever your adventures may take you, there will always be a member of the Angus family nearby.

In the upcoming year, the National Junior Angus Board of Directors will be working earnestly to make this a memorable year for you, our members. We each have been touched by someone who has worn the green jacket before us, and now it is our hope that we can be an

encourager and role model for those that follow us.

It is my challenge to each of you to take advantage of the wise Angus enthusiasts that are a part of our association, so that you can "put to work the advice of all of those smarter than you." Whether this is a short conversation about the show results in tie-outs or making jokes over a McDonalds breakfast on show day, take time to make those important connections that you will cherish for the rest of your life. With communication skills, work ethic and creativity that we learn in the NJAA, coupled with that of the direction of Angus mentors, the possibilities are endless. Your time is now, make the most of it.

— by *Jacy Alsup*

New Face in the Junior Activities Department

Jaclyn Upperman may have grown up on a small "hobby" farm, but today her Angus involvement has become her livelihood. This summer the Pennsylvania native was hired to take on the position of director of junior activities.

Originally from Chambersburg, Pa, Upperman says her family's small herd consisted of retired show cows from her and her sister's show careers. The Uppermans particularly pride themselves on showing bred-and-owned females. "It was always more rewarding to do well with one that you raised," Upperman says.

She attended her first National Junior Angus Show in 2007, and said this experience was what influenced her to jump feet first into anything Angus. The Upperman girls eventually became heavily involved in the Pennsylvania Junior Angus Association. Jaclyn also served as the junior co-chair of the 2011 National Junior Angus Show in Harrisburg, Pa.

In 2009, Upperman was elected to the National Junior

Angus Board of Directors and in her second year, served as the membership director. It was this experience, Upperman said, that enabled her to see how Angus events truly influenced juniors.

"I fell in love with the organization and wanted to make an impact with today's agricultural youth," Upperman says. "I gained so much from the NJAA and want to give back to the future generation."

Upperman says she's most looking forward to watching juniors evolve into leaders during their junior careers: "The most exciting part is working with the junior board and seeing them mature into outstanding young adults."

Upperman's passion for the Angus breed is evident.

"I have been amazed at the Angus family from the staff to the breeders," she says. "It truly is an awesome Association to be a part of."

— by *Paige Wallace*

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Jackie's Jottings

Shine On



Those two simple words are what help me to push forward. I am sure you have a word or small sentence that you use to motivate yourself.

I was on YouTube one day and saw some videos about a marathon runner in the 1968 Olympics in Mexico City. It was a remarkable story about John Stephen Akhwari from Tanzania. He started the race like every other runner; at his peak performance and ready for competition. However as the race continued, he collided with another runner and injured himself. It wasn't just a cramp or bruise, but a dislocated knee. John didn't give up though, he continued in the 42 kilometer race and finished with a time of 3:25:27. He was the last person out of the 57 participants to complete it. An interviewer asked him why he continued to run, and he said, "My country did not send me 5,000 miles to start the race — they sent me 5,000 miles to finish the race."

It shows that John had his shine on that day. He wasn't going to give up on the opportunity his country gave him. No he wasn't the winner, or the 40th person in the marathon, but he finished the race. A great victory that he can claim from the 1968 Olympics.

This past summer you might not have been first in your class at the National Junior Angus Show or won the Public Speaking Contest, but I am sure you put a 100% effort into your project. We need to remember that we don't always succeed the first time, and we might give everything we have and still not take home the top prize. It is the strength and passion we have within us that encourages us to finish with our best or try again. Every time we continue to have this attitude, we shine even brighter. I encourage you to put your "shine on" and shoot for the stars!

— by Jaclyn Upperman

American Angus Auxiliary

Angus enthusiasts from across the country gather together for the American Angus Association Annual Meeting, social activities and, of course, showing competitions complete with the coveted "green shavings" during the 2013 North American International Livestock Exposition in Louisville, Ky.

The American Angus Auxiliary would like to invite you to join our activities that begin at 3 p.m. Saturday, Nov. 16 for our Annual Meeting, which is open to Auxiliary members and guests. Please join us at 8 a.m. Sunday, Nov. 17, for our 62nd Auxiliary Breakfast that is being held at the Kentucky Fair and Expo Center (KFEC). This event is open to everyone for only \$25.00 that includes a delicious meal and entertainment; tickets are limited so advanced reservations are suggested. To purchase or reserve tickets, contact MichelleRieff@aol.com, 479-936-1685. Also on Sunday, the



Auxiliary President's Reception will be from 3:30-4:30 p.m., everyone is welcome for camaraderie and refreshments.

Immediately following the reception, you can listen to the five Miss American Angus candidate speeches and questions.

On Monday, Nov. 18, enjoy watching the Angus show and witness the 2014 Miss American Angus Crowning — just prior to selection of grand champion Angus bull, KFEC. With the holidays quickly approaching, make sure to visit the Holiday Room at the Crowne Plaza

to see our new items in the Angus Gift Barn and have fun bidding in the silent auction.

The American Angus Auxiliary offers individuals interested in the welfare of the Angus breed the opportunity to work together to provide educational, promotional and social programs and activities. If this sounds like you, I invite you to visit us at www.angusauxiliary.com, follow us on Facebook, and join us in Louisville!

— by Cortney Hill-Dukehart Cates, President

Bronze, Silver, and Gold Awards

Would you like recognized for your achievements in the NJAA program? Fill out the bronze and silver award application and receive national recognition for your hard work. Applications can be found on the NJAA website — www.njaa.info.

The Pitcher of Achievement

CONTINUED FROM COVER

Ryan Callahan: 15

What year are you in school?

Freshman

How long have you been showing?

Since I was 9 years old.

Along with showing cattle, what hobbies do you have?

I like to play basketball, football (safety), and baseball.

What time do you typically wake up in the morning?

6:30 a.m.

How many head of cattle did you show at the National Junior Angus Show?

5 bred-and-owned heifers and 1 steer, which was bred-and-owned.

Other than the Silver Pitcher Award, what other honors did you acquire at the NJAS?

Reserve bred-and-owned grand champion steer, early junior champion bred-and-owned heifer, and reserve senior champion bred-and-owned heifer.

What did it feel like when they announced that you were the winner of the Silver Pitcher Award?

"It felt good to see all of the hard work pay off. This is my second year to win this award, and I am greatly appreciative for it. An award like this gives you a goal to work toward and strive to achieve. The Silver Pitcher Award is a huge honor to receive and it means a lot to me and my family."



Enter Online

Do you worry about whether we receive your entries for a show or registration for leadership conferences? Save time and headaches by entering online at www.njaa.info. You will have immediate response once your entries and registrations have been received by the AAA office.



Cortney Hill-Dukehart Cates, American Angus Auxiliary president, presents the Silver Pitcher Award to Ryan Callahan and Sydney Schnoor.

Sydney Schnoor: 16

What year are you in school?

Senior

How long have you been showing?

Since I was 8 years old.

What time do you typically wake up in the morning?

6:00 a.m.

How many head of cattle did you show at the National Junior Angus Show?

1 bred-and-owned bull, 2 bred-and-owned heifers, 4 owned heifers and 1 owned cow-calf pair.

Other than the Silver Pitcher Award, what other honors did you acquire at the NJAS?

Reserve grand champion bred-and-owned bull, grand champion bred-and-owned heifer, reserve grand champion owned cow-calf pair, owned calf champion division 3, owned reserve junior champion Division 2, owned

reserve early senior champion, and the grand champion owned heifer.

What did it feel like when they announced that you were the winner of the Silver Pitcher Award?

"At first, I was in such shock, and it really didn't hit me until the last day of the show when I won grand champion owned heifer of how amazing of a week I had.

One of the reasons why I was so completely and utterly shocked was because neither of my sisters/family as a whole has ever won at the National Junior Angus Show until last year when I won reserve grand champion owned heifer. This year was such a blessing. God blessed my family and I with more than I could have ever imagined, and gave me memories that will last with me for a lifetime. A quote that I found that was the ultimate summary of this past week was, 'Good things come to those who believe, better things come to those who don't give up.' "

— by Daniel McFarland

New Junior & Activities Assistant

Hello! I am Ashley Mitchell and will be serving you as the junior activities and events assistant. In hopes that you get to know me a little bit, I'd like to take a moment to introduce myself.



I currently live in Gower, Mo., but am a native Texan and spent my childhood in northwest Iowa. I am a 2007 graduate from the University of Missouri-Columbia (M-I-Z!) in agriculture business management with a minor in international agriculture. From growing up in small farming communities and as a previous 4-H and FFA member, I know and understand the importance agriculture holds in our society. I embrace the opportunity to give back and work with youth in and around the agricultural industry.

For the past few years I've enjoyed volunteering in our local 4-H club as the horse judging coach and taking part in many club activities. I have a lot of personal experience with shows, events, and youth programs from being the exhibitor, the judge, and on the administration side as well.

Although I grew up with horses and am still an equine enthusiast today, I am excited to join and be a part of American Angus Association and to start this new journey within this industry. I look forward to working with you and being involved in all the great activities to come!

— by Ashley Mitchell

GCCC what?

A program to meet junior and state needs

You heard it firsthand — the green coats want to see you! Contact us, or have your advisor make a request, to let us know when is the best time to come to your state show or meeting.

You may ask, "What is GCCC?" GCCC stands for Green Coats Coast to Coast. This is a program that gives state associations an opportunity to request a junior board member to attend a state event. This allows the board to interact with state junior associations on a more personal level and gives the state leadership a chance to highlight areas they could improve upon.

This is the third year that the GCCC is up and running. We have helped out several states in the past year from Idaho to Texas to Illinois.

"The officer training was a great leap of leadership development and really helped our officers bond and connect," says Texas junior, Jacob Steph.

The NJAA Board of Directors is not just coming out to visit your state, but we also can help by working in the showing and offering workshops. These workshops aren't just any plain workshops; they are designed specifically to address each state's individual needs.

We would like to make our first appearance in your state this coming year. So, whether it is helping with team-building activities to connect your state membership, bronze and silver award



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

guidance, or officer training, we are here and excited to come visit your state.

Contact Jaclyn Upperman jupperman@angus.org or JenaLee Wagner jenalee.wagner@gmail.com to get your state signed up.

— by JenaLee Wagner

NJAA Green Informational Booklet

Junior members of show age will receive a copy of the NJAA Green Informational Booklet. Information about NJAA sponsored shows and leadership conferences are included. Please review the booklet and mark your calendar for events in your area or you would like to attend.

Angus Genetics Inc.

This past September your Junior Angus Board of Directors met in St. Joseph, Mo., to discuss the year's activities.

While at the American Angus Association headquarters, directors were able to meet the Angus Genetics Inc. (AGI) team. AGI was established in 2007, as a subsidiary of the American Angus Association.

The AGI team consists of Bill Bowman, president; Sally Northcutt, genetic research director; Tonya Amen, genetic service director; as well as 4 full-time customer service representatives.

This team of seven provides a variety of services to the Angus membership and the beef industry as a whole. It was AGI that

developed genomic-enhanced EPDs for the Angus breed and continues to promote

DNA technology to cattlemen across the country. Their research has provided Angus producers with the leading edge breeding and selection tools.

Whether it's constantly updating EPDs, analyzing data, addressing questions from breeders, or evaluating DNA, this department is continuously working to ensure a profitable future for the breed.

A common issue that AGI addresses is the quality of the DNA sample. As seen below there are examples of a good DNA blood card vs. a bad DNA blood card, along with a good DNA hair sample vs. a bad DNA hair sample. In reference to the blood cards, making sure the absorbent area is completely filled with a clean blood sample is crucial. Not enough blood or contaminants, such as ink or manure, prevents the sample from being fully utilized. Utilization of a DNA sample becomes even more important when a producer requests to run another test, but has to send in another sample due to the first sample failing to be of adequate quality. In reference to hair samples, it is crucial that you send in a group of at least 20 hairs that include the hair bulbs. The bulb or root of the hair is the source of DNA collection. The switch/tail is the easiest place to collect hair samples.

The future is bright for youth interested in breeding and genetics, with the beef industry incorporating and further developing the map of the bovine genome, this area of technological innovation has created a promising career field.

— by Will Fiske



Good Samples



Bad Samples



Contaminated with feces



Not enough blood



Excess hair not trimmed



No root ball

PROTECT THE HARVEST

Protect the Harvest is an organization that was created to defend American families, farmers, sportsmen and animal owners from the growing threat posed by the radical animal rights movement. The animal rights movement in America, which is led by the Humane Society of the United States (HSUS), has evolved into an aggressive attack group determined to end the consumption of meat, eliminate hunting, outlaw rodeos and circuses, and even ban animal ownership (including pets) altogether. In order to respond to these attacks, Protect the Harvest has created three main objectives:



1) Inform America's consumers, businesses and decision-makers about the true nature and reach of animal rights groups like the HSUS and the potential consequences of their agenda.

2) Protect our freedoms and way of life by creating lasting legal safeguards for farmers, sportsmen and animal owners.

3) Respond to the activities of radical groups like the HSUS by opposing their efforts to pass laws or enact regulations that would restrict the rights and freedoms of farmers, sportsmen and animal owners.

I had the opportunity to speak with Betty Doke, a national representative for Protect the Harvest, who says: "It is our responsibility to inform others about our organization and the fight that we are fighting against HSUS, but most importantly to inform our juniors because they are our future."

Protect the Harvest has certainly gained the support of the National Junior Angus Association, and in response to our interest in the organization, they graciously gave away two scholarships at the 2013 National Junior Angus Show (NJAS) in Kansas City. Each scholarship was worth \$250 and was awarded to the winners of the career development contest. Protect the Harvest will also be a part of our upcoming NJAS in Indianapolis, Ind.

In Indiana, a representative from the organization will be speaking at the opening ceremony to inform our juniors about the organization and its objectives. This is an outstanding organization so I encourage everyone to learn more about it by viewing their website at <http://protecttheharvest.com>, you can also find them on Facebook, Twitter and even watch some great videos on YouTube, so be sure to check it out.

— by Cory Watt



Michael Cropp (left), Damascus, Md., and Cory Watt (right), Iva, S.C., receive the Rising Star Youth Scholarship presented by Susan McMahon Taylor.

Education Dreams Come True

For students around the nation, a scholarship can mean the difference of receiving a higher education or going straight into the work force after a high school. For others, this can mean being able to have the chance to choose a school farther away from home.

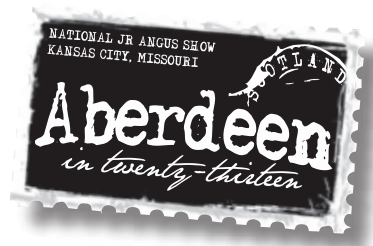
Luckily, National Junior Angus Association (NJAA) members have the financial support of the Angus Foundation to help them in achieving their future career goals. For a freshman at Kansas State University, the Rising Star Scholarship has allowed him to attend the college of his choice and receive a degree in a nationally renowned agricultural program. Michael Cropp's ultimate goal is to become a meat scientist and cattle producer. He hopes to one day accomplish the difficult task of making a memorable and tasty eating experience for every person who orders beef. However, this would not have been possible without the scholarship he received, which has helped to pay his college tuition.

"The Angus Foundation has given me a valuable opportunity, and these precious funds will go to further my dream in this industry," Cropp says. "It puts achieving my goals and ambitions within reach."

The Angus Foundation awarded over \$225,000 in undergraduate and graduate student scholarship funds to more than 90 different Angus youth at this year's National Junior Angus Show (NJAS) in Kansas City. Another \$45,000 in scholarships was awarded at the NJAS and other Angus activities through an array of additional endowments managed by the Angus Foundation for entries such as American Angus Auxiliary and Certified Angus Beef. On top of this, the Angus Foundation supports many of the leadership activities and events that allow these junior members to gain the necessary skills needed in the future. In the end, the Angus Foundation has not only helped to provide more opportunities for juniors around the nation, but has allowed them to reach their dreams. Dreams that may have started out as an unreachable goal, but turned into a possibility with just one contribution towards their future. From the Angus Juniors around the nation, a special THANKYOU to the Angus Foundation and the many generous donors who support the leaders of tomorrow!

— by Lindsay Upperman

Herdsman of the Year



Lauren Adcock, Moweaqua, Ill., received the Junior Herdsman of the Year Award at the 2013 National Junior Angus Show.

"I was shocked and honored. It is a truly humbling feeling knowing that it was voted on by the juniors who felt that I was worthy enough to receive the honor" says Lauren Adcock, who received this year's Junior Herdsman of the Year Award at the 2013 National Junior Angus Show.

Lauren is the daughter of Bobby and Sherry Adcock, Moweaqua, Ill. She is a recent graduate of University of Illinois Urbana-Champaign and is currently pursuing her master's degree at Tarleton State University in agriculture economics.

The Junior Herdsman of the Year is awarded to a junior member who has displayed a strong work ethic, dedication to his/her animals, and possesses the skills to prepare their cattle for exhibition. In addition, the junior shows the ability to work with customers and fellow junior members to help prepare their animals to enter the showing.

Adcock has been a strong representative for the Angus industry, as she recently finished serving as our first Angus Ambassador and was fourth overall showman in the 2011 NJAS Showmanship contest. She was also very involved at the state level where she served as Illinois Junior Angus Association president, was awarded Illinois Herdsman of the Year and Outstanding Junior Angus member.

Adcock acknowledges the varied opportunities available in the Angus breed. "Whether it be through the offered technology for herd advancement or the contests and the leadership opportunities, there is something for everyone." These opportunities inspire Adcock to remain involved, because there are always new possibilities. She has taken full advantage of these opportunities, and thinks they help juniors get involved and provides them with the tools for them to become successful in the future both inside and outside the showing.

For juniors who want to become more involved, Adcock says, "Don't hold back. Get involved in things that are outside of your comfort zone. When you get outside your comfort zone, you will find out things about yourself that you didn't know before. Learn from your mistakes, and never give up on your dream."

— by Jessica Radcliffe

State Spotlight

Missouri Junior Angus Association

It's always great to catch up with friends at shows and other NJAA events, but do you ever wonder what other states are doing throughout the year? I had the opportunity to catch up with the Missouri Junior Angus Association President, Jake Heimsoth, for a behind-the-scenes look at what the Missouri members do throughout the year, as well as their preparation for hosting the 2013 National Junior Angus Show in Kansas City.

"I am proud of the Missouri juniors for their hard work and dedication in hosting the Aberdeen in Twenty-Thirteen National Junior Angus Show and make it an undeniable success" Heimsoth says.

From planning and preparing months in advance, the

Missouri Junior Angus members were in charge of everything from set up to clean up and everything in between. "We had committees in certain areas to keep things running smoothly," Heimsoth says.

However, their commitments didn't stop them from focusing on hosting a great NJAS. "Our members were able to set aside time to help others and keep the show raging on and close the week out strong," praises Heimsoth. Missouri did exceptionally well in their turn out of exhibitors and contests.

Their involvement doesn't stop there. The Missouri Junior Angus Association holds three major meetings throughout the year, as well as committee meetings as needed. They keep their members involved in activities such as Raising the Bar and LEAD conferences throughout the year. In order to keep in touch when they aren't in shows, they submit articles in the Missouri Angus Trails.

"We have a pizza party at our state fair to show how much we appreciate their hard work over the year," Heimsoth says.

Being one of the larger state associations, the Missouri Junior Angus Association is dedicated to make the most out of every opportunity for their members.

— by Shane Kerner

Time is of the Essence

‘T here are just not enough hours in the day!’

We have all heard someone say that, and up until a few years ago, I thought that was just an expression for old people. Not the case. As I begin my junior year of college I understand the true need for more hours in a day. Like most Angus juniors, I have diverse responsibilities that require a sizeable portion of my time. There are times that these responsibilities overlap what I need to get done for school. I am then left rushing at the last minute to get everything done. Being human, something inevitably gets less attention than it deserves.

For most people, school is what consumes most of their time, but not us. We are cattle kids. Whether taking care of your cattle or participating in cattle related organizations, our responsibilities reach far beyond school. In order to be successful in the classroom, as well as with our cattle-related responsibilities, we must utilize techniques that help with organization. To do this, I have tried to implement some strategies in my daily routine that will allow me to accomplish everything necessary.

5 Golden Rules of Time - Management

1. Write in a Planner

If you are anything like me, someone will tell you what you need to submit to them by a certain date, and in the moment you will agree — only to forget 10 seconds later. In order to remember tasks, use a planner. Most planners have both a weekly and monthly view. You can list daily tasks that arise, as well as plan ahead by writing predetermined dates in the monthly view. For me, using a planner helps organize essential tasks in one location.

2. Make To-do Lists

Just like using a planner, making a to-do list allows tasks to be viewed in one location. The most satisfying part of a to-do list is marking off the tasks. When something takes a lot of effort or time, I like to mark through the task until it is barely readable. Listing tasks and then marking them off allows me to stay focused without becoming overwhelmed.

3. Rank Items by Priority

After making a to-do list, it is important to separate the tasks by priority. For example, some items may need to get done on that day, while others can be left for tomorrow or the next week. Break down your to-do list into three categories: urgent, less important, and ongoing. None of these categories are any less important than the other, but breaking your list into categories will help you focus and prioritize your time.



4. Do Not Procrastinate

Easier said than done. I will admit, I have been known to procrastinate often. Over time I have learned that at least starting a task as soon as it arises will help you focus on what needs to be done. For example, start an outline as soon as your teacher assigns a paper. Even if you wait until the last minute before the paper is due, you will at least have a basic outline to help you write the paper. By starting tasks as soon as you know about them, they will be engrained in your mental to-do list and you are more likely to accomplish them in a timely manner.

5. Learn to Say No

Sometimes there truly are not enough hours in the day. One way to keep yourself sane is to limit your responsibilities to a manageable level. Many times I have found myself agreeing to too many tasks at one time. The cure for this is to simply say, “No.” When asked to take on an additional responsibility, consider the tasks for which you are already accountable. If you do not feel there is time for one more task, declining is the right answer. When we are too overloaded, everything gets shorted some attention that it requires, but having enough time to work on a task without rushing will allow for better performance.

— by Maggie Jasper

Bigger & Better in Texas

Hello all, I'm pleased to announce the next Raising the Bar conference will be held in Lubbock, Texas. This is definitely one you won't want to miss! Although we are still ironing out a few details, we have planned a bigger-and-better event with true Texas style. The conference will be held the first part of April, and schedule and information will be included in the green book. Some events we have planned are touring the Western Heritage Center in Lubbock, visiting the 6666 Ranch, and paying a call on the defending Capital One National Champion Mascot Raider Red. At Texas Tech University, juniors will tour the meat lab, and will have the opportunity to visit with several different departments and hear about the successful programs at Texas Tech. We will have more information on the NJAA website for this event in the near future. If you have any questions about Raising the Bar, visit the NJAA website or feel free to contact any of the junior board members.



TEXAS TECH
UNIVERSITY

— by Lucas Nord

CAJUN LIVIN' ANGUS LEADIN'
2013 LEAD Conference
NEW ORLEANS, LOUISIANA
Recap



Every summer around the first of August, NJAA members take off to exciting new places all over the country to participate in the Leaders Engaged in Angus Development, or LEAD, conference. This year's location was New Orleans, La. Surrounded by an enduring Cajun atmosphere, the juniors were enthused to experience another new place without the work load of the show cattle. Juniors were able to explore the Cajun city sights including downtown New Orleans, Louisiana plantations, and Mardi Gras World.

This year's LEAD also offered opportunities for those juniors ready to take a walk on the wild side. We loaded a boat and floated down the swamp surrounded by alligators. However, later that night, we sailed out for a less intimidating boat ride. All 200 juniors boarded a steamboat and sailed down the Mississippi

river while dancing the night away.

Another amazing aspect of LEAD is getting the opportunity to visit different Angus ranches and seeing how they run their operation. This year we toured Turner Farms. It was very beneficial for juniors to learn how other ranches operate across the country.

LEAD is also a great experience for Angus juniors to spend time with their friends from all across the nation.

"I loved meeting new people that are also involved in the Angus Association," says Tye Williams, first-time LEAD participant from Idalou, Texas. "My favorite part about LEAD was touring Bourbon Street and Mardi Gras World. It was really cool to see all those new places."

"Personally, I believe the people benefit juniors the most," says Jera Pipkin, attendee from Missouri. At LEAD, you will meet your new best friends, great contacts for the future and some of the most inspiring people the Angus industry has to offer. Without the people behind this great industry, from juniors to senior members and leaders, LEAD would not be possible."

Juniors are always brought closer together through LEAD. This event is one of the main reasons Angus youth has such strong bonds with all juniors across the nation. If you haven't attended one yet, make plans to do so next year.

— by Tylee Williams



2013-2014 Angus Ambassador's Insight

As the Angus Ambassador, I have the privilege of representing the business breed at several industry events. In order to be selected as the Angus Ambassador, the top five finalists were requested to give a presentation on a topic of our choice relevant to the beef industry. I chose to discuss the current U.S. cattle inventory and its impact on the beef industry as a whole. Some of you may recognize this as the topic given for the 2013 National Junior Angus Show, senior prepared speeches. This shows that the National Junior Angus Board of Directors, who picked the speech topic, also believe this is a critical issue for our industry. I would like to take this opportunity to share with you current U.S. herd inventory trends, why this is an issue for all of us involved in the cattle industry, and some potential solutions.

Earlier this year, the 2013 United States Department of Agriculture's (USDA) annual cattle inventory report was released. The USDA report confirmed that this year's total number of all cattle and calves is the lowest since 1952. Additionally, the report indicates this is the 17th year of decline and marks a sell off level of six million cows. These statistics lead to a few questions: how has the beef industry been able to maintain beef production, and how can we continue to be successful in the future?

In spite of the steep decline in beef cow numbers, domestic U.S. beef production has sustained. I believe there are three main reasons we have been able to maintain adequate beef production levels — by the use of younger calves and most recently females, by increasing carcass weights, and by utilizing imports.

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Many experts have concluded these methods will not be sustainable forever. Do you think we can continue to be successful with the current trends or do we need find other solutions?

There are many additional solutions we can consider. The first and most obvious would be improved weather conditions, which thankfully a majority of the country was blessed with rain this summer. However, this is a solution, not a strategy, because none of us can control the weather. Other possible strategies we can apply today and in the near future include the following:

- ➔ Education of consumers and developing advocates for the beef industry.
- ➔ Encouraging young people to get involved in beef production.
- ➔ Making changes in traditional industry practices, such as creating better relationships/increasing communication throughout all industry segments and better resource utilization, etc.



Maci Lienemann, Princeton, Neb., was selected the 2013-2014 Angus Ambassador and will serve a one-year term as a spokesperson for the American Angus Association at cattle industry events across the United States and Canada.

➔ Continuing to make progress in genetic research, which is a personal goal for me as an animal science major at the University of Nebraska-Lincoln

Which strategy do you think is the best solution? What impact will you have on the future of the cattle inventory?

Recently, I attended my first event as the Angus Ambassador at the National Angus Conference and Tour in Albany, NY. During the conference this topic was discussed several times. All of the advancements the American Angus Association has made in the area of genetics were shared with the audience. Moreover, the importance of large cattle numbers to increase the number of carcasses that qualify for the *Certified Angus Beef*® brand was also discussed.

I encourage all of you to research this issue and determine what you believe to be the best solution. Most importantly, act and continue to stay informed on this topic and others impacting the beef industry.

— by *Maci Lienemann*

DIRECTIONS

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

Important Dates and Deadlines for Juniors

JANUARY 2014

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

FEBRUARY 2014

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

MARCH 2014

- 1 Deadline for Honorary Angus Foundation and Advisor of the Year nominations
1 Ownership & Entry deadline for the Western Regional Junior Angus Show
10 Raising the Bar (Texas Tech University) Registration Deadline
7-9 MAJAC Show, Harrisonburg, Va.

APRIL 2014

- 11-13 Raising the Bar at Texas Tech University – Lubbock, TX

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

- 19-20 Western Regional, Reno, Nev.

MAY 2014

- 1 Deadline for Gold Award applications
1 Outstanding Leadership Award applications due
1 Ownership & Entry deadline Eastern Regional Junior Angus Show
1 Ownership & Entry deadline Northwest Regional Preview Junior Angus Show
1 CAB/NJAA scholarship applications due
1 Angus Foundation scholarship applications due

- TBA Entry deadline for American Angus Breeders Futurity Junior Angus Show

- TBA Ownership deadline American Angus Breeders Futurity Junior Angus Show

- 15 Ownership & Early Entry deadline National Junior Angus Show

- 15 Entry deadline for NJAA Creative Writing, NJAA/AJ Photography, and NJAA 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 Contest Resumes

- 25 Late Entry Deadline National Junior Angus Show (online only)

- 22-25 Atlantic National Junior Angus Show, Timonium, Md.

JUNE 2014

- 1 NJAA Board Candidates information due
1 Deadline for submitting names of state delegates

- and showmanship contestants for NJAA elections

- 13-15 Eastern Regional, Raleigh, NC.

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

- 15 Angus Ambassador Applications due

- 15 LEAD registrations due (early registration deadline)

- TBA Northwest Regional Preview Junior Angus Show, Oregon

JULY 2014

- 6-12 National Junior Angus Show, Indianapolis, IN

- 15 LEAD registrations deadline (if not already full)

AUGUST 2014

- July 31-3 LEAD Conference, Philadelphia, PA

