

# DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION

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

Fall 2005

## WHAT'S INSIDE

Page 2 New NJAA Board Members

Page 3 LEAD Conference

Page 4 Way Out West

Page 4 AngusSource<sup>SM</sup>

Page 5 Advisors of the Year

Page 5 Regional Manager Profile

Page 6 Our Past Leaders

Page 8 Honorary Angus Foundation

Page 8 The Colors of Angus Success

Page 9 James' Junction

Page 9 Spotlight on Virginia



The Minnesota senior team markets its bull to a panel of judges during the team sales competition at the 2005 National Junior Angus Show.

## THE CHAIRMAN'S PERSPECTIVE:

*"The purpose of life, after all, is to live it, to taste experience to the utmost, to reach out eagerly without fear for a newer and richer experience." —Anna Eleanor Roosevelt*

The National Junior Angus Association (NJAA) provides an infinite number of opportunities for youth to gain industry knowledge, develop public speaking skills, hone showmanship abilities, and increase marketing capabilities, in addition to others. The activities and contests sponsored by the NJAA provide a great chance to meet friends, while yet perfecting skills that will be valuable to you in your search for higher education and a career. There are few other organizations in existence that can offer the chance to make lifelong friends, as well as develop skills that will serve as a catalyst to your success.

Youth comprise twenty percent of our population, but are 100 percent of our future. In production agriculture, there is a constant demand for leaders who possess the same skills that are developed in Angus activities. With this in mind, I challenge you to step outside your realm of comfort and try at least one new Angus activity each year. Your involvement in these events will help ensure your position in the future of production agriculture and more specifically, the Angus industry.

I realize that it is sometimes hard to try new events. It is human nature to be mildly intimidated by the prospect of failure. Just remember that failure is always found on the



These juniors from South Dakota answer the judges' questions in the 22nd Annual All-American Certified Angus Beef® Cook-Off.

road to success. When striving toward a goal, misfortune is inevitable. However, it's how you deal with the misfortune that determines your level of success. Success depends on your ability to see failure as a fresh opportunity, and not a final defeat.

Today, I challenge you to step outside your comfort zone and try new things. You will expectedly run into a few roadblocks, but these will ultimately lead you to success. I predict you will meet new friends and learn new abilities that will stick with you for life. These skills and people will be the beginning of a network that will lead you directly down the path to success. The next step for agriculture, as well as the Angus breed, lies in your hands, and I commend those who will choose to take action and lead us into the future!

—Jake Tiedeman

## NJAA BOARD OF DIRECTORS

### TERMS UP IN 2006

**JAKE TIEDEMAN**, Nebraska, **chairman**,  
[tiedeman@simla.colostate.edu](mailto:tiedeman@simla.colostate.edu)

**CASEY JENTZ**, Wisconsin, **vice chairman**,  
[cejentz@wisc.edu](mailto:cejentz@wisc.edu)

**ALICIA KRAMER**, Illinois, **communications director**,  
[arkramer@uiuc.edu](mailto:arkramer@uiuc.edu)

**CURTIS BRYANT**, Maryland, **Foundation director**,  
[curticb@okstate.edu](mailto:curticb@okstate.edu)

**RENEE THELEN**, Michigan, **leadership director**,  
[thelen28@msu.edu](mailto:thelen28@msu.edu)

**HEATH MCPHERSON**, North Carolina, **membership director**,  
[hmac\\_njaa@hotmail.com](mailto:hmac_njaa@hotmail.com)

### TERMS UP IN 2007

**ZEBADIAH GRAY**, Iowa, [zgray@iastate.edu](mailto:zgray@iastate.edu)

**KRISTEN OAKS**, Louisiana, [koakst@lsu.edu](mailto:koakst@lsu.edu)

**AMANDA SCHNOOR**, California,  
[schnoor@yahoo.com](mailto:schnoor@yahoo.com)

**ALEX TOLBERT**, Georgia,  
[xanderjoe@msn.com](mailto:xanderjoe@msn.com)

**TRACEE VEENSTRA**, Minnesota,  
[tracee.veenstra@mnsu.edu](mailto:tracee.veenstra@mnsu.edu)

**KINDRA WOOD**, Alabama,  
[woodkin@auburn.edu](mailto:woodkin@auburn.edu)



Serving on the Board of Directors for the National Junior Angus Association (NJAA) for 2005-2006 are (seated, from left) **Renee Thelen**, Saline, Mich.; **Jake Tiedeman**, North Platte, Neb.; **Alicia Kramer**, Farina, Ill.; (standing, from left) **Kindra Wood**, Holly Pond, Ala.; **Amanda Schnoor**, Chowchilla, Calif.; **Alex Tolbert**, Nicholson, Ga.; **Curtis Bryant**, Monkton, Md.; **Casey Jentz**, Fennimore, Wis.; **Zebadiah Gray**, Toledo, Iowa; **Heath McPherson**, Snow Camp, N.C.; **Tracee Veenstra**, Springfield, Minn.; and **Kristen Oaks**, Calhoun, La.

## Meet the Newly Elected Six

Each year six new members are elected to serve on the National Junior Angus Association (NJAA) Board of Directors to help with planning and implementing ideas for the NJAA. This is your first chance to get a sneak peek into the lives of the six newly elected members of the NJAA Board. Find out what these directors like to do besides show and raise cattle!

### Zeb Gray

**Age:** 20

**Favorite College Course:** Beef Cattle Science

**Role Models:** Parents

**Favorite song:** "Rodeo" by Garth Brooks

**Most memorable NJAA activity:** White water rafting at the 2005 LEAD

**Favorite Food:** Cheesy hashbrown casserole

**Pastime:** Hunting and rodeo

### Kristen Oaks

**Age:** 19

**Favorite College Course:** Communication Studies

**Role Models:** Parents

**Favorite song:** "Me and Bobby McGee" by Janis Joplin

**Most memorable NJAA activity:** Vespers at each LEAD Conference

**Favorite Food:** Anything loaded with carbohydrates!

**Pastime:** Soccer and politics

### Amanda Schnoor

**Age:** 19

**Favorite College Course:** Marketing

**Role Model:** Grandpa

**Favorite song:** "Bless the Broken Road" by Rascal Flatts

**Most memorable NJAA activity:** My first National Junior Angus Show (NJAS)

**Favorite Food:** Caesar salad

**Pastime:** Water sports

### Alex Tolbert

**Age:** 20

**Favorite College Course:** Quantitative Methods of Ag Econ

**Role Model:** Dad

**Favorite song:** "Georgia on My Mind" by Ray Charles

**Most memorable NJAA activity:** Showing first steer at the NJAS in Perry, Ga.

**Favorite Food:** My mama's cookin'!

**Pastime:** Hanging out with friends, Braves baseball, and eating!

### Tracee Veenstra

**Age:** 21

**Favorite College Course:** Women's Self Defense and Bowling

**Role Models:** Parents and brother

**Favorite song:** "Good Riddance" by Green Day, and "Don't Worry 'Bout a Thing" by SheDAISY

**Most memorable NJAA activity:** 2005 NJAS

**Favorite Food:** Cheese

**Pastime:** Watching and playing all sports and riding my motorcycle. I love anything outdoors!

### Kindra Wood

**Age:** 19

**Favorite College Course:** Ag Leadership

**Role Model:** My grandmother who is fighting a courageous battle with cancer

**Favorite song:** "Time of Your Life" by Green Day

**Most memorable NJAA activity:** Being a board candidate at the 2005 NJAS

**Favorite Food:** Macaroni and cheese

**Pastime:** Clogging and Auburn football

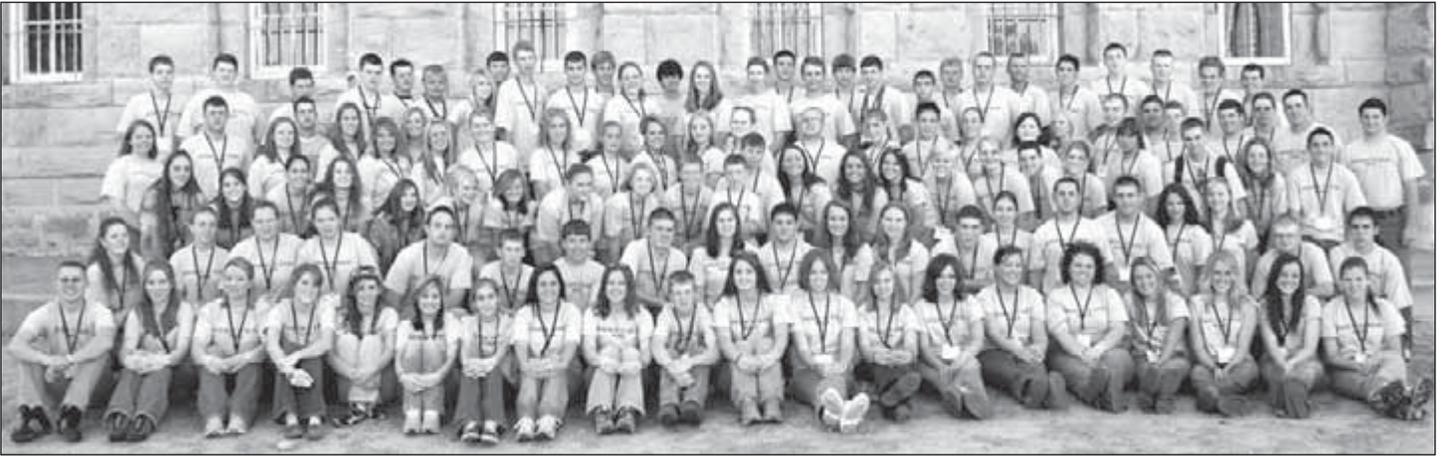
—*Alicia Kramer*

## Golf Tournament and Silent Auction Has Great Success

On July 19, 69 Angus breeders, juniors and supporters took a morning off from the National Junior Angus Show (NJAS) to tee off for an 18-hole tournament at Thorncreek Golf Course in Thornton, Colo. After a morning of golf and record high temperatures, everyone enjoyed a *Certified Angus Beef*® steak lunch at the awards ceremony. Generous supporters raised a record amount of more than \$24,000 for the Angus Foundation, which supports education, youth, and research. The Angus Foundation and National Junior Angus Association Board appreciate the generous support from all of the sponsors and players in this year's tournament. We would like to invite you to the 2006 tournament, which will be on July 11 in Indianapolis, Ind. We are looking forward to another outstanding event!

The 2005 Angus Foundation Silent Auction received 67 donation items to earn more than \$9,900 at the NJAS, July 17-23 in Denver. Angus supporters and state junior Angus associations donated items that included antique herd books, jewelry, pictures and Angus paraphernalia. The items are more sought after every year. Dick and Diane Beck purchased a section of the original American Angus Association library carpet for \$2,500 which was the high-selling item this year. We greatly appreciate all of the supporters of this year's silent auction and we are very excited about some of the unique items and ideas we have in store for 2006!

—*Curtis Bryant*



## Angus Youth Strike it Rich at 2005 LEAD Conference

Young Angus enthusiasts from 34 states, Australia and Canada met August 4-7 in Boise, Idaho, for the 2005 Leaders Engaged in Angus Development (LEAD) Conference. Workshops, tours and industry presentations were conducted for the 144 National Junior Angus Association (NJAA) members, parents and advisors.

“Strikin’ It Rich” was the theme for this year’s conference in the Gem State, and Scott Vernon, motivational speaker from San Luis Obispo, Calif., offered several golden nuggets of advice to succeed in life. He reinforced some basic principles, like remembering to say thank you, listening to your parents and eating beef. He also added that the youth should continue to learn, practice their penmanship and invest in a house by the time they are 25 years old.

Vernon encouraged the youth to get a college education, stating that not attending college will cost them \$4 million over their lifetime. Finally, he challenged them to live life everyday, and to never give up.

Katie Colyer, Idaho Cattlemen’s Association, welcomed the group to Idaho. She gave an overview of beef production in the state, citing that cattle are more populous than people in Idaho.

On Thursday evening, Dr. Al Snyder entertained the group as members and advisors were hypnotized. While not everyone “went under,” the audience seemed to enjoy things just as well.

Cara Ayres, Stevensville, Mont., talked about “finding your own gold” through the NJAA. Ayres was involved in junior Angus

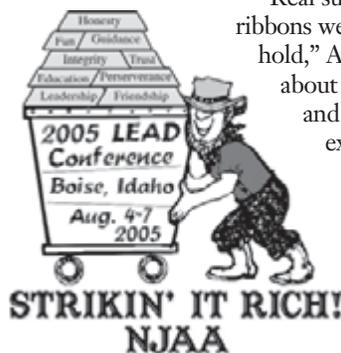
programs while growing up, served on the National Junior Angus Board and served a year as Miss American Angus. She talked about the numerous opportunities for learning and involvement in the beef industry.

“Real success isn’t about the ribbons we win or the offices we hold,” Ayres told the group. “It’s about how we stand back up and learn from the experiences.”

Scott Holt, North Central regional manager and American Angus Association account manager for Allflex USA, addressed the national animal

identification issue and the various technologies available.

Participants were exposed to the Boise area and some of Idaho’s agriculture on a day-long tour. The tour began at Idaho’s Old Penitentiary, which housed inmates until the early 1970s. One highlight was getting to meet a former inmate and learn



Junior members work in small groups as they learn about one another.

about his stay for writing a check that bounced.

A lunch stop at Bear Mountain Angus Ranch, near Melba, allowed the group to view Angus cattle and farmland in the area. After lunch, tours included a stop at Drew Eggers’ Farm near Meridian, where information was presented about peppermint and spearmint production and harvest. Participants also toured the Amalgamated Sugar Co. at Nampa, where they learned about sugar production, processing and packaging. The tour ended with a raft trip down the Payette River, near Horseshoe Bend. The rafting made this LEAD Conference particularly memorable for all participants, followed by inspiring vespers from the newly elected Board members.

In addition to the speakers and tours, the directors of the NJAA Board presented interactive workshops that dealt with industry and interpersonal topics. A workshop on proper etiquette allowed participants to critique improper manners, and learn proper dining in a formal setting.

In a workshop about genetic selection, an overview of selection tools including EPDs and \$Values was presented. Each small group was given a list of bulls to select. They selected bulls based on a given scenario and budget.

Scholarship applications and resumes were the focus of a third workshop. A game show mocking “Hollywood Squares” tested the participants’ knowledge about the beef industry and Angus business. Each workshop allowed the participants to gain first-hand knowledge about the various topics.

LEAD is conducted annually for 14- to 21-year-old members of the NJAA. It is hosted by the NJAA and the American Angus Association and funded through the Angus Foundation. Plan to join us for the 2006 LEAD in Oklahoma City, August 3-6.

—Renee Thelen



Exhibiting cattle at the NJAS opens the door of opportunity for juniors to explore the options available to them through the NJAA.

## “Way Out West”

Angus juniors and their families and friends from across the country gathered in the scenic state of Colorado for the 2005 National Junior Angus Show (NJAS). The largest single breed show in the world was held July 17-23 at the National Western Complex in Denver, Colo. The event themed, “Way Out West,” was organized and hosted by numerous Western states.

The week-long event began with the breathtaking scenic drive to the foot of the Rocky Mountains. Opening ceremonies kicked off the event with distinguished guests, the National Junior Angus Association (NJAA) Board, junior exhibitors and family. The highlight of the evening was featured entertainment, “One Armed Bandit

and Company.” The cowboy demonstrated to the crowd how to corral “real” longhorn steers by loading them on top of his stock trailer. Evening socials provided time to chat with friends from all across the U.S.

Throughout the week, junior Angus members competed in various contests such as prepared public speaking and extemporaneous public speaking, the Auxiliary sponsored All-American *Certified Angus Beef*® Cook-Off, quiz bowl, and team sales contest.

In the showing, juniors exhibited 1,053 entries at this year’s event. Mike McGuire, Waverly, Ala., judged 52 steers. Vance



Uden, Franklin, Neb., evaluated 66 cow-calf pairs, 75 bred-and-owned bulls, and 235 bred-and-owned females. Randy Daniel, Colbert, Ga., judged 625 owned females.

Leading the grand champion steer was Brittany Full, Mount Airy, Md., with KNKC Titan. Just Enuuff Battalion Figaro, owned by Jennifer Hower, Bethlehem, Pa., was named reserve champion steer. Leading the grand champion bred-and-owned cow-calf pair was Jordan Davis, Foss, Okla., JDD Blackcap Brandi with twin bull calves. Ashlyn Carter, Upland, Ind., exhibited the reserve champion bred-and-owned cow-calf pair, CF Blakcap 1503 paired with a bull calf. In the owned cow-calf pair division, Jon Whitlock, Iuka, Miss., claimed grand champion honors with WK Crystal 3085. She showed with a 2005 bull calf at her side. Allison Burns, Troutdale, Ore., showed the reserve champion pair LaGrand Forever Lady 2444 and a heifer calf.

Claiming top honors in the bred-and-owned bulls was Emily McCurry, Burrton, Kan., with Marands All In 4010. Reserve honors in the bred-and-owned bulls division went to Dillon Stertzbach, Louisville, Ohio, with Echo Dell Titan 4009. Blake Boyd, Mayslick, Ky., led the champion bred-and-owned female, Boyd Forever Lady 4004. Reserve honors in the bred-and-owned female division went to Callie Smith, Lebanon, Tenn., with C Q S Georgina 05A. In the owned division, Mandy Richardson, Louisa, Va., led the champion female, Champion Hill Georgina 3842. Lacey Murray, Garrett, Pa., exhibited the reserve owned female, Cherry Knoll LSC Rosebud 401.

In the 39th annual National Junior Angus Showmanship Contest, Chad Hahn, Rocky Ridge, Md., claimed top honors after edging out 54 other contestants from 35 states. Stephanie Arp, Walcott, Iowa; Kathryn Taylor, Front Royal, Va.; Jacob Wolfrey, White Post, Va.; and Chelsea Wieben, Waterford, Va., rounded out the top five.

Congratulations to all the juniors who competed “Way Out West” at NJAS in Denver. Special thanks to all involved with planning, organizing and sponsoring the event. For complete results of the show and photographs go to [www.njaa.info/shows.html](http://www.njaa.info/shows.html). Be sure to make plans to attend the 2006 NJAS in Indianapolis, Ind.

## AngusSource<sup>SM</sup> Helps to Differentiate Between Angus and Other Black Cattle

If you had the opportunity to make more money, you would, wouldn't you? Well the AngusSource<sup>SM</sup> program is designed to help make you, Angus producers, more money by increasing the demand for Angus genetics. It will also help your customers make more money by differentiating their Angus feeder cattle from other black-hided cattle. In order to qualify for the program, the cattle must be sired by a registered Angus bull, the cattle have to be enrolled by the ranch on which they were born, and the cattle's age must be known, including both month and year.

The good news is that it is as easy as 1, 2, 3. First, producers have to enroll in the Beef Improvement Records (BIR) with the American Angus Association and agree to follow all of the rules of the AngusSource program. Next, they have to enroll the cattle. They need to choose what type of tag they want. They have the option of either a visual tag that costs \$1 or an RFID tag that costs \$3.25. A document is created for all AngusSource program cattle listing the genetics, source, group age, sale location and date, average weight, and management information (vaccination info, past groups' harvest data) for the set of enrolled cattle. This document is stored electronically by the American Angus Association. The documents can be printed and used as marketing tools to potential buyers, livestock auctions, or for sale book inserts.

AngusSource provides more information to ensure producers are getting paid for what they are producing and ensuring buyers are getting what they are paying for, Angus.

—Zeb Gray

—Kindra Wood

# Pattersons Selected as Advisors of the Year

John and Pam Patterson began their journey in 1982 with the purchase of a few registered females. As 3rd generation cattle producers they say it was a “natural choice.” “We had been around Angus and performance cattle and we both new about the breed.”

Their involvement in the National Junior Angus Association (NJAA) began with their children Tom and Mark. Pam and son, Tom, attended their first National Junior Angus Show (NJAS) in Des Moines, Iowa, in 1994, and she has only missed two since, many times being the only two people from Montana at the show.

When asked what their motivation was to help juniors and support the junior association they spoke about how they had witnessed first hand what the association could do for young people as they watched Tom grow and develop through the NJAA. Evolving from young adolescents with much to learn into confident young adults equipped with life skills for future success, they watched their children mature within

the program that they believed in.

Mrs. Patterson shares a story about a young member who attended the NJAS for the first time this year. She tells of how a quiet youngster competed in the prepared public speaking contest and how excited the member was when he came out of the contest, eagerly awaiting next year’s contest and on fire for the NJAA.

Mr. Patterson is sold on the NJAS. “It’s a complete event, a happening,” he says as he talks about how it allows kids from all backgrounds from all across America to come together and compete in many different contests. “Kids that are good at photography can enter that contest, while kids that are good speakers can enter the speaking contest.”

The Pattersons express their admiration of the association and what a real honor it is to be named Advisors of the Year. They commend all juniors and encourage everyone to get involved in something.

The Patterson family is dedicated to the



John and Pam Patterson are presented with the Advisor of the Year award from retiring Board chairman Jennifer Ourso at the 2005 NJAS.

Angus Association and they are true motivators. Their involvement has made a mark not only on the Montana Junior Angus Association, but the NJAA as well. We all commend the Pattersons on their hard work and efforts, as well as the dedication and devotion they exude while touching the lives of juniors across the nation.

—Alex Tolbert

## REGIONAL MANAGER PROFILE: *Matt Printz*

*National Junior Angus Association (NJAA) members have many to thank for their contributions. Of special importance to juniors are our 13 regional managers who help with many behind-the-scenes efforts to ensure meetings and shows run efficiently and according to Association rules. Other roles regional managers play include promoters for the Angus Foundation and of the welfare of local and state organizations. In order to learn more about our regional managers and the Association staff, this column has been formed to spotlight someone from the American Angus Association who is active with junior activities.*



**Territory:** Colorado and Nebraska

**Hometown:** Platteville, Colo.

**College:** Northeastern Junior College and Colorado State University

**Angus Background:** Although I did not grow up around a registered herd of any breed, my family has used some Angus sires on our commercial cows through purchasing bulls and artificial insemination. During high school, I worked at several feedyards through summer vacations and on weekends during the school year. In college I worked at the school feedyard and at the meats lab. During the summer I worked for a large cow-calf operation in the sandhills of Nebraska and then a processing plant in Denver. Following graduation I took a job with another breed association for three years and then spent

18 months employed by the Colorado Livestock Association as Director of Quality Resources before being hired by the American Angus Association.

**Family:** Kari (wife)

**Hobbies:** I am still actively involved in my family’s commercial cow herd.

**When did you start with the Angus Association:** May 15, 2004

**Most rewarding experience:** Being employed by the American Angus Association and working with some of the industry’s most progressive producers and leaders.

**Best part of being a regional manager:** Working with and getting to know producers in my territory and throughout the country, and seeing some of the best cattle ever raised.

**Insight to the future of the Angus industry:** I believe that the Angus breed will remain a viable part of the country’s beef genetics due in part to the progressive people involved with the breed. As we go into the future, cattlemen will begin to differentiate programs by levels of customer service and the quality of genetics that they supply.

**Advice to junior members:** Depending on what a junior member wants to do, my advice would be to become involved with organizations that are affiliated with your career goals. Gain as much work experience as possible in order to build relationships with people in that related field to gain further knowledge, and most importantly find out if that’s what you want to spend your life doing.

—Casey Jentz

# Our Past Leaders — *Where are they now?*

Four past NJAA Board Chairmen share some insight on their experience leading the world's largest single beef breed junior association.

## JENNI BECK

North Carolina — 2003-04

### What profession are you currently pursuing?

I've recently been promoted to the manager of grassroots communications for the National Cattlemen's Beef Association. In this position, I'll be able to utilize my passion for the beef cattle industry as well as the people who make it so great.



the National Cattlemen's Beef Association. In this position, I'll be able to utilize my passion for the beef cattle industry as well as the people who make it so great.

### How did serving on the Board help you in your career?

Although I was raised in a family that encouraged ambition and charisma, serving on the National Junior Angus Association (NJAA) Board provided me the opportunity to interact with people on a wider scale and often in very public forums. All of this certainly bolstered my confidence in dealing with new people and situations.

### Most memorable experience on the Board:

One of my most memorable experiences on the Board was the opportunity to help several of the juniors I've watched grow up since birth in the showing during their first year of exhibiting



on a national level. For me, I remember how much of an impact a friendly face meant during my first time at National Junior Angus Show (NJAS), and I can only hope that I helped to make at least one junior's experience richer.

### One thing serving on the Board taught you:

Being on the Board and working as part of a group that brings together so many different backgrounds, personalities, strengths and weaknesses truly taught me how to better cope with all types of personalities. Even when this posed difficulties for the group at times, it was also encouraging, because I'm confident that this diversity of perspectives and experiences is what truly represents the members of the NJAA and makes the NJAA Board outstanding.

### Are you still involved with Angus?

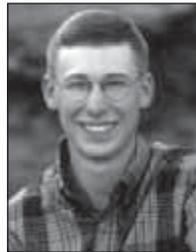
I will always be involved with the Angus business. Once you're a member of the Angus family, you're always a member, and that's what makes the breed so special.

## TOM PATTERSON

Montana — 2001-02

### What profession are you currently pursuing?

Currently, I'm the national sales manager for Agtech, Inc. in Manhattan, Kan. The company provides A.I. (artificial insemination) and ET (embryo transfer) training, drugs, and supplies to stockmen, universities and veterinarians both domestically and internationally.



### How did serving on the Board help you in your career?

Serving on the Board helped me learn how to work as a team member and leader. Each person has their own strengths and weaknesses. Learning how to collectively pool the talents of a group and channel that talent into useful, productive, and successful work is something that I feel I

really developed during my time on the Board. I use those skills on a daily basis.

### One thing serving on the Board taught you:

Team communication is essential for progress to be made in any membership driven organization, Fortune 500 Company or Angus operation. If we don't communicate effectively with our membership, investors or bull buyers, it's difficult for progress to be made or success to be realized.

### Something special about your six:

We literally came from every part of the nation — Nebraska, Illinois, Mississippi, Michigan, Virginia, and Montana. Each one of us had unique talents that made the sum of our group much stronger than our individual parts.

### Are you still involved with Angus?

My wife Corinne and I are still actively involved in our family Angus operation in Montana. We market our bulls to commercial bull buyers nationwide and also place select females in association-sponsored consignment sales from time to time.

## SONYA SMITH

Tennessee — 2000-01

### What profession are you currently pursuing?

I'm a civil litigation lawyer in Nashville, Tenn.

### How did serving on the Board help you in your career?

In my profession, thinking on your feet is essential, and serving on the NJAA Board helped me polish this skill. We were constantly asked questions on the spot that we may or may not have known the answer to! Serving as Chairman also helped me refine my public speaking skills and allowed me to gain confidence in doing so.



### Most memorable experience on the Board:

One of my most memorable experiences on the board was attending the West Virginia regional LEAD conference with Julie Dameron. This was my first real presentation I had to give, and it was then that I realized what a great experience this was going to be.

### Something special about your six:

Something really cool about our six, was the monthly update we started among each of the Board members that is still implemented today. We thought it was important that each of the board members stay in touch to form a better unity within the group.

### Are you still involved with Angus?

Oh yes! I am currently serving on the Tennessee Angus Association Board of Directors, and I'm very involved with the Tennessee juniors.

**MELISSA PICKRELL DAVIS**

Kentucky – 1999-00

**What profession are you currently pursuing?**

I am an account executive for a regional broadcasting company (radio station conglomerate). I sell advertising and assist in designing creative ads for advertisers, with an emphasis on our largest stations (50,000 watt).



**How did serving on the Board help you in your career?**

Serving on the Board helped me to develop and fine-tune so many characteristics. It taught me to focus on others, which has been particularly beneficial in sales. It also helped me to realize the importance of professionalism. There's a lot of pressure and multi-tasking while on the Board, and balancing Board responsibilities along with family, school, cattle and other involvements helped me to more efficiently manage my time.

**Most memorable experience on the Board:**

Well, THE most memorable part of me being on the board was actually GETTING ELECTED to the Board. I was a nervous wreck the entire week of junior nationals, while I stayed busy campaigning!!!! I'll never forget James Fisher calling my name!

**One thing serving on the Board taught you:**

Serving on the Board taught mentoring and serving in the "spotlight." I had always admired the "green jackets" and knew that's where I wanted to be. But once I was elected, it was an eye-opener to learn that there were younger juniors in the same shoes as I had once been. Serving on the Board taught me to handle both the pressure and the REWARD of serving as a mentor/leader in such a fine, well-respected group of young people.

**Are you still involved with Angus?**

The Angus breed is still an incredibly important part of my life! My husband works as show and sale cattle manager for a purebred Angus operation in southeastern Ohio. This past year, I was elected as a junior advisor to the Atlantic National Junior Angus Council – I'm incredibly excited about serving the juniors.

—Kristen Oaks

**Shop the Angus online store for gifts**

Looking for a perfect gift for upcoming holidays or birthdays? The Angus Foundation has T-shirts, hats, wind jacket pullovers and gloves for sale that will suit everyone on your list. These items are available in a variety of styles and colors.

The Angus Foundation also offers a set of four black-and-white grease-pencil drawings from a series of works by Angus artist Frank Murphy. The 11x14-inch prints were used in the Association's advertising campaign from 1966 to 1970.

For more details, visit [www.angusonline.org/store](http://www.angusonline.org/store) which includes photos and prices of the merchandise or contact the Angus Foundation at (816) 383-5100.

**Goin' Showin'**

Take your shot at finding the show-related words listed beside the puzzle. Hidden words can be found forwards, backwards, horizontal, vertical, and diagonal.

E C R C A N E U P A B B R Y E X L S U T G M C R S  
 F I N S E J T H R C P N O R I H H S R E O X S A U  
 U E A T D C H H A T A M G I P O E R P W O J B E T  
 A N E Y W N J B A L E R L H W K E U O B A E F P S  
 S O T D F F H S H S T U W S I E O O W T E E I R S  
 A D I E O A A F T A R E T E E E J O N T C C T I U  
 E H R J Y I B U L K T I R B C G H P P C T E S S E  
 D R E S S T O T S I C C M B W S D U Y U N G R N R  
 B I I E R E S O T K O O B D S L L U R E C W C I I  
 P U E W I E I U R W C B U O N P S E J C A H R R D  
 O R C T U E G U U R S A S I J A S P L T A J T K U  
 M P A K T M M I E Y S I E S J I J J M I T S E H R  
 N S C U E I O U O H H E R N C A C I R B H N I H E  
 J S F B W T C H M N T N O H M T E A N A R E T U O  
 E C P R I C Y L J T A U U E I A C P B O O T P A I  
 R N T E B U B U E F O L S E E T S N K M R T J S B  
 K E B D U D N E S R S F S S E A E O I O T S H E C  
 H E O R A I H B E S I M B H C R T I O R H E T H E  
 O T B B O L E L E S R T S E O I E W R O S G R R M  
 U E R R L I R N H K R I R U G W H H I A L E H O C  
 A H R I I I R E R R I R O E R S P J C T H A T J G  
 T F B L B A R U W I O B C S U N E T O R J I J E A  
 C U T E H B J E E O S P U J X M I P R O E I N N O  
 I J M W A E O S E N E U O R T U S M H B T C H A T  
 O S T E N S R N S E A H A R S R H O S S B U A A N

- |          |         |               |           |
|----------|---------|---------------|-----------|
| BEETPULP | EAT     | JAMES FISHER  | RIBBON    |
| BUCKET   | FEED    | JUDGE         | SHOWBOX   |
| BOOT     | HALTER  | JUNIOR        | SHOWSTICK |
| CHAIR    | HARNESS | NJAS          | SUITCASE  |
| COMB     | HAT     | PICTURES      | SUN       |
| DIRECTOR | HAY     | REGIONAL SHOW | TIEOUTS   |
| DRESS    |         |               |           |

# Honorary Angus Foundation Recipients Named

In 1985 the National Junior Angus Association (NJAA) initiated the Honorary Angus Foundation to recognize and show appreciation to those who have shown extraordinary interest and support for young members of the American Angus Association. That inaugural year, the NJAA Board of Directors honored seven Angus breeders as the first inductees of the Honorary Angus Foundation. Since 1986, no more than three Honorary Angus Foundation inductees have been awarded annually at the National Junior Angus Show (NJAS). The 2005 Honorary Angus Foundation inductees include:

## Dick & Diane Beck

Originally from York County, Pennsylvania, and an alumni of Pennsylvania State University, Dick served as an American Angus Association regional manager from 1978 to 1979.



Dick has served as a managing partner of Springfield Angus, a member of the American Angus Hall of Fame, and of ORigen, just to name a few. Dick and his family have made innumerable contributions to the Angus world, including sharing his legacy with two daughters, Jamie and Jennifer. Jennifer served on the NJAA Board from 2002-2004, and held the position of chairman. According to Dick in the catalog of the 2002 Springfield dispersal, one of the happiest times in the life of the Beck family was the year that Diane served as the adult coordinator of the National Junior Angus

Show in 1996 at Kansas City. That was the first NJAS of any breed to exhibit more than 1,000 head of cattle. The family has always been strong supporters of the Angus Foundation and the NJAA. Dick and Diane currently reside between Red Lodge, Mont., and Sharpsburg, Ga., where they manage Dick Beck Professional Marketing and Dick is general manager of Three Trees Ranch, Inc.

## Fred & Betty Johnson

No word better describes Fred Johnson than innovative. Fred and his brother built the Summitville Tile Company and after selling his interest in that enterprise to his brother, Fred embarked on another highly successful career in the



banking industry where he has grown a small community bank into an industry leader.

The Summitcrest Angus herd that Fred founded in 1949 has been in the top ten in the nation five out of the last six years on the basis on progeny registered by the American Angus Association, and has for many years produced a large number of Pathfinder dams, producing the highest number among other herds in 2005 with 75 dams. They have collected performance data with the Angus Herd Improvement Records (AHIR) program of the Association since 1967. In 2003, Summitcrest Angus was awarded the Historic Angus Herd Award.

Fred is highly accredited for his contributions to the Angus Foundation and his unwavering support of the American Angus Association. In 2004 Fred and Betty hosted the "That Old Black Magic" Gala that generated a gross of \$69,000 for the Angus Foundation. Fred is honored in the Saddle and Sirloin portrait gallery that now resides in Louisville, Ky., an honor shared by only the most coveted animal breeders of the world.

## George & June Crenshaw

George has been a breeder of Angus cattle since 1942 when he became herdsman at Kansas State University at 21 years of age. He and June have been a driving force behind the Kansas Angus Futurity, consigning and showing at 49 of



the 50 Kansas Angus Futurities. They served as co-chairs of the first Kansas Junior Angus Show in 1971, and in the same year were named the very first Kansas Junior Angus Honorary members and also the Kansas Angus Family of the Year.

George served as a primary influence in the building of a new beef cattle judging arena for the Centennial Angus Show at the 1973 Kansas State Fair. George and June have been the driving force in establishing the Kansas State Fair 4-H Foundation. Since 1980 the Crenshaw family has awarded silver dollars to class winners at various county, regional and state beef shows. The Crenshaws have opened up their home and hearts to Angus members, teaching the value of honesty, integrity and family.

## The Colors of Angus Success

Bronze, Silver, and Gold. We have all seen these colors throughout our lives whether it would be in sporting competitions, fine arts events, or even through the success of juniors in the Angus industry. However, have you taken advantage of this opportunity and applied for yours yet?



The National Junior Angus Association (NJAA) developed the National Recognition Program in 1972. It was designed to nationally recognize young Angus breeders for their continued achievements whether it would be holding an office in your state association, attending a leadership conference, enrolling your herd in performance-testing activities, or even participating in contests. Any life, regular, or junior member that is under the age of 21 is qualified to apply for these prestigious awards.

The Bronze and Silver award may be awarded to a member at any time under the age of 21. In order to receive the Bronze award an individual must accumulate at least 1,000 points based on the activities over the junior's career. The next level is the Silver award. An additional 1,000 points, for a grand total of 2,000 is needed to reach this level. However, we are not finished there.

In 1980-81, the NJAA Board developed the third and highest level of recognition, the Gold award. This award, needing a grand total of 3,000 points, is only eligible to a member during their last year. When members accumulate the right amount of points, they need to send an updated form to the director of activities and junior activities. Winners of the various levels will receive a specially designed pin and also obtain local, regional, and national recognition through media and Angus functions.

All forms and rules are located at [www.njaa.info](http://www.njaa.info) and are also available directly from the American Angus Association. Don't let this opportunity pass you by. Start filling out your forms today and be recognized for your hard work and dedication to the Angus industry. Go for the Gold!!!

—Tracee Veenstra

—Heath McPherson

# James' Junction (This article is for you and your parents.)

## Making Choices — Taking Control

I receive a weekly e-mail newsletter called *Road Signs for Success*. The newsletter is a weekly publication by Whitt Enterprises LLC, a personal and organizational development firm that helps people and organizations reach their full potential. I enjoy reading this newsletter as most weeks something in it hits home in relationship to an experience that I have encountered as the director of activities & junior activities for the American Angus Association.

A recent article was about making excuses rather than taking control. The article outlined how the writer's adult students came up with every excuse imaginable for not getting their homework done and then how they would get upset when they got a failing grade after failing to turn in their work.

In the junior Angus world of livestock shows and contest entries – we live by the deadlines, rules and expectations that are provided for each show. I too have heard nearly every excuse for not meeting the transfer, or a date of issue requirement for

a show; for an animal's tattoo being illegible or not matching the registration paper; for a postmark deadline for contest entries not being met, or for a junior member not being able to show their own animal at a junior show.

So what's the big deal about working within the rules for the show? Shouldn't we be able to bend the rules just this once because my junior member is special? Too many times the thought process is that the rules don't really apply to me — just to everyone else.

One statement I often hear when talking to a parent about an entry that is not eligible for a show is, "the heifer's not going to win, why can't you just let her show?" It is an interesting thought and while I understand the premise of this thinking, the reality is that if the heifer stands higher than even one heifer that

was entered correctly then it is an injustice to the junior member whose heifer met all of the entry requirements and stood lower in the class. To me it isn't really about winning the class; it's about doing what is right and fair to everyone.

The questions I have for parents who constantly look at how they can get around the rules is what are you teaching your child? Instead of looking at how to get around the rules it is better to review the rules with your junior member and make sure they understand them and are willing to live within them.

You have a choice you can make an excuse or you can take control — the choice and the outcome of your choice is entirely up to you.



## Spotlight on VIRGINIA

### Junior Angus Association

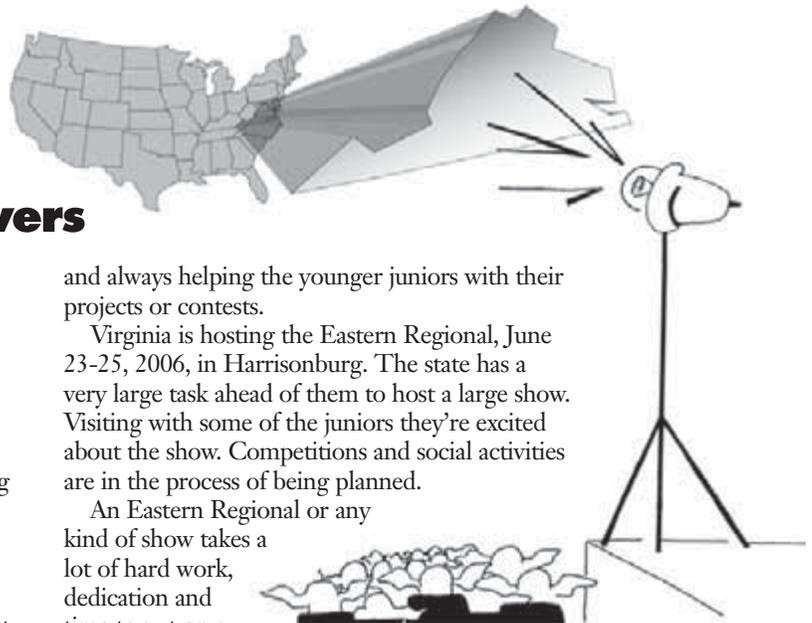
## Virginia is for Angus Lovers

The Virginia Angus Association was organized in 1933 and its objective is the promotion of the merits of the Angus breed of cattle as well as education of breeders.

Virginia is a small state on the eastern side of the nation and is a state always reaching out to attract members to get involved. Their junior association sticks out in many different ways; they're a state always striving to make the association bigger and better.

The state of Virginia had a very successful 2005 National Junior Angus Show. They had 15 members representing Virginia who traveled more than half way across the country to get to Denver, Colo. The highlight of the show was when their princess, Mandy Richardson, exhibited the champion owned heifer at the show.

I had the opportunity to meet their state delegate, Amanda Lickey. She is a young lady who is very friendly



and always helping the younger juniors with their projects or contests.

Virginia is hosting the Eastern Regional, June 23-25, 2006, in Harrisonburg. The state has a very large task ahead of them to host a large show. Visiting with some of the juniors they're excited about the show. Competitions and social activities are in the process of being planned.

An Eastern Regional or any kind of show takes a lot of hard work, dedication and time to put on a great show for the exhibitors. Good luck to the state of Virginia in the future.

—Amanda Schnoor

## Important dates and deadlines for juniors

### NOVEMBER 2005

- 1 Ownership deadline (issue date) for National Western Stock Show – Junior Competition
- 13-15 NAILE, Louisville, Ky.
- 15 Entry deadline for National Western Stock Show

### JANUARY 2006

- 10-14 National Western Stock Show, Denver, Colo.
- 12 Angus Foundation Heifer Package sells, Denver, Colo.

### MARCH 2006

- 1 Deadline for Honorary Angus Foundation and Advisor of the Year nominations
- 1 Ownership and entry deadline for the Western Regional Junior Angus Show
- 10-12 Mid-Atlantic Junior Angus Classic (MAJAC) Show, Harrisonburg, Va.
- 16-20 NJAA Board Meeting, Starkville, Miss.
- 31-April 2 Regional LEAD Conference, Fargo, N.D.

### APRIL 2006

- 15 Ownership and entry deadline for the Atlantic National Junior Angus Show
- 28-30 Western Regional, Reno, Nev.

### MAY 2006

- 1 Deadline for Gold Award applications
- 1 Outstanding Leadership Award applications due
- 1 Ownership and entry deadline for Northwest Regional Preview Junior Angus Show
- 15 Ownership and entry deadline for Eastern Regional Junior Angus Show
- 15 CAB/NJAA scholarship applications due
- 15 Angus Foundation scholarship applications due
- 26-27 Atlantic National Junior Angus Show, Timonium, Md.

### JUNE 2006

- 1 Ownership and entry deadline for National Junior Angus Show
- 1 Ownership deadline for American Angus Breeders' Futurity Junior Angus Show

- 1 Entry deadline for NJAA Creative Writing, NJAA/AJ Photography, and NJAA Graphic Design contests
- 1 Entry and recipe deadline for All-American *Certified Angus Beef*® Cook-Off
- 15 Deadline for submitting names of state candidates and delegates for NJAA elections
- 15 LEAD registrations due
- 15-17 North Central Regional Preview Show, Sioux Falls, S.D.
- 23-25 Eastern Regional Junior Angus Show, Harrisonburg, Va.
- TBA Northwest Regional Preview Junior Angus Show, Idaho
- 25 Deadline for NJAA Public Speaking Contest speech outlines

### JULY 2006

- 9-15 National Junior Angus Show, Indianapolis, Ind.
- 28-30 The American Angus Breeders' Futurity Junior Preview Show, Louisville, Ky.

### AUGUST 2006

- 1 Ownership deadline (issue date) for NAILE Junior Show and American Royal Junior Show
- 3-6 LEAD Conference, Oklahoma

### SEPTEMBER 2006

- 1 Entry deadline for American Royal Junior Heifer Show

### OCTOBER 2006

- 1 Entry deadline for NAILE Junior Heifer Show

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

*All other deadlines are POSTMARK DATES.*

### 2007 Dates and Sites

- July 1-7 National Junior Angus Show, Tulsa, Okla.
- TBA Western Regional, Reno, Nev.
- June 22-24 Eastern Regional, Harrisburg, Pa.

### 2008 Dates and Sites

- July 13-19 National Jr. Angus Show, Des Moines, Iowa

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

(816) 383-5100 • www.njaa.info • info@njaa.info  
 3201 Frederick Ave., Saint Joseph, MO 64506-2997



Nonprofit Org.  
 US Postage Paid  
 Olathe KS  
 Permit No. 189