

DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION

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Fall 2018



AUCTIONEERING CONTEST SOLD AS A BIG HIT

The brand-new auctioneering contest was revealed at the 2018 National Junior Angus Show. The contest consists of three age divisions in which participants will test their ability to bid call, catch bids, and deliver an efficient sale to a set of three judges. The auctioneering contest is a great way to help Angus youth test their auctioneering skills, get them interested in something new, and possibly lead them down a career path they never even thought of.

Past National Junior Angus Board Director Corbin Cowles was a key player in implementing the auctioneering contest. “Many times, juniors buy their show calves but to make the business work, they have to make returns on their

investments. So, my biggest reason to implement this contest was to show juniors another side of this industry, and maybe open their eyes to another possibility of a career down the road,” says Cowles.

Cale Hinrichsen, senior division winner, says, “With my auctioneering experience, the best part was that it was the inaugural contest. There was a huge crowd in the room, which added to the excitement. This is a contest that I’m excited to see where it goes in the future.”

Overall, the new event has drawn a lot of excitement from junior members. We hope you test your skills behind the auction block.

—by Dylan Denny, director

Chairman's Perspective

What is your favorite subject in school? Is it science, math or reading? No wait, I bet it's recess or lunch! Growing up I was always interested in any subject that gave me hands-on experience. Whether that was a science experiment, stacking M&M's to help me learn addition and subtraction, or imagining myself as the main character in a book, I was all in to activities. This semester I am taking a course that allows me to hone in on those hands-on experiences. Ag Products Marketing and Sales taught by Dr. Kim Anderson is one of my favorite courses. Through a couple different projects and learning the eight steps of the selling process, my skills have been challenged. While these steps are taught in the course, I believe they can also be used in everyday life.



Sydnee Gerken

that the person who lives a ways away is the best prospect to pursue. Before you walk over to them, you probably go through a plan in your head of what to say. You're developing a strategy on how to introduce yourself.

Step 3: Build relationships

This is the fun part! During this step you get to learn about what makes that person them.

Are they a cat or dog person? What was the name of their first show heifer? Here is where you make lifelong friends. Several times I have heard that if you remember the simplest things about a person, the next time you talk and mention that, a stronger connection is made. Hence, you've built a relationship.

Step 4: Uncover account needs, opportunities and values

During this step you are still trying to figure out information about your new connection. Do they need a mentor to show them the ropes? Can you be that mentor to them? This is a great opportunity for the both of you. Your relationship will grow because you will get to learn from each other. It also allows you to compare values that are important to the other person.

Step 5: Present solution or 'value bundle'

Step 5 allows you to figure out how your friendship will benefit the other person. What do you have to offer? What is in your "value bundle?" One of the greatest offerings you have are your own experiences and other relationships.

Maybe you have been to the National Junior Angus Show and they have not. You are able to discuss your experience at the show and potentially convince them to attend the next one. Also, the friends the both of you have already made can become each other's new connections.

Step 6: Answer questions and overcome objections

One of the biggest obstacles we face as junior members is the long distance between friends. This is where you answer the question, "How will you stay connected?" Sure, you can exchange phone numbers, but what about making plans to see each other at the next show you're both at or even the next conference.

Step 7: Close the sale

At the end of the conference you have now made a new friend, all because you followed the six steps above. Now it's time to exchange social media information and phone numbers so that you can stay connected.

Step 8: Follow up

Don't give up on a friendship just because you live hours apart. Make sure you check in with them occasionally. Let them know something exciting that has happened recently.

I hope that you have learned as much from this article as I have in the past five weeks of school. Sometimes the only hands-on experience you need is a good handshake. Good luck with this fall semester, juniors!

— by Sydnee Gerken, chairman

Step 1: Prioritize prospects

When you go to the Leaders Engaged in Angus Development (LEAD) conference for the first time, how do you decide who to talk to? Do you engage with the kids from your home state? Or do you take a leap of faith and talk to someone who you've never met and lives across the country? When you are making these decisions, you are prioritizing your prospects. Which group is going to benefit you the best? Will getting out of your comfort zone broaden your horizons?

Step 2: Develop a call plan and selling strategies

So, let's say that you have decided

NJAA BOARD OF DIRECTORS

TERMS UP IN 2019

SYDNEE GERKEN, Okla., chairman, sydneegerken@gmail.com
MADISON SUNDSBAK, N.D., vice chairman, madison.sundsbak@jacks.sdstate.edu
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BRODERIC FITZGERALD, Pa., leadership director, brodyfitzgerald@gmail.com
JERA PIPKIN, Mo., membership director, jera.pipkin@okstate.edu

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TYLER BUSH, S.D., tjb1061@dragons.hutchcc.edu
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GRADY DICKERSON, Kan., grady04@ksu.edu
BAXTER KNAPP, Iowa, baxter.knapp@gmail.com



KR Queen 8213 (AAA Reg. No. +191861300).

		Vermilion Payweight J847	AAA #13469989
	Basin Payweight 006S	AAA #+*15332050	
		Basin Lucy 3829	AAA +14401027
Basin Payweight 1682	AAA +*17038724	HARB Pendleton 765 J H	AAA #15313140
		AAA 15875998	
	21AR O Lass 7017	21AR O Lass F24A	AAA 15229227
		Sitz Traveler 8180	AAA #11367940
	S A V Final Answer 0035	AAA #*13592905 [RDF]	
		S A V Emulous 8145	AAA 13094078
Barstow Queen W16	AAA 17138019	TC Patriot 337	AAA 14392309
		AAA 15817764	
	RCA Queen R42	RCA Queen 1231	AAA 14392309

Production										Maternal					Carcass				SValues					
CED	BW	WW	YW	RADG	DMI	YH	SC	Doc	HP	CEM	Milk	MW	MH	SEN	CW	Marb	RE	Fat	\$W	\$F	\$G	\$QG	\$YG	\$B
+8	+7	+72	+125	+2	+31	+8	+2.27	+17	+7.6	+15	+26	+49	+5	-17.91	+58	+42	+36	+0.41	+73.26	+95.38	+24.38	+27.50	-3.12	+155.82
.35	.48	.43	.39	.28	.28	.39	.40	.36	.25	.32	.33	.32	.36		.40	.37	.37	.33						
35%	35%	3%	4%	25%	55%	15%	1%	45%	90%	2%	30%	25%	30%	90%	10%	70%	75%	90%	2%	4%	85%	65%	95%	10%



Above: Krebs Ranch, Gordon, Neb., is donating KR Queen 8213 for this year's Angus Foundation Heifer Package. This annual lot featured at the NWSS Angus Bull Sale generates unrestricted funds to support the mission of the Angus Foundation.

Thank the Foundation

The Angus Foundation makes all things possible for the National Junior Angus Association and its junior members. Whether it's providing educational scholarships to junior members or supporting the youth leadership conferences like LEAD, STAR or Raising the Bar, the Angus Foundation is the one to thank for all the incredible opportunities available to junior members.

Two fundraisers play a large part in helping fund the Foundation's mission, the Angus Foundation Golf Tournament

and the Angus Foundation Heifer Package. The golf tournament is hosted every year at the National Junior Angus Show. Since 1980, the heifer package has sold at the National Western Stock Show. This year Krebs Ranch, Gordon, Neb., has donated the headlining female KR Queen 8213.

If you haven't already, make sure to thank the Angus Foundation for all of their support and dedication to the youth of the National Junior Angus Association.

— by Dawson Dal Porto, Foundation director

Creating Lasting Leaders

2019 STAR and Raising the Bar Conferences

Leadership is not about a title or a designation. It's about impact, influence and inspiration. Impact involves getting results, influence is about spreading the passion you have for your work, and you have to inspire teammates and customers, says Robin Sharma. Through the NJAA, there are many avenues to make an impact, and to serve as an influence and an inspiration. Each year, State Training and Angus Retreat (STAR) and Raising the Bar conferences work to push your leadership to the next level.



This year, the STAR conference will be hosted in St. Joseph, Mo., Feb. 28 to March 3. For its second event, the 2019 STAR Conference will feature two tracks, one for previous attendees and one for new attendees. As a conference for state officers, workshops and breakout sessions will be designed to fuel your passion at the core, working to inspire those within your realm. This is a great opportunity to learn tools to take back within your respective state associations to further develop your leadership potential.

Also, get geared up for Angus in the Little Apple, this year's Raising

the Bar conference, March 21 to 24 in Manhattan, Kan., at Kansas State University. Take the opportunity to visit the Wildcat country and the Flint Hills, while amplifying your Angus engagement. From tours to Angus operations, unique workshops and breakout sessions, the chance to learn and grow is at its highest. This conference is sure to be one of the best, so make sure you do not miss out!

What's your leadership potential? Join us this spring to find out how to make an impact, serve as an influence and inspire others to do the same.

— by Jera Pipkin, membership director

We Had a Blast in

LEAD 2018 in the Big Sky country of Montana was an event for the record books! From touring the Vermilion Ranch to white-water rafting down the Yellowstone River, participants had a blast making memories that will definitely

last a lifetime. Alongside touring the cattle country of Montana, juniors also had the chance to interact with industry leaders to prepare for a successful future.

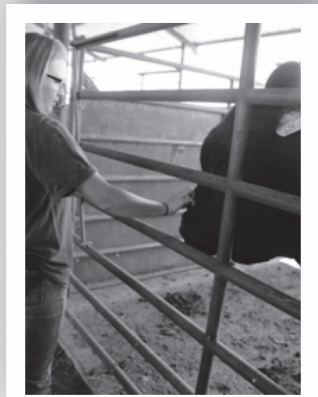
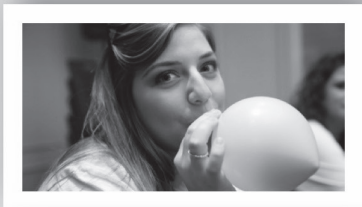
Juniors from 27 states came into Billings to take part in our



Billings!

leadership conference this year. It was a weekend full of great memories with even greater people. Can you guess where we are going next year?

— *by Brody Fitzgerald, leadership director*



What's Up With AGI?

Angus Genetics Inc. (AGI) has been a stepple of the American Angus Association for the past eleven years and has further established Angus as the true business breed. In more recent years, AGI has introduced advancements like the single-step genomic evaluation methodology, which decreased data input difficulty leading to greater evaluation accuracies than ever before.

Now, with the introduction of Angus GS™, AGI has designed a high-density genomic selection test specifically for Angus cattle, the first of its kind. Angus GS works together with the Association's single-step genomic evaluation to create a more complete genomic map. That map allows customers to make more informed decisions regarding the selection of animals to be used as parents for the next generation. The Angus specificity of the new tool is being implemented as a part of the American Angus Association's new long-range plan creating opportunities for more genomic research to take place in-house.

The Angus GS test has added ten thousand new genomic markers to AGI's content, increasing prediction accuracy and understanding of ancestral contributions. Applying this new tool to breeders' herds will only increase productivity of the Angus breed. However, collected performance data must continue to be sent in to maintain accurate expected progeny differences (EPDs). DNA testing works hand-in-hand with data collection to provide more accurate evaluations. With more than 500,000 genotypes in the database, accuracy levels continue to improve.

AGI continues to innovate the Angus breed's genetic capabilities and predictions, and the introduction of Angus GS is a perfect example. Remember, phenotypic data is more important than ever as genomic technologies are only as strong as the database that supports those genomic predictions. More data and more genotypes lead to more accurate genomic predictions.

— *by Grady Dickerson, director*

Meet the New Six NJAA



Tyler Bush



Keegan Cassidy



Caroline Cowles

Styles of Leadership

Just as everyone has different tastes in clothes, music or cattle, we all have different leadership styles as well. It is important to lead in a way that is comfortable to you and effective with the people you are working with. Whether you are serving as the president of your state association or working on a group project, you can use your leadership skills.

There is no right or wrong way; therefore, the best approach to leadership may vary by the situation and the people you are working with. Should each person have specific tasks they complete, or should it be more collaborative? Is one person making the final decision or should decisions be made democratically? Are you going to dive right in or carefully plan out every move? These are questions you may have to ask yourself as a leader. How you approach answering them shows your style of leadership.

No matter how you chose to lead, always keep in mind that a great leader is servant-minded. If you are choosing to serve in a leadership position, then you are choosing to serve your members and teammates to the best of your ability. In other words, be a servant leader. Being a servant leader means putting the needs of others and your organization before yourself. A servant leader is focused on helping others and the organization succeed.

John Quincy Adams once said, "If your actions inspire others to dream more, learn more, do more and become more, you are a leader." As members of the NJAA, displaying servant leadership can have a positive effect in our organization. No matter what your style of leadership is, leading with service in mind will guide you and your team to success.

— *by Keegan Cassidy, director*

New Six, Baby Six

- 1) First word was tractor**
- 2) Broke the smallest bone in their ring finger**
- 3) Showed hogs before they showed cattle**
- 4) Can play the trumpet, French horn, and baritone**
- 5) Used to figure skate competitively**
- 6) Favorite football team is the L.A. Rams**

Board of Directors



Dylan Denny

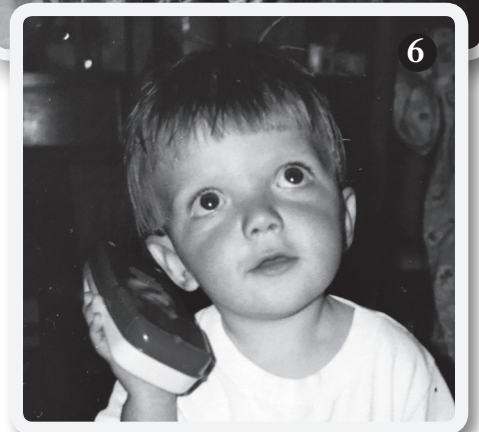


Grady Dickerson



Baxter Knapp

Match the Baby Six to the New Six



Key: 1) Baxter Knapp, 2) Caroline Cowles, 3) Dylan Denny, 4) Grady Dickerson, 5) Keegan Cassidy 6) Tyler Bush

Chronicles of the Coordinators

Bylaws: The good and the bad

Over the past few years, we've answered more and more questions regarding standard procedures or best practices that should be laid out in the state junior Angus associations' bylaws. Our response to those questions will be something like, "Well, what does it say in your bylaws?" Returned responses include "Do we even have bylaws? Where can I find them? What if we don't address the topic?"

Bylaws are the most important document of any organization. This document should outline things like how directors are elected, how meetings are conducted, the duties of officers, and so much more. Putting all of this information down on paper can help keep things running smoothly. It can be a reference to answer the hard questions, rather than just, "We've always done it this way."

Important topics to consider outlining in your state junior Angus associations bylaws:

- Members — Who can be a member? What, if any, are the different types of memberships? Are their specific dates or events when the members meet?
- Board of Directors — Who are they? What are their duties? How are they elected? How long can they serve? Are there specific qualifications for those interested in running?
- Candidates for the NJAB or Delegates — How and where are they elected? Are there specific qualifications?
- Advisors — Who are they? What are their duties as compared to the Board of Directors? How long can they serve?
- National Junior Angus Showmanship Contest participants — What is the procedure for selection?
- Amendments — How can the bylaws be changed?

Every member, director and officer should be given a copy of the bylaws to read and understand. We also recommend sharing a copy of the junior bylaws with the state adult association and the National Junior Angus Association.

The National Junior Angus Association's bylaws can be found on the NJAA website at www.angus.org/njaa/ByLaws.pdf.

— by Caitlyn Brandt, events coordinator



Leaving a Legacy

In 1981, "Don't Stop Believing" was a top ten hit on the Billboard Top 100 list. Even as juniors who were born nearly seventeen years later, a majority of us know every word to that song. In 2012, the song "Somebody That I Used to Know" was the top song on the Billboard Top 100 list. How many of you also know every word to that song? I will guess not many. I could not remember what songs

were top hits in the 2000's but I remembered that "Don't Stop Believing" was a top song during the 1980s. Journey left a legacy for themselves in the music industry. How will we as juniors leave a legacy in the National Junior Angus Association?

- Be a mentor. Take time out of your week at the National Junior Angus Show and other shows to make an

impact to a younger junior. You never know if a younger junior is watching you, so ensure that you are being a positive role model for them.

- Take full advantage of all that the American Angus Association has to offer us. Attend LEAD and

Angus Terms

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

PERFORMANCE
 PRODUCTION
 MARBLING
 GENETICS
 LEADER
 ASSOCIATION
 TRADITION
 PUREBRED
 JUNIOR
 ANGUS

Key on page 11

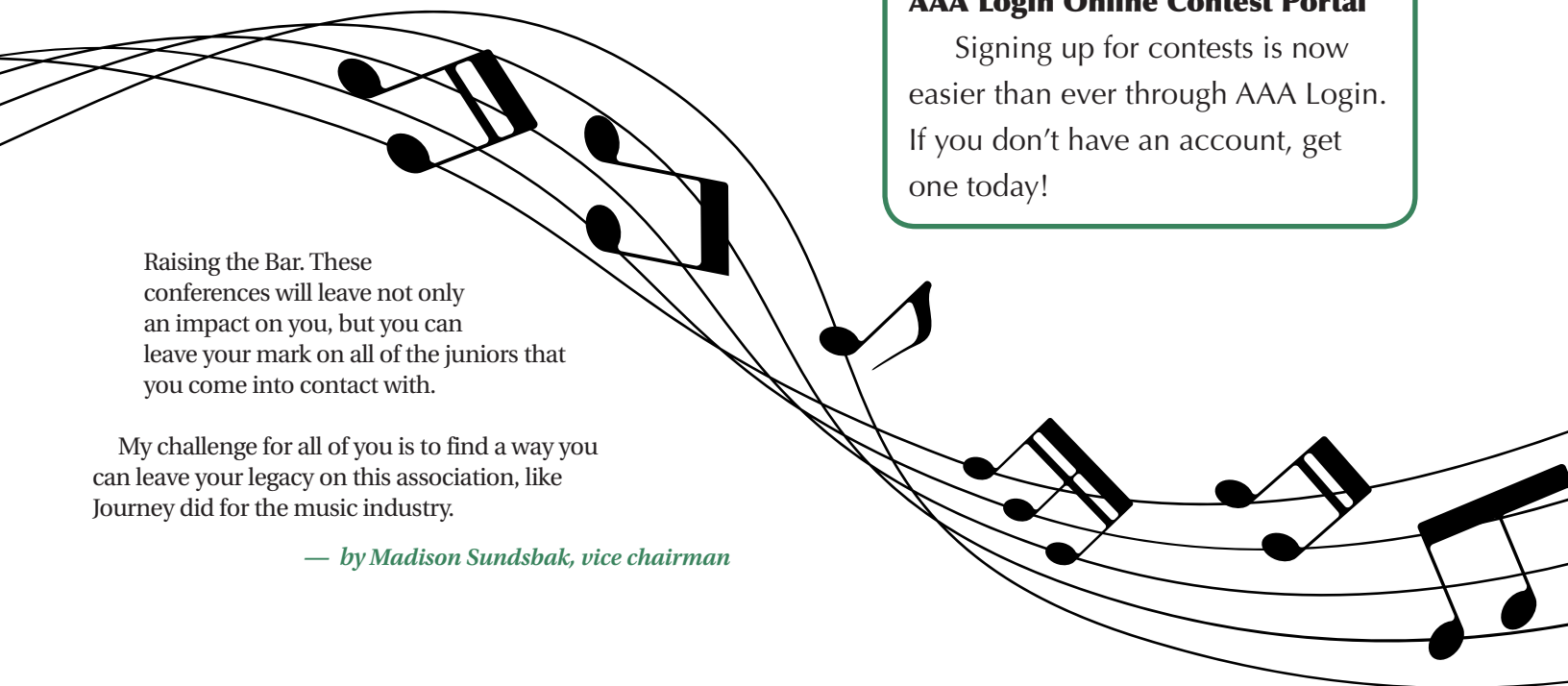
AAA Login Online Contest Portal

Signing up for contests is now
 easier than ever through AAA Login.
 If you don't have an account, get
 one today!

Raising the Bar. These
 conferences will leave not only
 an impact on you, but you can
 leave your mark on all of the juniors that
 you come into contact with.

My challenge for all of you is to find a way you
 can leave your legacy on this association, like
 Journey did for the music industry.

— by *Madison Sundsbak, vice chairman*



Career Spotlight: IT

In a world where technology becomes an increasing part of our everyday lives, there is no shortage of opportunity in the information technology (IT) job market. I talked with Cody Combs, the American Angus Association's Information Systems (IS) team lead, about what he does in IT and what juniors can do to get involved. You might have seen Cody at the National Junior Angus Show. He is one of many staff members who attend to help make the contests and shows run smoothly.

What does your average day look like?

My job varies greatly from day to day. One day I might build a new server hardware and then set up software on the server; the next day I might be writing a security policy for Association employees. I also manage the systems side of the Association IS department, working alongside the director of IS. This part of my job includes delegating tasks to my group and ensuring those tasks are getting completed in a timely manner. I also spend time reviewing the Association's current technology state and looking for ways to improve it. One of my current projects is the implementation of the new Association membership cards. I recommended the best hardware to print the cards and set up the new design software and designed the layout. We are now printing these membership cards daily for new memberships and renewals.

What do you do to help at NJAS?

The IS team writes the software that is used for several parts of NJAS. We code the websites juniors use to enter cattle online. By doing the coding in-house, we are able to also use the entry date to display class listings and placings live throughout the show. We also write the software for several of the contests that happen throughout the week, such as the judging contest, skill-a-thon and written quiz bowl.

What made you pursue a career in IT?

When I was a senior in high school, I really didn't know what I wanted to do. A technical school came and talked to us and mentioned that they were going to have an open house for their new

program in computer programming. I had used computers in school some, knew I enjoyed working with them so I went to the open house. After the open house I eventually decided to enroll. I'd love to say I could see the future of computers technology at the time, but the truth is, I just enjoyed working with them, so I went with it.

What kind of education and training did you need?

Most IT jobs will request a bachelor's degree or a lesser degree and equivalent experience. A lot of it will depend on the position the person will try to obtain. When I got my first job out of college I started out doing technical support fixing end-user systems and worked my way up from there.

Hard skills needed for a job in IT are constantly changing as new technology is introduced. When I was going to college I learned several programming languages, but did not use any of them at the Association. However, learning the basics helped with learning the language the Association used. With so many different technologies available, you can't be a master of them all. You have to be willing to learn constantly. While learning languages is helpful, it is better to have a few soft skills in order to be more adaptable. These are skills like problem solving, critical thinking and attention to detail. In systems and programming, the difference between something working and not working can come down to a single punctuation mark.

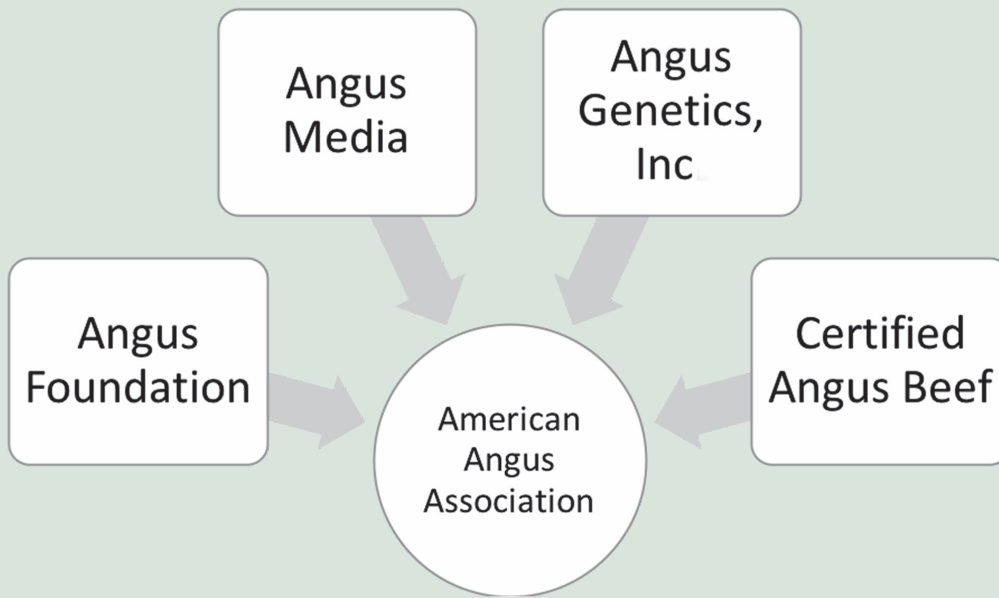
What can NJAA juniors do to gain experience in IT?

Juniors can start gaining experience in IT today. If they have an interest in servers, hardware or networking, a great place to start would be reading and studying for the Network+ certification. This will teach them a lot of the basics. If their interest is in programming, there are a lot of sites to teach you how to code, like Code Academy or Microsoft's Virtual Academy. Technology is a hot field because there is a lot of opportunity for jobs. Starting out, the best thing to do is to learn the basics. Many things stay relatively the same. For example, most programming uses similar concepts. In systems, it is important to gain a good understanding of networking from a hardware and software standpoint. It is important to learn how different systems communicate and how to troubleshoot if problems arise.

Is there anything you would like to share that you haven't already?

Having had the chance to work directly with several NJAA members over the past five years at the NJAS, I would just like to say that it has been a pleasure. I am always impressed by the character displayed. They should be proud.

— by Hayley DeHaan,
communications director



The AAA and Its Entities

The American Angus Association serves more than 25,000 adult and junior members on a daily basis. More than 20 million head of cattle have been registered through the American Angus Association to form the largest single beef breed organization in the world. What many do not realize is what all the association does.

Alongside the American Angus Association, there are four different entities that the Association is responsible for.

1. **Angus Foundation** — The Angus Foundation is a not-for-profit organization that is responsible for providing the funds for programs involving education, youth and research in the Angus breed and agricultural industry.

2. **Angus Media** — Angus Media is where a lot of magic happens. They have many talented professionals who work hard to provide the beef industry's leading communications programs and marketing services.

3. **Angus Genetics Inc.** — Angus

Genetics Inc. is the source of the forever-changing genetic technology in the beef cattle business. The genomic-enhanced expected progeny differences (GE-EPDs) that AGI provides make beef cattle producers excited and confident for the future of their herds.

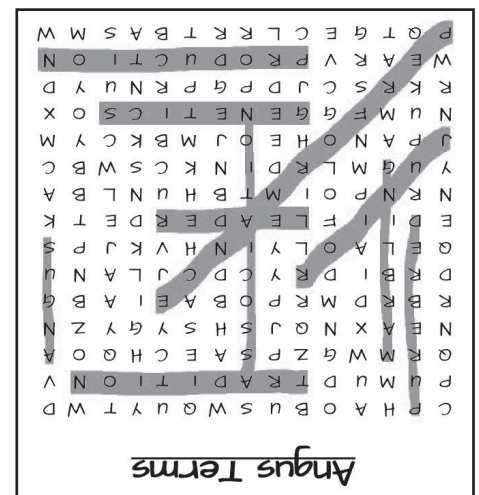
4. **Certified Angus Beef LLC** — The *Certified Angus Beef*® brand is the highest value of beef there is with standards set that continually produce beef that's extremely tender, juicier and always packed with flavor. CAB has built its brand for 40 years and has proven to be a "true mark of quality of an Angus brand."

In addition to the four entities, the National Junior Angus Association also falls under the Association umbrella. The NJAA is a youth organization that provides different opportunities from exhibiting cattle to attending leadership conferences around the country to competing in a variety of individual and team contests. The NJAA is governed by the National

Junior Angus Board of Directors and is able to use Association staff and its entities to better guide the programs and mission behind it.

As you can see, the American Angus Association is more than just a title. There are so many services and benefits through all the entities of the American Angus Association for its members and a wide range of beef cattle producers.

— by *Caroline Cowles, director*



DIRECTIONS

NATIONAL JUNIOR ANGUS ASSOCIATION

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Permit No. 2017

Important Dates and Deadlines for Juniors

JANUARY 2019

17 National Western Stock Show Jr. Heifer Show, Denver, Colo.

FEBRUARY 2019

1 Ownership & entry deadline for the Mid-Atlantic Jr. Angus Classic (MAJAC) Show

1 State Training and Angus Retreat (STAR) conference registration deadline

1 Application deadline for the Events and Education summer internship

28-March 3 STAR Conference, Saint Joseph, Mo.

MARCH 2019

1 Deadline for Honorary Angus Foundation and Advisor of the Year nominations

1 Ownership & entry deadline for the Western Regional Jr. Angus Show

1 Raising the Bar (Manhattan, Kan.) registration deadline

8-10 MAJAC Show, Harrisonburg, Va.

21-24 Raising the Bar conference, Manhattan, Kan.

APRIL 2019

12-14 Western Regional Jr. Angus Show, Reno, Nev.

15 Ownership & entry deadline for the Atlantic National Jr. Show

MAY 2019

1 Deadline for Gold Award applications

1 Outstanding Leadership Award applications due

1 Ownership & entry deadline for All-American Angus Breeder's Futurity

1 Ownership & entry deadline for Eastern Regional Jr. Angus Show and Phenotype & Genotype Show

1 Ownership & entry deadline Northwest Regional Preview Jr. Angus Show

1 CAB/NJAA scholarship applications due

1 Angus Foundation scholarship applications due

15 Ownership & early entry deadline for National Junior Angus Show

15 Entry deadline for NJAA Creative Writing, NJAA/Angus Journal 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 résumés

25 Late entry deadline National Junior Angus Show (online only)

24-26 Atlantic National Jr. Angus Show, Timonium, Md.

JUNE 2019

1 NJAA Board candidate information due

1 Deadline for submitting names

of state delegates and showmanship contestants for NJAA elections

20-23 Eastern Regional Jr. Angus Show and Phenotype & Genotype Show, Timonium, Md.

14-16 All-American Angus Breeder's Futurity, Louisville, Ky.

15 LEAD registrations due (early registration deadline)

JULY 2019

14-20 National Junior Angus Show, Louisville, Ky.

15 LEAD Registration Deadline

AUGUST 2018

1-4 LEAD conference