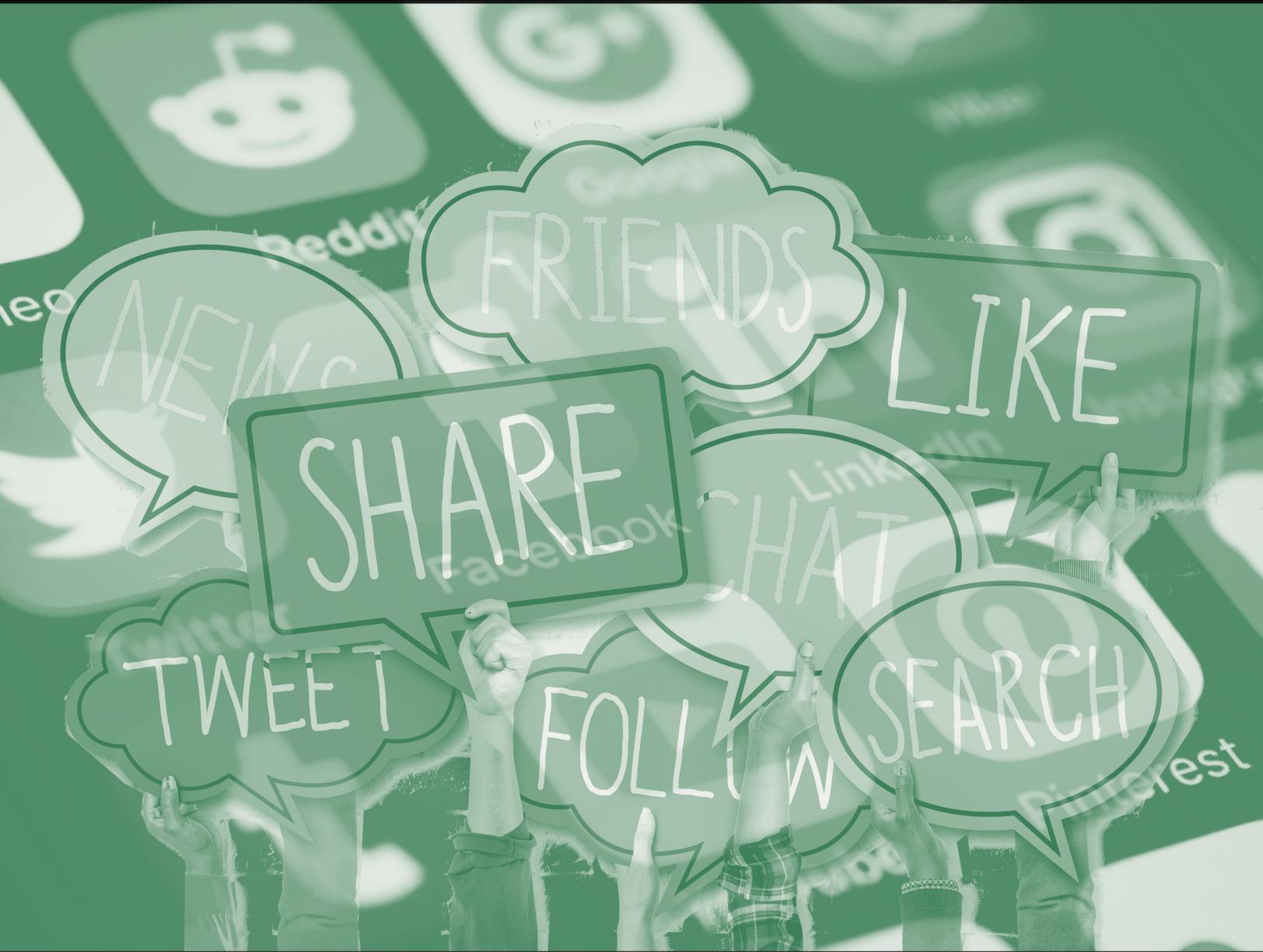


# DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION

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

Fall 2021



## *The Power of Social Media*

**A**s we all know, the world we live in today is filled with technology. This technology is used up to 65% of the time to view and post on social media. With more than half of the time we spend our phones being

on some type of social media, have we ever thought about the power behind the media we use?

*Continued on page 3*

# Chairman's Perspective

Growing up, I can remember looking at my bookshelf in my room and seeing an entire shelf full of the bright colored, hardback, Dr. Seuss books. I can remember *The Cat in the Hat*, *Green Eggs and Ham*, *The Lorax*, *Fox in Socks*, *Hop on Pop* and many more. When I was younger, it was the fun fonts, bright colors, funny rhymes and abstract illustrations that made me grab those books off the shelf. However, now at 21 years old, those books still get pulled out of the storage boxes in the garage from time to time.

Being a kid in 2021 is hard. The world we are living in is not what it was like when our parents were growing

up. We have all been raised in the generation of technology. We live in a world that is fast paced and if we aren't careful, the beauty of the little moments of everyday life will slip right by. Sometimes I wish life could seem as simple as those Dr. Seuss books.



Alexandria Cozzitorto

If you're anything like me, I can get overwhelmed with how fast paced life can be. Somedays I have my calendar filled in from 8 a.m. to 10 p.m. without any time for breaks. If you ask my friends, they call me the "do it all girl." This summer I learned the hard lesson of what it means to say no to other people and the importance of taking care of yourself. I have

never been a person that likes to let people down, and I have a hard time of prioritizing myself if someone needs my help. I'm glad I have this attribute,

but I'm learning that if I don't take the time to take care of myself, how well can I really help other people?

With the new school year starting, I have learned how to say "no" without feeling guilty. I have found ways to slow down life a little. As a kid, those Dr. Seuss books were exciting and fun to read, but now they serve as a reminder for me to keep life simple and child-like. Those books taught me that it's okay to not always have a plan and to be spontaneous occasionally. Life is a beautiful thing, and if we don't take the time to enjoy it, we're just wasting it.

So, juniors, I challenge you to remember to prioritize yourself. Turn off the outside world, look for ways to streamline your calendar so you can find time to do things that bring you joy.

- By Alexandria Cozzitorto, chairman



## NJAA BOARD OF DIRECTORS

### TERMS UP IN 2022

- ALEXANDRIA COZZITORTO, Kan., chairman, alexcozzitorto@gmail.com
- ERIC SCHAFFER, III., vice chairman, eric.schafer2001@gmail.com
- WALKER MCDERMOTT, Iowa, communications director, wmcdermott01@gmail.com
- CUTTER POHLMAN, Texas, education director, cutterpohlman7@gmail.com
- JOSH JASPER, Ky., foundation director, josh.jasper1@gmail.com
- GARRETT SCHUERING, Mo., events director, garrettschuering32@gmail.com

### TERMS UP IN 2023

- J. GORDON CLARK, Va., jgordonclark24@gmail.com
- KATHRYN COLEMAN, Calif., katcole02@icloud.com
- MARCIE HARWARD, N.C., meh827@gmail.com
- AVERY DULL, Md., avery\_dull@aol.com
- KINSEY CROWE, Ohio, kinseycrowe01@gmail.com
- NICOLE STEVENSON, Mont., nicole.e.stevenson@gmail.com

*Continued from front cover ...*

The sheer magnitude and power behind the influence on what we see and post on social media is out of this world. Due to the large amount of potential views on various media platforms it is always key to take the time and really think through what we post. First, we have to ask ourselves if the post is meaningful and has a purpose. Secondly, if we find it important to post, we need to make sure that it is grammatically correct and is properly advocating the message that we were intending. And finally, after posting it we need to be ready to watch for comments, likes, and shares to see how our message is perceived and how to respond to comments in the most effective way.

The major reason why we need to think about what we say and post is because of the speed at which media spreads it. Back in the day, word of mouth could take multiple days, weeks, months, or even years to get around,

but now our posts can be seen halfway across the country within seconds. Effective and accurate information being shared is crucial.

Our social media platforms are designed to show us what we want to see based on previous posts we have liked, shared or commented on. While this does filter our pages to see the side of news and media we want to see, it closes us off from seeing all sides and social media makes us more close minded to what else is out there.

Ultimately, we are not the only ones who see the actions and consequences presented to us on social media. Not only do our parents, friends and potential employers see what we post, but so do total strangers. So we need to always be sure to be smart about what we post and how we post it.

*– Walker McDermott, communications director*

# *Dream Big, Achieve More*

**W**hat are you dreaming of today? Maybe you are dreaming about winning an upcoming show, making your school sports team this year, or making an A on an upcoming test. You might be dreaming of next year's National Junior Angus Show and all of the contests you want to participate in. We all have dreams that we are thinking about, but how many of us try to pursue our dreams? Walt Disney said it best, "If you can dream it, you can do it," we just have to stay focused on our dream and what we want to achieve.

One way we can start achieving our dreams is by setting GOALS. For example, our Junior Board of Directors has been working hard to set and achieve goals we have set for ourselves as a team to help plan our dream year for the National Junior Angus Association. These GOALS keep us accountable and striving to be better

in all that we do. As you start making GOALS to achieve your dreams, there are four things to remember.

## **Get Involved**

## **Embrace Opportunities**

## **Be Ambitious**

## **Listen to others**

I encourage you to get involved in something new this year. That may be a new club or sport at school, your state's Angus Association, the National Junior Angus Association, or getting more involved in something you already do. By getting involved, you can embrace the opportunities that are offered to you and experience new things. The NJAA provides its junior members with many opportunities that can help provide you with the

skills and connections to accomplish your goals as well. By being involved and embracing opportunities, you will be even closer to achieving your goals and dreams.

Thirdly, be ambitious and driven in what you want to achieve. One thing I was always told is that "If you want something, you have to earn it," meaning always work hard and push towards what you want to achieve and do not hold back. Always listen to what others have to say and consider their advice. Sometimes it can be hard to ask for advice or to admit when you need help. Never be scared to listen to those around you because each and every single one of us has different strengths.

In conclusion, no matter how large or small your goal may be, keep pursuing it because you never know what you might achieve!

*– Marcie Harward, director*

# Meet the New Six



## AVERY DULL

**Hometown:** Westminster, Maryland

**Favorite Angus Memory:** My favorite Angus memory is attending my second Junior Nationals held in Kansas City when I competed in the Team Fitting Contest with other juniors from my state. Our team ended up placing 2nd overall. This was the very first NJAS contest I had ever competed in and I honestly had no idea what I was doing, but I had so much fun competing with other teams and learning how to fit at the age of 11.

**Inspirational Quote:** "If your dreams don't scare you, they aren't big enough" - President Ellen Johnson Sirleaf

**Would you rather:** I think I would rather know all the things my future self will learn now because I am so eager for the future and I think it would be exciting to see where I end up in life and what goals I've accomplished. I think if I knew what I would learn in the future now, I would push myself even harder to accomplish those goals and meet those standards.



## KINSEY CROWE

**Hometown:** West Alexandria, Ohio

**Favorite Angus Memory:** Winning the Heifer Calf Division 1 with my favorite show heifer, Sophie, in 2012 in Louisville. It was my second NJAS and I'll always remember it and the baseball bat we were given that year.

**Inspirational Quote:** "Dreams don't work unless you do." - John C. Maxwell

**Would you rather:** I would like to know now everything my future self will learn. I'm an over thinker so if I knew everything now that my future self would learn I think I would save myself a lot of stress.



## J. GORDON CLARK

**Hometown:** Gretna, Virginia

**Favorite Angus Memory:** My favorite Angus memory was when a former green coat Alex Rogen let me try on his green jacket at NJAS in 2017.

**Inspirational Quote:** "Legends force everyone around them to be better because they exist." - unknown

**Would you rather:** I would rather know now everything my future self will learn. Having wisdom about things in my future will help me go through life in a more calculated and informed manner.

*Would you rather go back to age 5 with everything you know now or know now everything your future self will learn?*



*Each year a new team of six is elected to serve on the National Junior Angus Board of Directors. Let's get to know each of them a little better.*



**MARCIE HARWARD**

**Hometown:** Richfield, North Carolina

**Favorite Angus Memory:** While I have had many experiences while being a part of this association, one of my favorite Angus memories would be winning Reserve Champion Heifer at ERJAS and winning the Black Kettle Award at NJAS.

**Inspirational Quote:** "There may be people who have more talent than you, but there's no excuse for anyone to work harder than you do." - Derek Jeter

**Would you rather:** I would rather know now everything my future self will learn because I would rather have the sense of curiosity and imagination when you are a kid.



**NICOLE STEVENSON**

**Hometown:** Joliet, Montana

**Favorite Angus Memory:** Getting elected to serve on the National Junior Angus Board of Directors or winning reserve champion cow/calf pair during the 2019 NJAS in Louisville.

**Inspirational Quote:** "The future belongs to those who believe in the beauty of their dreams." – Eleanor Roosevelt

**Would you rather:** I would rather know now everything my future self will learn. It would be interesting to have more knowledge now, that way I am able to make better decisions moving forward. I would not want to go back to age 5, simply because I would not want to repeat this many years of school.



**KATHRYN COLEMAN**

**Hometown:** Modesto, California

**Favorite Angus Memory:** My favorite Angus memory was when I won the Silver Pitcher award in 2018, as that was a goal I had set forth since my first junior national. It is a very prestigious award and to know the hard work put in paid off was very rewarding.

**Inspirational Quote:** "If it wasn't hard, everyone would do it. It's the hard that makes it great." - Tom Hanks

**Would you rather:** I would rather know now everything my future self will learn, for I am often already curious and would like to know where I end up in life. I'd want to know how much harder I would need to work, the relationships I meet along the way,

and if I met all my goals up to that point in life. Also, I feel the curiosity of a five year old is what makes childhood so exciting.

— Kathryn Coleman, director



# Association Overview

**D**uring every Fall Junior Board Meeting, the National Junior Angus Board of Directors gather to learn about the different programs and services offered to the American Angus Association® membership. I had no idea of the sheer diversity and different avenues the Association utilizes when helping members market registered Angus cattle throughout the United States. There are many different programs offered to fit the different needs of the members and they continue to evolve to better serve the membership.

The commercial programs department operates AngusLink™, a feeder calf valued added program. This program helps market available feeder cattle to help producers harness more profit and premiums at the auction block. Process Verified Programs (PVPs) assist in giving buyers confidence in the calves a producer is selling based on different protocols the USDA recognizes as important management practices. Then there is the Genetic Merit Scorecard which is used to rate calves based on their genetic potential. This tool helps producers communicate with buyers the difference between their

## ANGUS THE BUSINESS BREED

calves and the others. Through the commercial programs department at the Association, members can ensure they are getting the best dollar for their animal.

We also got to hear about Performance Programs and Angus Genetics Inc. The performance programs department and AGI work together to develop performance

*As unique and exciting as Commercial Programs, Performance Programs and AGI are, as junior members we cannot forget about the Angus Foundation.*

measures and data to continue improving the accuracy of our already existing EPDs. The performance programs department oversees handling the raw data that comes in and facilitating programs such as Maternal Plus and whole herd inventory reporting that encourage producers to submit their data to the AAA. Angus Genetics Inc. works to find solutions for selection decisions to try and predict genetic progress.

As unique and exciting as Commercial Programs, Performance Programs and AGI are, as junior members we cannot forget about the Angus Foundation. Through the Angus Foundation, unrestricted funds support and provide the funding for junior programs like LEAD and Raising the Bar. Without the Angus Foundation, none of our activities would be possible.

Learning about these programs has been a great opportunity for me and I hope you appreciate the diverse branches of the AAA and what they can do for you. For more information about each department, visit [www.angus.org](http://www.angus.org)

— Eric Schafer, vice chairman

**ANGUS**LINK<sup>SM</sup>  
VALUE ADDED PROGRAMS

**ANGUS**  
Foundation

**AGI**

# Where Are They Now?

Have you ever wondered what a past NJAA board director does after serving their two years? If you answered yes, I have had the same thoughts. Let's get a little update from a former director from Ohio, Mrs. Lindsey Hall (Grimes)!

Since Lindsey served in 2010 through 2012, she graduated from The Ohio State University and received her Master's in Ruminant Nutrition from Kansas State University. With her degree, Lindsey was able to travel the country working for a livestock supplement company as a nutritionist. There, she was able to meet many amazing cattle producers around the U.S.

A few years later, Lindsey moved back to Hillsboro, Ohio, where her family's operation is located. In 2017, she married Adam Hall and their son, Holden, and daughter,



Mrs. Lindsey Hall (Grimes), Hillsboro, Ohio.  
NJAA director 2010-2012.

Henley joined and completed their family. Now, Lindsey dedicates her time to the family cow-calf operation, her mother's crop insurance business, and the newest addition of the meat shop that was opened in town. As if those three jobs are not enough, Lindsey enjoys being a co-advisor for the Ohio Junior Angus Association and a full-time mom to her children.

"I can't say there isn't an aspect of my life that my time on the board hasn't impacted. The biggest factor was probably the relationships I built (both personally and professionally) and the confidence I gained while cultivating those relationships." Lindsey reminds the Ohio juniors regularly to, "Seize the opportunities you're given and build genuine relationships while finding your true passion within the industry."

— Kinsey Crowe, director



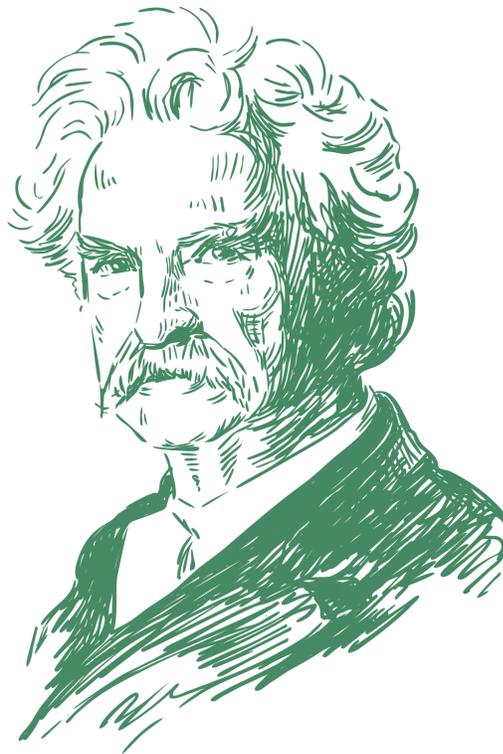
National Junior Association Board (NJAB), 2010 National Junior Angus Show (NJAS). Lindsey Hall (Grimes) is circled.

# *Embracing your National Junior Angus Education*

**T**here are many educational opportunities offered to junior Angus members through the National Junior Angus Association (NJAA) and the American Angus Association. These opportunities include all the contests held at the National Junior Angus Show, the Leaders Engaged in Angus Development (LEAD) conference, the Raising the Bar conference, the Angus Convention, and much more. Participating in these events will allow you as a junior to gain industry knowledge and leadership skills.

The competitive contests offered through the NJAA are an opportunity to enhance your education and gain knowledge about the Angus breed and beef industry. These opportunities can help you think on your feet and gain professional skills through participation. I personally looked forward to competing in both individual and team contests each year at our national show.

The conferences offered will allow you to gain valuable industry knowledge and give you opportunities to develop connections with other Angus breeders and industry leaders. The LEAD conference travels to a different location every year and is a



*Mark Twain said it best,  
"The secret to getting  
ahead is getting started."*

great opportunity to see other Angus operations across the country, develop leadership skills with your Angus peers, and broaden your horizons by seeing companies and industries that may not be related to Angus or agriculture at all.

The Raising the Bar Conference focuses on exposing juniors to different competitive agricultural colleges across the country. This conference specifically allows you to better explore your options to see what university best meets your career goals.

Finally, the Angus Convention is a great event to attend as this is an excellent opportunity to network with many companies and industry leaders at the trade show. The convention showcases new technologies, programs and services offered through our breed association.

Mark Twain said it best, "The secret to getting ahead is getting started."

I encourage you to start now! Don't wait until next May rolls around to explore your options or to get involved.

For contest and conference information visit [NJAA.info](http://NJAA.info). After exploring your options, sign up for events that fit your interests and prepare to get the most out of these opportunities. I look forward to seeing each of you at an upcoming Angus event!

— *Cutter Pohlman, education director*

*National Junior Angus Association (NJAA) opportunities include all the contests held at the National Junior Angus Show, the Leaders Engaged in Angus Development (LEAD) conference, the Raising the Bar conference, the Angus Convention, and much more.*

# Contest Spotlight

The National Junior Angus Association has many educational contests that you have probably heard of and know well. These educational events allow our juniors to further themselves as competitors and professionals.

With our association's vast number of events such as LEAD, Raising the Bar and many different shows across the country, it's easy to overlook the competitive educational opportunities that our members have.

Have you ever wanted to show off your fitting capabilities on a competitive level? One contest that

allows our juniors to showcase their abilities around a chute is the fitting contest. The fitting contest takes place every year at the National Junior Angus Show. This last year, Sullivans Supply sponsored the Team Fitting contest and some of the prizes included a Beast Blower, Andis cordless clippers, and even a full-sized custom painted showbox. No matter your skill level, there is an opportunity to showcase your abilities.

Another event held at the National Junior Angus Show is the extemporaneous speaking contest. This contest allows juniors to show

off their ability to think on their feet. In this event, contestants are given a topic to speak about for an allotted amount of time. Typically, juniors get 20 minutes to prepare their speeches and 3-4 minutes to deliver their speeches.

There are so many other opportunities to get involved in the National Junior Angus Association. Getting involved will allow you to not only develop your professional, competitive, and social skills, but the connections you make will last a lifetime.

— J. Gordon Clark, director

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## Angus Word Search

ANGUS  
CATTLEMEN  
HARDWORD

LEADERSHIP  
ANGUS JOURNAL  
EDUCATION

INVOLVEMENT  
NJAS  
BEEF

GREENCOAT  
LEAD  
SHOWING

# Career Spotlight: Visit with the Vet

## Dr. Marissa Hake DVM

Dr. Marissa Hake, also known by her handle @CalfVet on social media, is a licensed veterinarian located in Northwest Ohio. Dr. Hake is originally from western Michigan where she grew up on a retired dairy farm raising cash crops with the rest of her family. Dr. Hake attended Michigan State University, graduating in 2015, where she obtained her Doctor of Veterinary Medicine (DVM) Degree. She says her favorite part of vet school was learning about pathology, the study of the causes and effects of diseases, because she enjoyed figuring out why something died and how she could use that information to improve the health of other animals.

She says her largest obstacle to overcome during her time in vet school was the overarching financial and mental toll it takes on you. She says it was a daunting task to overcome the workload on top of the debt load, however, she was involved in numerous part-time work opportunities to get her through schooling.

After settling in Ohio, Dr. Hake and her husband Travis began running the Hake family business of row crop farming, and more recently, have purchased several British White Park cow/calf pairs to expand their personal operation. As a veterinarian, Dr. Hake is the Director of Animal Welfare for Fair Life, LLC. At Fair Life she works with supplying dairy farms to implement and validate their welfare programs to ensure happy and healthy cows. She says cattle in general are her favorite



Dr. Marissa Hake says her largest obstacle to overcome during her time in vet school was the overarching financial and mental toll it takes on you.

species of livestock to work with, but it is young stock specifically that hold a special place in her heart.

Advice Dr. Hake would give to future vet students is to know what you are getting into and set yourself up for success. She states that it is important to fully understand what it really means to be a veterinarian. Additionally, she says it is vital for incoming students to have a passion for people and running a business, because veterinary medicine is not solely based on animals. Knowing why

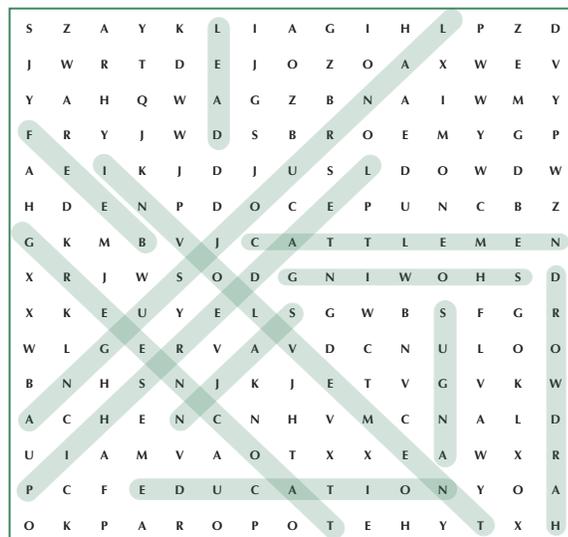
you want to enter the veterinary medical field and how you're going to attain that position is important, but having the added business and people skills takes your future to the next level.

Dr. Hake emphasizes to producers the importance of having a reliable veterinarian on your team. She says that all too often veterinarians are underutilized, when in reality they are a useful source for information and advice.

Overall, Dr. Hake emphasizes the importance of knowledge and preparedness, as we, the next generation of agriculturalists, head into the industry ourselves. We are the future voice of this industry, and it is our responsibility to ensure that it continues to move in the right direction to benefit out producers.

—Avery Dull, director

Key to NJAA Word Search from page 9



# Stretch Your Comfort Zone

There are times in life where you may be put into an uncomfortable situation or are facing a new experience. If you have been through a situation like this, I'd like you to take a moment and think about how you handled the situation. The plethora of different solutions is what makes us all different. Stretching your comfort zone is solely dependent on the situations you encounter and how you react to those specific events. At the end of the day these are the things that make you, you!

Many times, through the NJAA you will find yourself meeting new people at leadership conferences, cattle shows and other livestock events. It is up to you to take the initiative

to attend these events and make connections and memories to make yourself successful in this industry. It has been said repeatedly that it is the cattle that bring us together, but it's the family that lasts forever.

The NJAA provides two leadership conferences that are based around your future success. Raising the Bar is all about higher education and highlighting the different avenues colleges. Raising the Bar encourages attendees to stretch their comfort zone and try new things. Many of the universities Raising the Bar is held at know the Angus family have pushed and prepared themselves to be successful.

Along with Raising the Bar,

our largest attended leadership conference is the Leaders Engaged in Angus Development (LEAD). LEAD is a conference developed around stretching your comfort zone and making the most of your time as a junior. Meeting with industry leaders and those who provide services for the industry are available for you to have a direct connection with them. This event is not just for showing cattle, it is for anyone in the Angus breed to join and be a part of the Angus family.

At the end of the day your comfort zone only stretches as far as you let it stretch, so I challenge you Angus family to meet new people and try new things!

— *Garrett Schuering, events director*

## College Spotlight: Mountains & Minds

Each year the NJAA explores a university known for the agriculture programs. However, there are so many opportunities that you may not know about. In this University Spotlight, we are highlighting Montana State University.

Originally named Agriculture College of the State of Montana, Montana State University was founded in February of 1893. Montana State University is a land grant university with seven off-campus research centers around the state. MSU has nine academic colleges, with the most notable being the College of Agriculture, Jake Jabs College of Business & Entrepreneurship, Norm Asbjornson College of Engineering and the College of Letters and Science. At MSU, degree programs are offered for associate, bachelor's, master's and doctoral degrees.

Montana State University is located in Bozeman, Montana. Placed in

the center of the Gallatin Valley, six mountain ranges surround the town. Between the beautiful scenery and recreational activities, Bozeman attracts many outdoor enthusiasts. With snow on the ground roughly seven months of the year, winter sports are a great weekend stress reliever.

At sporting events, fans bleed blue and gold. Montana State University is a member of the Big Sky Conference, an NCAA Division 1 school. Every fall, Bobcat Stadium is flooded with gold for the first home game, referred to as the GOLD RUSH.

Montana State University has

outstanding academic and research programs. MSU ranks in the top 10 in the nation for producing Goldwater Scholars. In this honor Montana State has tied with Penn State and MIT, while ranking ahead of Yale and Johns Hopkins.

— *Nicole Stevenson, director*



Montana State University's iconic Montana Hall, home to the Registrar's Office, the Office of the President and vice president's offices.

# DIRECTIONS

NATIONAL JUNIOR ANGUS ASSOCIATION

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Saint Joseph, MO 64506-2997

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## Important Dates and Deadlines for Juniors

### January 2022

6th Cattlemen's Congress Junior Heifer Show, Oklahoma City, Oklahoma

10th Application deadline for the Events and Education summer internship

13th National Western Junior Heifer Show, Denver, Colorado

### February 2022

### March 2022

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

4th Raising the Bar registration deadline

11-13th MAJAC Show, Harrisonburg, Va.

31st-3rd Raising the Bar

### April 2022

14-16th Western Regional and Phenotype & Genotype Show, Reno, Nev.

### May 2022

1st Deadline for Gold Award applications

1st Outstanding Leadership award applications due

1st CAB/NJAA scholarship applications due

1st Angus Foundation scholarship applications due

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

25th Entry deadline for NJAA Creative Writing, NJAA/AJ Photograph, NJAA Graphic Design Contests, NJAA Career Development Contest Resumes

26-29th Atlantic National Junior Angus Show, Timonium, Md.

### June 2022

1st NJAA Board Candidate information due

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

15th LEAD registrations due (early registration deadline)

16-19th Eastern Regional Junior Angus Show, Chatham, VA

### July 2022

1st Late LEAD Registration Deadline

2nd-9th National Junior Angus Show and Phenotype & Genotype Show, Kansas City, MO

28-31st LEAD Conference



NATIONAL JUNIOR ANGUS ASSOCIATION

**For more information on specific show entry and ownership dates, visit [www.angus.org/njaa](http://www.angus.org/njaa).  
Be sure to check the calendar and website for updates.**