

DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION

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Spring 2010

So, You Want to Be a Rancher?

Many young people aspire to be a rancher when they “grow up.” What does this mean to them? Do they look forward to waking up at all times of the night to check calving cows in the cold winter? Are they excited about baling hay in some of the hottest months of the year? Does the idea of being “stuck” at home while their friends are at a Saturday afternoon football game excite them? Personally, I believe ranchers take pride in the ability to own their assets. They look to enjoy the rewarding success of weaning calves and seeing all their hard work pay off. When they go to put out the hay they baled all summer, they are thankful for the gift of having the land to bale the hay on and the improvements they made in the land. While their friends are at the football game, the rancher will remember they will soon reap the benefits of the hard work they have put in.

There are many things an individual can do to prepare themselves to become involved in the ranching community. Going to college to pursue a bachelor degree is a great idea to gain insightful knowledge about the industry, business practices and life skills. The “street smarts” you will learn in college can take you far in life. An increase in maturity will help making business decisions easier and most likely, more efficient. Making valuable industry contacts through organizations, mutual friends and classes will benefit any rancher in their later years. Finally, the work ethic a student will learn and achieve by having to complete the task of finishing a bachelor’s degree is invaluable. Having the know-how and the how-to to set a goal and complete the goal could increase the profitability of a ranch.

If you want to be a rancher, work hard to accomplish your goal of becoming a college graduate. Know that to reap the benefits; you must set attainable goals that you are comfortable achieving. Never stop goal setting and dreaming big!

— by Jennifer Ann Smith



PHOTO BY LAUREN JERNAS, 2009 NJAA PHOTO CONTEST



be the
BEST
Showman
POSSIBLE

There are many things that happen while we are in the showing that relate to life and how we live it. When you are showing you probably aren’t in the right state of mind to start contemplating life’s philosophies, so I thought I would point out some things to make you all think of how being a good showman relates to being a better person.

First Impressions: First impressions

are very important. When you walk in the showing you want the judge to automatically like what he sees because the first look only happens once. This is also true for you. Appearing calm, cool and collected lets people know you are prepared and confident in the task at hand. No matter what you are doing, always try to make a positive first impression because this is how people remember you.

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Chairman's Perspective: More than Giving Back

At any time and in any moment something tragic may overcome you. There are many people around the world faced with daily devastation, grief and heartache. There are between 30,000 and 7,000,000 people in the United States who are homeless. 60% of the working Americans work on a daily schedule and are still homeless. I have come to find that loss is facing each American more tragically than ever as we enter this new year. Loss of job, loss of homes, loss of loved ones and so forth.

As a recent tragedy has hit Haiti, I have found myself surrounded by many wanting to help the cause in the campaign: Hope for Haiti. While many college students have been campaigning and raising money around our



community I have seen a great deal of service and relief be awarded to those in need.

There are many efforts all over that many of us can become a part of daily to help those in need everywhere. Not only when tragedy strikes but just for everyday Americans facing hardships. As a large organization, the National Junior Angus Association has done a great deal of helping others through community service projects we do during the National Junior Angus Show in July.

As a leader in this organization I have found that many see the leader as the person on top; the one with the perks, the privileges and the praise. That's a myth. The truth is, leaders are at the bottom of the pyramid. It's the leader who bears responsibility for the group. The pressure of the service is on the leader and the performance of the group falls back and reflects the quality of the leader. Therefore, the leader is a servant, not the greatest of all.

Leaders understand that they give back better than they are given. I am surrounded by an organization of leaders.

Leaders who I know are capable of the unimaginable. So, in this time of need or in any time of need, be not only a leader; be a giver. Do more than giving back by giving your time to those less fortunate. As Donna Harrison says, "great leaders are never satisfied with current levels of performance. They are restlessly driven by possibilities and potential achievements." In one sense, leaders never arrive. When one phase of a project is completed they instantly move to the next. When a goal is achieved they roll out the new one. No problem is ever the end of the road. No achievement is ever the top of the hill. So take that next step, not for personal achievement but for others. The next step toward the succession and relief of others. Do more than give back.

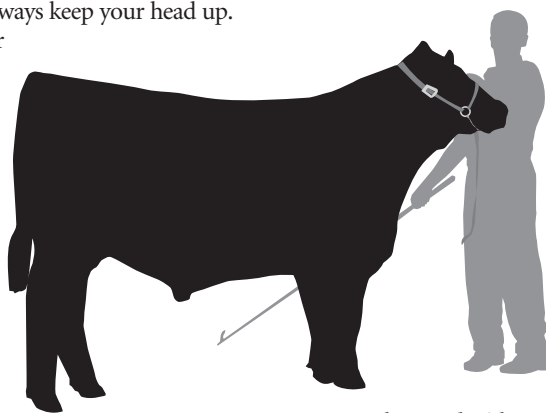
— by Kirbe Schnoor

Be the Best Showman Possible, *continued from page 1*

Keep the Head Up: Always, always, always keep your head up. It doesn't do you any good to feel bad for yourself or mope around. Stay strong, positive and optimistic no matter how bad times may seem.

Eyes on the Judge: Keep your sights set on the task at hand but also pay attention to your surroundings so that you can pull ahead of the competition. Make sure you always look to the future and stay focused on what is important.

Feet Placement: Obviously, this is extremely important in the showing because it can either display your animal at its full potential, or it can severely hurt its appearance, making you look like you either aren't paying attention or don't know what you are doing. In life, your feet placement can be crucial. Don't put yourself in situations you know you shouldn't. Follow your instincts, be natural and be confident so whether you are standing square or putting one foot in



front of the other you know you are displaying yourself at your full potential.

Stay in Line and Keep Space Between Animals: Don't let confidence override modesty. If you are good at something people will realize it without you flaunting it. Let your attributes set you apart from your competition and know where your competition is at all times.

Make Big Circles and Utilize the Arena: I look at this as not selling yourself short and using your resources. When you have the tools necessary to achieve great things you owe it to yourself to try. Every junior member in this Association has something special about him/her, and with a resource like the National Junior Angus Association you can all be something wonderful.

The showing can teach you many great things about life. So make sure that when you walk out of the showing you don't forget about all the things that make you successful in it.

— by Lindsay Waugh

NJAA BOARD OF DIRECTORS

TERMS UP IN 2009

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TERMS UP IN 2010

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Robin's Report

Investment In Your Future

Have you thought about the value of your National Junior Angus Association (NJAA) membership lately? I imagine you thought your \$20 was going to the ability to be able to show in NJAA shows, but have you ever thought about the valuable life lessons you are learning through being involved in the NJAA?

Don't take it for granted, as many youth your age are not activity involved in other agricultural organizations that teach the lessons you are learning through your involvement. The NJAA is not only training you to be future Angus breeders, but is shaping you into professional young men and women. Goals of the NJAA are to teach you 'life lessons' that will prepare you for the future. Remember these strengths will set you apart among your peers.

Communication – You have the gift to communicate with people of all ages. Whether it's talking to the judge, a breeder, or younger junior members, you are communicating with others that are not in your same age group.

Networking – Have you ever looked at your number of Facebook friends compared to your school friends? Through your Angus network you have friends in almost every state. In the future these friends could be your fellow co-workers, clients, bosses or best friends.

Marketing – Not only are you learning how to market your cattle, you are learning how to market yourself. Learning how to sell yourself is key for people to believe in you.



Attention to Detail – From feed rations to pedigrees, you know what it takes to pay attention to details to ensure you make the correct decisions for your cattle operation.

Work Ethic – You understand the true meaning of hard work.

Responsibility – You buck bales on the weekends and you don't eat supper at night until your cattle have been fed. Putting your cattle first is a sign of responsibility that you will be able to handle any project.

Time Management – Homework, chores and a job, what more can you juggle? With a little organization and a daily routine you know what needs to be done and when. NJAA members always go the extra mile to finish projects in an efficient manner and on time.

Many businesses and colleges put agricultural kids in a category of their own because they understand the true meaning of time management, responsibility and hard work. Wouldn't it be great to apply for a job or scholarship, and have the interviewee see that you are at a higher caliber than the other applicants?

Don't forget to thank the individual who got you involved in an organization such as the NJAA. Your membership is taking you beyond the borders of your cattle project.

—by Robin R. Ruff, director of junior activities

Looking into the Future:



Beef Cattle Genetics

Over the years, we producers have utilized expected progeny differences (EPDs) as a genetic predictor of performance. Now Angus breeders are provided a future of genomic enhanced EPDs with more characterization of Angus cattle than ever before. Researchers have begun testing these important traits at the molecular level to determine how DNA influences these given phenotypes.

Through studies at different institutions within the United States, there have been over 50,000 genetics markers, called SNPs,

discovered in the bovine genome to shed light on specific relevant traits. These markers are used to construct a model to predict genetic value, and ultimately provide the opportunity for producers to improve the traits they desire. According to Dr. Mike Goodard, University of Melbourne, Australia, the first step in utilizing these SNPs is to estimate the effect of each SNP for a given trait. To do so, a group of cattle that have tested favorably for the same SNP are gathered and a prediction equation is derived. This equation result is combined with the

animal's performance profile, which is based on pedigree and animal records, to create a genomic estimated breeding value. This new value is more accurate due to the fact that it covers the genetic makeup of an animal that characterizes its parental inheritance.

There are some drawbacks to SNPs and associating their effects in cattle traits. First of all the initial research endeavor and population establishment is an expensive procedure, and requires a large set of cattle to obtain accurate results. Additionally, researchers have found that predictions may be accurate in one breed, but not in another. Therefore tests across a wide range of breeds will be necessary for a universal beef cattle value.

Producers have used many different tools to predict the performance of their respective herds. EPDs have been used for years; however, the utilization of DNA data into genomic-enhanced EPDs now available at the American Angus Association® for carcass traits may provide a more accurate approach to genetic progress. These genomic enhanced values could ultimately help producers target specific traits which are relevant to their production goals, and ultimately keeps the beef cattle industry moving in a positive direction.

—by Chris Cassidy

Auxiliary Notes

The American Angus Auxiliary consists of individuals interested in the welfare of the Angus breed. Our mission is to provide educational activities for junior Angus members, such as scholarship programs, awards and competitions. The National Junior Angus Show (NJAS) provides the arena for many of these contest and awards.

Grab Your Aprons & Rush To The Rockies

Gather your chef's hats, aprons, beef recipes and begin preparing for the 27th Annual All-American *Certified Angus Beef*[®] (CAB) Cook-Off sponsored by the American Angus Auxiliary, National Junior Angus Association (NJAA), American Angus Association and Certified Angus Beef LLC. Now is the time to begin developing your recipes and skits. Information and entry forms are available at www.angus.org/njaa.

Volunteers are needed to assist with this contest. If you're interested please contact Anne Patton Schubert at 502-477-2663 or Anne Lampe at alampe@wbsnet.org or 620-872-3915.

New Auxiliary Scholarship Deadline

Once again the Auxiliary will award scholarships to 10 Angus juniors. The deadline for the Auxiliary scholarship is May 1st. Graduating high school seniors must first win their state scholarship contest. Check with your state scholarship chairman for your state's deadline date. The state chairman then submits the winning entries (*one female and one male*) to the national scholarship chairwoman, Barbara Ettredge, by May 1st. The recipients will be announced during the 2010 NJAS in July.



The scholarship is new this year, as is the deadline. Applicants are advised to read and follow all directions and guidelines. All the information can be found on the Auxiliary web site at www.angusauxiliary.com. It is a good idea to review the scoring rubric to see how the application is scored as well as having several people look over the application for needed corrections or omission of information. Contact your state scholarship chairman if you have questions.

Certificates of Achievement

Congratulations to the 220 junior Angus members who earned Certificates of Achievement. These certificates were awarded to applicants for outstanding achievement at national, state and district levels. This included showmanship, scholarship competitions, judging, royalty competitions and all NJAA-recognized competitions.

Now is the time to begin recording your achievements. Applications are due November 1st. Contact your state Auxiliary president or junior advisor for information in submitting the application. The Auxiliary web site has more information and the application.

Join the Auxiliary

I'd like to invite Auxiliary members and anyone interested in joining the Auxiliary to our mid-year meeting at the NJAS, Wednesday, July 14th in the Beef Palace Auction Arena. Auxiliary activities will begin with a social at 4:30 p.m. followed by the meeting at 5:00 p.m.

— by Kathi Creamer

Show-Ring Purple: An Inside Look at Show-Day

“As I turn and evaluate these heifers I find a challenging class to sort. These females differ in their type and kind, but for me I started with...”

Have you ever wondered how breeders judging shows make their decisions? This article examines evaluation, fitting and showing, and is meant to give you an inside look at how these activities combine into the event we all know as showday.

Many conversations around ringside revolve around the perceived success or failure of a judge. Everyone involved in the cattle business has an opinion of what their “perfect cow” looks like in their mind. Their personal preference is developed from many things, including collegiate judging teams, environmental conditions, trial and error, family tradition, and genetic heritage, just to name a few. Believe me, my judging coach and I have our fair share of differences when I judge a cattle class. Structure, maternal strength, and muscle often serve as sources of disagreement. Find the type of livestock you like and stick to your guns. If you are consistent in the type of cattle you pick, you will gain the respect of



many in the industry. How you justify your ranking of a class is all up to you, but as long as you go out looking for your kind of livestock you won't get hurt.

A large part of making your heifer look her best is a good fit job. It not only highlights your animal's strengths but also can conceal her faults. Jimmy Hoffman, a widely known “cattle beautician,” as he likes to call himself stresses the importance of a proper fit job. “Knowing the strengths and weaknesses of an animal I am fitting is the key to my success.” Many of you may fit yourselves or know someone that does. Ethan McCabe of Elk City, Kan., and Kim-Mac Farms began fitting at a young age, and by continuing to work on his skills he has fit for many producers across the country. McCabe attributes much of his success to practice and

a good work ethic. When you attend a show there are resources available to you to learn the basics of fitting. The only way to learn is through practice. Don't be afraid to ask other juniors, your family or professionals' questions on how to become an effective fitter.

“Your back leg forward, pull her up a half-step, spin her around.” We have all been subjected to the seemingly endless barrage of orders from our parents or those close to us while we exhibit our cattle. These requests may seem tedious to some, but they are all spoken in attempt to make your animal look its best. If you work with your animal, understand its quirks, and realize that the more you practice the more natural showing becomes, you have entered the correct frame of mind. If you get better one day at a time, and listen to those trying to help you, the sky is the limit.

The bright lights are shining in your eyes, the moment has arrived, and your heart is racing. Here you stand in the grand drive. We all strive to achieve showing purple, to smile for that camera flash; the question is are you willing to put in the work?

— by Clinton Laflin

Although many of us are in the midst of calving, July and the 2010 National Junior Angus Show (NJAS) will be here before we know it! “Rush to the Rockies” will be July 11-17 at the base of the beautiful Rocky Mountains in Denver, Colo. This year not only will Colorado be hosting this exciting annual event, but the states of Kansas and Nebraska have joined in on the fun. While most of you will be finding it hard to breathe in the “Mile High” city because of the altitude, we hope you won’t be finding it hard to be successful in the many contests offered by the National Junior Angus Association (NJAA)! A few of your NJAA Board members have offered some tips in preparing for these contests in hopes that you can make it under the spot-light during closing ceremonies.

■ Ashlyn Carter suggests for the poster contest to flip through magazines for ideas, color schemes and themes. When putting the initial poster together use a ruler to make sure pictures and text are aligned, and before pasting step back and look at the poster to make sure you like the look you have.

■ Lindsay Waugh recommends that for team sales; start early, put together things at home such as a pamphlet about your ranch or a mission statement. If you are in the junior or intermediate division prepare and practice your entire sales pitch months ahead of time so you are fully prepared. Be conversational with the judges by not giving your speech word for word and get their input to work around what they need as a potential buyer.

■ The Cook-Off contest is a favorite of many of those who participate in contests and is a great way to interact with other junior members and learn something new about *Certified Angus Beef*® Danielle Foster asks nothing more than for you to have fun with this contest; the facts are common knowledge, but the enthusiasm is what sets a team apart from the rest. Remember to prepare your skit ahead of time and find time prior to NJAS to practice with your team members.

■ Within the speech contests, Kirbe Schnoor finds having the right materials and being prepared is the key. For the extemporaneous speech contest, make sure you have materials on different subjects dealing with agriculture and Angus topics. You can practice for this contest at home by having a parent come up with a few topics and use the NJAA contest rules. In the prepared public speaking contest be sure to practice your speech in

front of a mirror and give it to other people such as parents and friends. Not only is practice a key factor in this contest, but it ensures that you really know your topic and that you are prepared to answer all questions.

■ The photo contest is a great contest to participate in if you are going to be really busy during the week with your cattle and other contests, because you send your photos and entries in before you go to the show. Andrew Rogen says the best way to capture that “perfect picture” is to carry a camera with you while doing chores or traveling. Being in the right place at the right time with your camera will provide you with the opportunity to capture the perfect shot.

■ A new contest available this year to the senior division is the career development contest. Jaclyn Upperman provided many tips for this contest and they include; to have your resume critiqued as many times as possible, do mock interviews with parents, professors/teachers and other adults you think may be willing to help you, in addition write up some questions that would likely be asked, so that you are prepared to think on your feet and lastly be able to talk in depth about each part of your resume.

■ As a past NJAA showmanship contest winner, Jennifer Ann Smith is a great resource for this contest. Jennifer Ann states that you

must be calm, and no matter how calm you are...it isn’t calm enough! First impressions are extremely important in showmanship and your demeanor the moment you walk in the showring could make or break your experience. This contest is a once-in-a-lifetime opportunity at the NJAS and as an exhibitor it is your job to take full advantage of the chance you have been given. Lastly, work ahead of time with others critiquing your skills and always remember it should be a fun experience.

The above contests are just a small sampling of the many contests offered throughout the exciting week of nationals. I encourage all of you to get involved and discover the many opportunities the NJAA provides for you to show off your talents. Spring break is always a good time to start preparing for these contests; the earlier you start the better prepared you will be. Remember to read all of the rules and guidelines because the Board has made a few changes and additions. If you have any questions feel free to contact a Board member or your state advisors. We look forward to seeing all of you in Denver. Good luck and have fun!

— by Britney Creamer



Ladies & Gentlemen, Are you READY for the Greatest LEAD Performance Ever!



Attention all Angus enthusiasts! The NJAA Board is proud to present to you “Angus: Live & Loud” in Nashville, Tenn., August 5-8, 2010! LEAD (Leaders Engaged in Angus Development) Conference is sure to be a crowd pleaser with entertainment galore including a performance from some very special guest musicians! Other great events of this weekend-long leadership concert include tours of famous places such as the Country Music Hall of Fame and Ryman Auditorium, the home of the original Grand Ol’ Opry. Angus: Live & Loud will be joined by the great acts: Deer Valley Farm and Robert Elliot & Sons. There will be numerous opportunities to explore the city of music with your friends and get a taste of what makes Nashville such an amazing tour location. So get your “tickets” reserved now as space is limited for this great lifetime opportunity to join Angus fans such as yourself all across the country and unite in one place to enjoy a weekend of excitement, education and exploration!

— by Ashlyn Carter

Where are they now?

Thirty years ago, the National Junior Angus Association (NJAA) began a tradition that motivates youth leadership within the breed. In 1980 the NJAA selected junior members to serve on a committee to run junior events and lead the junior association. The first board started with twelve positions that remain today. Over the past years, the NJAA Board has continued to impact juniors and make tremendous advancements for the junior's futures. Many of the NJAA Board members have become great leaders in their careers and families. The best thing about past NJAA Board members is that they are still willing to do whatever they can to give back to the great juniors and the Angus breed.

Here are a few past Board members:

Melissa (Pickrell) Davis

1998 - 2000

Chairman

As a Board member, what was your most memorable highlight with a fellow junior member? My most memorable

moment with a junior has to be the 1999 National Junior Angus Show (NJAS) in Tulsa, Okla. One junior, in particular, was incredibly frightened before entering the ring for the first time. Her mother and family had instructed to her to look for the "green jackets" if she needed help while she was showing. I'll never forget that "deer in the headlights" look as she walked into the ring - and then that sigh of relief that there were, in fact, "green jackets" there to help her. It was her very first NJAS, and I was able to help make what could have been a scary experience a very positive one. That young junior was Claire Taylor from Arkansas, who has just completed her final year as a NJAA member! Where has the time gone?!?!?

Current Position: I am currently employed as the director of admissions and marketing for a long-term healthcare company.

How has the Board or your experience from the Angus junior membership made an impact on your life? I'm not even sure that I

could count the ways that being active in the NJAA and serving on the Board have impacted my life! Because of the NJAA, I have met some of the most wonderful people and made some of my dearest friends, from across the country. I've had the opportunity to travel and see parts of the country that I would have, more than likely, never seen otherwise. My involvement in the NJAA led me to my first job, working for Certified Angus Beef LLC, where I was able to continue my love for both Angus cattle and the people behind the cattle. And, most importantly, I found my best friend and husband at a cattle show — we have both been blessed with the opportunity to raise Angus cattle and continue to be active with our Angus family, and we are truly thankful for that!

Favorite Show: That's a toss-up! Being a Kentucky girl, I have always been partial to the North American International Livestock Exposition (NAILE). There's nothing like showing on those green shavings! But, throughout the years, I've come to know and love the Atlantic National Angus Show as well. It's such a great "family" show! The laid back atmosphere and welcoming Angus family is something my family always looks forward to!

Your own favorite show animal: EP Blackbird Lassie 154 — she was definitely not the best heifer I showed, but she was the very first heifer. She and I went through a lot together, and I still have her stall sign that



Melissa (Pickrell) Davis
1998

my father had custom-designed. We later sold her as a cow, and it was like losing a member of the family! We had so many memories together!

Brian Howell

2001-2003

Communications Director

As a Board member, what was your most memorable highlight with a fellow junior member? Am I supposed to pick just one?!

There were a few humbling experiences where someone would thank us for a positive impact we had on them. Moments like that made the sore feet and lack of sleep worth it all.

Current Position: I am a 4-H Youth Development Extension Educator for Purdue University Extension in Tipton County, Ind.

How has the Board or your experience from the Angus junior membership made an impact on your life? I can still remember

changing my college and career goals after looking through the 1998 NJAS recap issue of the *Angus Journal*. That issue (and show) literally changed my life. My Board experience lead me to my career in extension education, as the programs and goals are similar and have a positive impact on those who are involved.

Favorite Show: I always loved the NJAS. My first NJAA experiences came while helping Indiana host the 1998 NJAS. So many positive experiences and personal growth happen to so many NJAA members each year. Even though the show usually takes place during my own county 4-H fair now, a little part of me still wishes I could be at the show with my Angus family.

Your own favorite show animal: 8180 Pleasant Mary 7H — I showed her at the 1999 show in Tulsa. She wasn't very "pleasant" at home, but apparently the 14-hour semi ride was a good "attitude adjustment" because she was great after that. We were excited she placed 3rd in class at that show, as did her daughter at the 2001 NJAS.



Brian Howell
2002

Kara Wilson

2006-2008

Communications Director

As a Board member, what was your most memorable highlight with a fellow junior member? Every Board member loves

it when juniors come up and talk to you after shows because you were in the ring with them to give a sense of security. Kids have a way of thinking you're invincible, whether you are or are not. But the one thing that I still get to enjoy today is all the Christmas cards I send and receive from junior members. It really underlines the "family" feeling that the NJAA has.

Current Position: I am a Marketing/Management Specialist for Certified Angus Beef LLC. I love being a part of this industry.

How has the Board or your experience from the Angus junior membership made an impact on your life? My tenure with the NJAA,

even regardless of my experience on the Board, built my external family. The friends I make a point to travel and see halfway across the country are the friends I met over those twelve years. I also can't say enough



Kara Wilson
2008

for career networking. The opportunities that you have as a junior to tie into some of the best resources in the beef industry are so readily available. It definitely helped me get to where I am today.

Favorite Show: NJAS is always the best time to mingle with all the juniors at one time. But there is something about the North American that will always be like a homecoming for me. I can't remember a year that I haven't attended that show. It's almost like the perfect kick off to the holiday season, too, because I get to see all my extended family at one place.

Your own favorite show animal: While she was by no means the most successful animal I had through the years, my most memorable was my first Angus heifer — 9FB3 daughter that I affectionately referred to as "Pudgeface." I think the only thing I found that heifer wouldn't eat was Pringles® ridges.

Leigh Ann (Campbell) Coffey

1996-1998

Membership Director

As a Board member, what was your most memorable highlight with a fellow junior member?

I was working the ring at the 1998 NJAS in Indianapolis. There was a little girl in the ring with a big heifer and she just couldn't get her stopped to set up, so I was helping her with the heifer. The heifers name was Rachel and she told me all about that heifer while we were in the ring and she was just so grateful for the help. Working the ring was my favorite part of being a director, I loved being able to help the little kids like that.

Current Position: Stay-at-home mom to two little girls. I also help my husband on the farm when I can.

How has the Board or your experience from the Angus junior membership made an impact on your life? Tremendously! The leadership experience I gained from being on the Board helped me a lot in job interviews and to obtain a job out of college. The Board helped me grow tremendously as a person. It gave me a feeling of pride, accomplishment, and maturity that has stayed with me all of these years. It also gave me the life skills necessary to handle situations (both professionally and personally) that I may not have had otherwise.

Your own favorite show animal: "Baby" — she was a senior yearling show heifer and she and I won the Kentucky State Fair! She was a pain to show (hated to stand still), but a sweetheart out of the showing!



Leigh Ann (Campbell) Coffey
1997

Zeb Gray

2005-2007

Membership Director

As a Board member, what was your most memorable highlight with a fellow junior member?

I'll never forget whitewater rafting in Idaho with Glen Mommsen, Amanda Lickey, and Shelia.

Current Position: Graduate student at Iowa State University

How has the Board or your experience from the Angus junior membership made an impact on your life? The amount of traveling that I got to do really opened my eyes about how diverse not only the industry is, but specifically the cow-calf sector.

Favorite Show: Denver

Your own favorite show animal: Gray's Touchstone 211



Zeb Gray
2006

Selecting the Right College

Choosing the correct post-secondary school can be one of the most challenging decisions for many students. Instead of stressing about choosing a school it is important to start early when deciding and manage the qualities you look for in an educational institution. The best way to decide between schools is to create a list of qualities you look for in a university, community or technical college. For many students, the most influential aspects include degrees/majors offered, costs and location.

When selecting the appropriate school, it is important to know what career fields you are interested in. If you aren't sure what degree or field you would like to pursue, it is still important to choose a school with a variety of majors targeting your potential areas of interest. Many college students will change their major after starting school one or more times. For many four-year universities the first year is primarily general courses for all freshmen. During the first year, students are encouraged to evaluate different career paths to find the best fit for themselves.

Also, tuition fees, living expenses and other costs can add up and affect decisions about which schools to attend. Most out-of-state and private universities charge higher tuition fees to students. If you are interested in going to any post-secondary institution, scholarships are the best way to pay for some or all of the tuition expenses. Scholarships are essentially free money that you don't have to pay back after graduation. The Angus Foundation, Certified Angus Beef LLC and the American Angus Auxiliary offer numerous scholarships for National Junior Angus Association members and others. Also, many colleges, cooperatives, and companies award scholarships to prospective students.

Location also plays a major role in the decision to attend certain schools. For some students, living close to home is essential to help the family during calving season or harvest time. Living close to home also makes short trips for laundry or long weekends much easier. Many students also seek independence in schools further away. There are usually many "boredom busting" activities for students staying at colleges on the weekends as well.

Other considerations when choosing a post-secondary institution is: class size, placement success and housing options. Social life such as Greek organizations, sports and other fun activities are also important factors. Once you have narrowed down your list of possible schools, schedule a college visit. During your visit, tour campus, see a dorm (if applicable), sit in on a class, and meet with an admissions director to discuss the school. Many times students make their final school decision based on campus visits. After choosing your perfect school, remember to apply before the assigned deadline.

— by Andrew Rogen

— by Jaclyn Upperman

NJAA Support Staff

Every member of the National Junior Angus Association (NJAA) most likely has an adult who they look to for support, advice and guidance. The NJAA Board of Directors is incredibly fortunate to have an amazing support team consisting of Director of Junior Activities Robin Ruff, who is no stranger to any junior, and assistant Monica Jordan. As well, our team of advisors is very special to the NJAA Board because of the guidance they provide. These advisors are Michelle Rieff, Crystal Young and Steve Olson. It is the Board's hope that as you learn more about all of these adults who greatly help in the success of the NJAA, you all will build relationships with them and realize how much they truly care about each and every junior member.

Crystal Young usually can be spotted

running around shows armed with her camera, capturing some of the greatest moments! Crystal is from Alberta, Canada, where she was raised on a purebred Simmental operation. She attended Butler Community College and Kansas State University where she received her Bachelor's in Agricultural Communications and Journalism and Animal Sciences and Industry. Crystal began working for Angus Productions Inc. after graduation and now is the assistant director of public relations for the American Angus Association. Like many people within this incredible industry, she values the relationships and friendships she has gained! On a daily basis through multiple avenues, including YouTube videos, blogs, and I Am Angus stories, Crystal is working to create awareness and promote our great



Crystal Young

breed! I encourage you to check out her blog at <http://cdycattle.blogspot.com>. Through her blog she hopes everyone realizes the importance of agricultural advocacy! Don't hesitate to contact Crystal. She recognizes all the opportunities offered by such a powerful breed, and if there is one thing she makes clear, she wants to help every junior reach their full potential!

Michelle Rieff represents the American Angus Auxiliary as a Board advisor. There is no doubt that Michelle is like a second mother to every Board member because of her caring, understanding and nurturing attitude. Michelle is currently the advisor, being the immediate past president, on the Auxiliary's officer team. Michelle and her husband of almost 25 years have a daughter Haley who was a very active member of the NJAA. A true representation of Haley's involvement was her acceptance of the 2008 NJAA Barbara Smalstig Outstanding Leadership Award. Michelle resides in Arkansas and works as a school counselor. Through her career and volunteer positions,

Michelle is very dedicated to youth development. Michelle states, "My advice to junior members would be to get involved. Use your membership in the association to better yourself to help move you forward career-wise, personally and socially. Use the many resources available to you." Her favorite part of being a junior advisor is the interaction with juniors, so I encourage you to visit with her. Check out the Auxiliary web site at www.angusauxiliary.com for more information on the opportunities offered by the American Angus Auxiliary!

Steve Olson not only devotes his time to

serving as an American Angus Association® board member but also as an advisor of the NJAA Board of Directors.



Steve Olson

Having 3 children, Moriah, Sy and Joanna, who served as NJAA directors, Steve is no stranger to the responsibilities and activities of the Board. Steve resides in Hereford, Texas, with his wife, Ginger. While at Texas A&M receiving his bachelor's degree in animal science, Steve was active in the Saddle & Sirloin club and on the livestock judging and meat evaluation teams. Steve is beginning his second-term on the American Angus Association Board of Directors where he serves as chaplain. Steve and Ginger are huge supporters of the NJAA. I hope you take some time to visit with them because I promise you will find no one who is more down-to-earth and caring.

Monica Jordan is the assistant in the activities and junior activities departments within the American Angus Association. Honestly, the Board would not function without all that Monica does for us! Oftentimes, Monica will be the one who you talk to with questions and requests. Monica is from Maryland and served as a 1995-1997 NJAA director. Monica now has 2 children, Ella and Sam, with her husband Matt. It cannot be expressed how much the Board appreciates Monica!



Michelle Rieff

Although there are many, many, many more people that the Board appreciates, we want to thank each of our advisors along with Robin and Monica for all that they do for each of us and the support they provide! Always remember to thank those that make our involvement in this incredible association possible!

— by Danielle Foster

Experience: NJAS 2010!

Visit the 2010 National Junior Angus show website at www.njas.info for information on hotels, deadlines, and fundraisers. Remember to mark your calendars, July 11-17, to join us in Denver, Colo., for the world's largest one breed beef show!

ATTENTION

NJAA Board of Directors is announcing a new contest for the senior division only. This contest will replace the senior division poster contest, but this contest will better prepare your skills to be more attractive to future employees. The career development contest is designed to prepare you for the future. There are two divisions in the category, resume and interview, and you are able to customize your resume at your preference. Job objectives and resumes are due in the Angus office on June 10. More information about the contest can be found at www.angus.org/njaa.

Meet Sally Yon



Miss American Angus

Hometown: Ridge Spring, S.C.

College: Clemson University

Major: Agricultural Education

Minor: Animal and Veterinary Science

Parents: Kevin & Lydia Yon

Siblings: Drake 17, Corbin 15

Q: At what point in your life did you realize you wanted to be Miss American Angus?

A: When I was a little girl, I would always want to watch the Miss American Angus crowning in Louisville, and I knew from a very young age I wanted to compete.

Q: Why did you want to be crowned Miss American Angus?

A: I want to give back to an Association that has given so much to me and my family over the years. Without the support of my family and their involvement within the breed I would have never had such

an incredible opportunity to serve this Association.

Q: How many years have you been a member of the NJAA?

A: When I was born, Mr. Tom Burke paid my first dues and I have been a member ever since.

Q: How long has your family been raising Angus cattle?

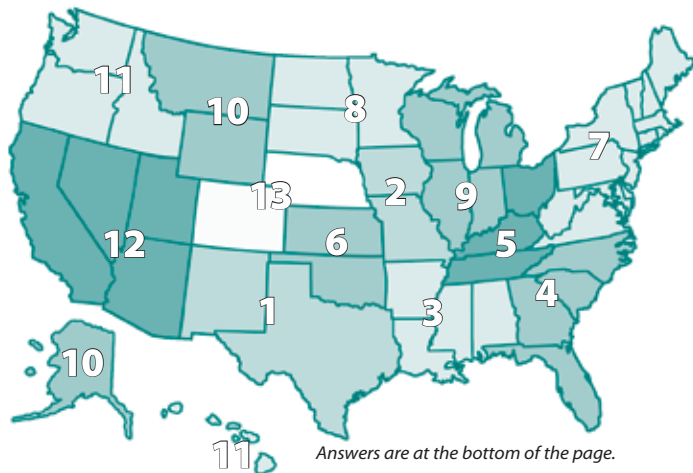
A: My parents began Yon Family Farms in 1996 and are first-generation Angus breeders.

Q: What advice can you give to future ladies wanting to be crowned Miss American Angus?

A: Be honest, get to know the other contestants, and have fun! But most importantly, BE YOURSELF!

— by Cody Smith

Regional Managers Match Game



Can you match the regional managers to their territory?

David Mullins
Matt Printz
David Gazda
Andy Rest
Logan Ipsen

Jared Murnin
Wes Tiemann
Chuck Grove
Matt Caldwell

Richard Dyar
Rod Wesselman
Jerry Cassady
Vern Frey

A New Face in the Junior Activities Department

The American Angus Association® is happy to announce the 2010 summer intern for the junior activities department. Jordan Paulsrud is no stranger to the National Junior Angus Association (NJAA) or Angus breed, as she has exhibited and participated in numerous NJAA shows and events all over the country.

Jordan's junior career ended in 2009 due to age eligibility, but she has great excitement to take the next step. "The friends that I have made through the Association have been awesome," states Jordan referring to her NJAA experience. "It's such a great opportunity to meet people with the same love and enthusiasm that I have for showing cattle."

Jordan says she's excited to have the opportunity to learn what it takes to put these shows together. "I've spent so much time at shows, benefiting from the organization and now I'm looking forward to playing a part in passing on to the juniors the same rewarding experience I received from the NJAA," she says.

"Three of my favorite things in life are cattle shows, traveling and getting to meet new people. I couldn't think of a job that puts these together better," Jordan states. "I expect nothing but the best for this summer and look forward to meeting and interacting with a lot of awesome juniors."

Jordan's Angus roots are deep. Her family has been raising Angus cattle for three generations. Currently, they operate a herd of around 30 purebred cows, but are looking to rebuild the size of their herd in the future.

Jordan is a native of Danbury, Iowa, and a junior in animal science at Iowa State University. She is the daughter of Robert and Teresa Paulsrud. Please join us in welcoming Jordan!



Answers: 1. Jared Murnin 2. Wes Tiemann 3. Richard Dyar 4. David Gazda 5. Chuck Grove 6. Matt Caldwell 7. David Mullins 8. Vern Frey 9. Jerry Cassady 10. Andy Rest 11. Rod Wesselman 12. Logan Ipsen 13. Matt Printz

In the Spotlight

No matter what show you are attending there is always a group of individuals in attendance that deserve some recognition. It goes without saying that there are elite ranches in the breed that are dedicated to Angus cattle and are enthusiastic supporters of Angus youth. While the members of this group are numerous — and there are countless people who have made a lasting impression on this breed of cattle — Brad and Dawn Gohr, owners of Gohr Angus and Hereford Ranch in Madras, Ore., are very worthy of being in the spotlight.

Brad and Dawn first met in 4-H and grew up showing cattle together. Brad was named champion showman at the Simmental National Junior Show, while Dawn placed fourth in the showmanship contest at the National Junior Angus Show (NJAS) and was a Western States Angus Queen. Both competed on collegiate judging teams for both Oregon State University and Linn Benton Community College and were members of the second place livestock judging team at the National Western Stock Show (NWSS) in Denver, Colo. Brad has since judged many junior shows in the Pacific Northwest.

Daily ranch tasks are currently performed by Dawn and daughter, Fallon. They run over 50 head of registered Angus cattle in conjunction with several Hereford females. Brad works off the ranch as the dealer division manager for Veterinary Service Inc., which is a full-line animal health distributor. Gohr Angus Ranch operates an extensive embryo transfer program which allows them to better utilize the genetic package of their foundation females. It is located in the semi-arid desert of central Oregon and like most ranches in the West, they produce their own hay but irrigate all of their pastures.



G GOHR ANGUS

Brad and Dawn are incredibly passionate about raising and showing quality Angus cattle. In fact, Gohr show cattle have been exhibited at every major show on the West Coast and regularly travel as far as Kansas City, Louisville and Denver — shows that take several days of driving to reach. Despite the many miles the cattle spend in the trailer, they come off very competitive; in fact, if you look up almost any Roll of Victory (ROV) points standing you are certain to find a Gohr animal very high up on the list, including currently owning the No. 1 ET dam, the No. 1 cow-calf pair, and at least one more animal in almost every other division. The ranch currently ranks fifth among ROV breeders. Along with this impressive ROV resume, the Gohr Ranch completed the remarkable task in 2009 of earning either champion bull, heifer or cow-calf pair with either an Angus or Hereford, and sometimes both, at every major show in the West, including the Arizona National, American Royal, NILE, and every state fair on the Western seaboard and Idaho.

The Gohrs are also very committed to Angus youth. They have been essential in improving the Oregon Junior Angus Association and its programs. In fact, the Gohrs just stepped down as advisors. Brad and Dawn are essential to providing awards for a variety of shows and Angus events as well as planning and coordinating the Oregon Angus Female Sale and Futurity. This dedicated couple recently joined the ranks of other elite ranches who have participated in the 10 for 10 program, donating 10% of the proceeds from their lot 10 heifer at the Cascade Spectacular sale to the 2010 National Junior Angus Show. This donation alone helped raise almost \$500 for the show.

Brad, Dawn and their daughter, Fallon, are certainly influential people who are very deserving of being recognized for their accomplishments both inside and out of the showring. The next time you attend a show that they have brought cattle to, which will be almost any major event located within 2,000 miles of their ranch, feel free to thank them for their commitment to the youth programs of the National Junior Angus Association and compliment them on their many and very much deserved accomplishments with their cattle.

— by Robert Myers

KiamichiLink LLC Purchases Angus Foundation Heifer Package



L Tucker and Vickie Link, owners of KiamichiLink LLC of Antlers, Okla., bid \$75,000 to purchase the 2010 Angus Foundation Heifer Package, donated by Jeff Ward and Duncan Smith owners of Sinclair Cattle Co., Warfordsburg, Pa.

Sinclair K Bty 8R102 E118 was chosen to represent the Sinclair program and is a daughter of the famed RR Rito 707. Added to this year's package was the pick of the 2010 Sinclair Cattle Co. natural born heifer crop.

The heifer package was auctioned during the National Western Stock Show (NWSS) on Jan. 14 in Denver, Colo., with all proceeds benefiting the Angus Foundation.

Angus Juniors Raise the Bar in Ames

Angus youth from across the Midwest met March 5-7 in Ames, Iowa, for the National Junior Angus Association's (NJAA's) premier leadership training conference, Raising the Bar.

Twenty-one officers and advisors from five state junior Angus associations participated in the course, geared toward building stronger leaders while forming important regional relationships.

The event began with opening speaker Dr. John Thomson, Iowa State University Dean of Veterinary Medicine, who encouraged juniors to raise expectations and measure results.

Thomson challenged youth to find opportunities in challenging times. Challenges create opportunities, he said, but it's up to juniors to uncover those opportunities.

Angus juniors spent the remainder of the event focused on meeting that challenge. The NJAA Board of Directors conducted several team-building activities as well as workshops on resumes and interviews; scholarships; animal welfare vs. animal rights; conflict resolution; and American Angus Association® and NJAA trivia.

Raising the Bar participants toured the Iowa State University campus — including the meat lab and animal science building — and visited with Iowa 4-H Youth Director Mike Anderson, who gave attendees an overview of retinal image screening and its applications in animal identification.

Angus juniors then enjoyed a night of bowling and arcade games Saturday, followed by a devotional service Sunday morning.

Robin Ruff, director of junior activities, said the Midwest conference offered Angus teens a valuable opportunity to meet with peers, share ideas and form stronger teams within their state and region.

"These events are crucial in developing some of our junior members into key Angus leaders," Ruff said. "They gain confidence in their leadership abilities and truly raise the bar on what they can accomplish."

Now in its third year, the Raising the Bar conference continues to foster the development of Angus youth by hosting events in four regions across the country. The NJAA, with sponsorship from the Angus Foundation, has conducted Raising the Bar conferences in cities such as

Wooster, Ohio; Saint Joseph, Mo.; Boise, Idaho; and Baton Rouge, La.

The next Raising the Bar conference will begin Saturday, April 24 at the Grand Sierra Resort in Reno, Nev., in conjunction with the Western Regional Junior Angus Show. To register for the conference or for more information contact Ruff at 816-383-5100 or rruff@angus.org; or visit www.angus.org/njaa.

The NJAA promotes the involvement of young people in raising Angus cattle, while also providing leadership and self-development opportunities for more than 6,000 active members nationwide. For more information about NJAA or Raising the Bar opportunities, visit www.angus.org/njaa.



Officers and advisors from five state junior Angus associations participated in the Raising the Bar leadership training conference, including: (front row, from left) **Clinton Laffin**, NJAA Board director, Olsburg, Kan.; **Trenton Blythe**, White City, Kan.; **Meghan Blythe**, White City, Kan.; **Hannah McCabe**, Elk City, Kan.; **Allison Blythe**, White City, Kan.; **Cody Smith**, NJAA Board director, West Plains, Mo.; (middle row, from left) **Tyler Ottensmeier**, McLouth, Kan.; **Shannon Yokley**, Jefferson City, Mo.; **Mary Kate Mardesen**, Oxford, Iowa; **Paige Wallace**, Stotts City, Mo.; **Tim Mardesen**, Oxford, Iowa; **Mackenzie Flory**, Baldwin City, Kan.; (back row, from left) **Andrew Rogen**, NJAA Board director, Brandon, S.D.; **Reed McCormick**, Pleasantville, Iowa; **Savannah Schafer**, Nehawka, Neb.; **Hannah Bartholomew**, Archie, Mo.; **Bryanne Duckett**, New Liberty, Iowa; and **Alex Rogen**, Brandon, S.D. (Not pictured: **Kale Kieseewetter**, Letts, Iowa.)

Cherry Knoll Farm Challenges NJAA Board and Alumni

Head to almost any Angus event or show and there will always be several ranch names that are always present. There are an elite few in this organization that are always in attendance, not just with cattle but usually playing a supporting role for the junior events. One such ranch is Cherry Knoll Farm owned by Margaret and Bob Duprey of Pennsylvania.

Extensively involved in the equine industry prior to raising Angus cattle, Cherry Knoll Farm first entered the Angus breed in 1994. This entry is attributed in part to the Fitzgerald family when Margaret employed Brian Fitzgerald to begin building Cherry Knoll's Angus program. As with Brian then, and now today with his brother Tim at the



Cherry Knoll over the years has successfully exhibited many national grand champions at major prestigious Angus shows across the United States including Denver and Louisville.

Margaret and Bob are as committed to supporting youth programs as they are to raising quality Angus cattle. You are just as likely to see Cherry Knoll Farm listed as a top tier sponsor of almost any National Junior Angus Association event as you are to see a junior member leading one of their heifers to the top of a class.

Cherry Knoll Farm was recently a huge supporter of the Eastern Regional Junior Show in 2009 held in Columbus, Ohio. Not only was Cherry Knoll a generous sponsor of the show but they also provided exhibitor gifts

at check-in for each junior member exhibiting cattle.

Perhaps one of the most generous and influential contributions to the NJAA program by the Dupreys is their commitment to the newly formed National Junior Angus Board Alumni and Friends Scholarship Endowment Fund in the Angus Foundation. The Dupreys have pledged a total of \$25,000 in matching funds as an incentive to the NJAA to raise an equivalent amount by December 31, 2011. Upon successful completion, this fund will provide a scholarship to a deserving and eligible NJAA youth who plans to attend college in any field of study.

The members of the American Angus Association and the NJAA are very lucky to have people in the Angus breed who are as dedicated to youth programs as Margaret and Bob. Cherry Knoll Farm has certainly produced some exceptional Angus genetics since its inception and has made an indelible impact on our associations through their generous contributions.

DIRECTIONS

NATIONAL JUNIOR ANGUS ASSOCIATION

3201 Frederick Ave.

Saint Joseph, MO 64506-2997

816-383-5100 • www.angus.org/njaa • info@njaa.info

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

Important Dates and Deadlines for Juniors

MARCH 2010

25-28 NJAA Board Meeting

APRIL 2010

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

23-24 Western Regional, Reno, Nev.

24 Raising the Bar, Reno, Nev.

MAY 2010

1 Deadline for Gold Award applications

1 Outstanding Leadership Award applications due

1 Ownership & Entry deadline Northwest Regional Preview Junior Angus Show

1 CAB/NJAA scholarship applications due

1 Angus Foundation scholarship applications due

15 Ownership & Entry deadline Eastern Regional Junior Angus Show

27-30 Atlantic National Junior Angus Show, Timonium, Md.

JUNE 2010

1 Ownership & Entry deadline National Junior Angus Show

1 Entry deadline for NJAA Creative Writing, NJAA/AJ Photography, and NJAA Graphic Design Contests

1 Entry & Recipe deadline for All-American Certified Angus Beef® Cook-Off

1 Ownership deadline American Angus Breeders Futurity Junior Angus Show

10 Deadline for NJAA Public Speaking Contest speech outlines

10 Deadline for Career Development contest resumes and objectives

15 Deadline for submitting names of state candidates and delegates for NJAA elections

15 LEAD registrations due (early registration deadline)

24-27 Eastern Regional, Bloomington, Ill.

25-27 Northwest Regional Preview Junior Angus Show, Prineville, Ore.

TBA Entry deadline American Angus Breeders' Futurity Preview Show

JULY 2010

11-17 National Junior Angus Show, Denver, Colo.

29-31 The American Angus Breeders' Futurity Junior Preview Show, Louisville, Ky.

AUGUST 2010

1 The American Angus Breeders' Futurity Junior Preview Show, Louisville, Ky.

5-8 LEAD Conference, Nashville, Tenn.

Be a fan of the National Junior Angus Association on Facebook. Visit www.facebook.com, type in National Junior Angus Association in the search box, and click the tab become a fan. We hope to see you there.