

DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION
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Fall 2000

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TERMS UP IN 2001

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TERMS UP IN 2002

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“Tracking the Millennium” *2000 National Junior Angus Show*

The youth of the Angus industry came together this summer in Des Moines, Iowa, as the 2000 National Junior Angus Show boasted a record turnout in all contests. Juniors exhibiting 1,224 head enjoyed an outstanding week filled with competition and fellowship.

When Iowa comes to mind, you might think of corn, corn and more corn. However, after this summer, I think of Angus friends and great hospitality.

You can admit it was pretty hot in Iowa last summer; however, it was not anything that a lot of fun didn't take care of. From the variety of contests to the mass exhibition of Angus cattle, there was never a dull moment.

The week started with the *Certified Angus Beef*TM Cook-Off, sponsored by the American Angus Auxiliary, followed by opening ceremonies and a banana-split feed. The ice cream really hit the spot

after a hot Iowa day.

The show began bright and early Wednesday morning with steers, judged by Dan Hoge, and cow-calf pairs and bulls, judged by Gary Dameron. After the show, the extemporaneous speaking contest took place.

Thursday was filled with the bred-and-owned heifer show, judged by Gary Dameron, followed by the public speaking contest and then the quiz bowl later that evening.

Scott Schaake started the owned heifer show on Friday morning and finished it on Saturday. The rest of Friday was filled with the showmanship contest, awards function and a fun-filled dance that evening. This gave the juniors a chance to socialize with old and new friends they had met during the week.

The 2000 National Junior Angus Show was a huge success. The number of people and amount of organization it takes to put on a show of this magnitude is astronomical. A big thank you goes out to Iowa, and all who helped to put on a great show. It is never too early to think about the 2001 National Junior Angus Show in Denver, Colo. We will see you there!

— Sy Olson



The six new green jackets: WHO *are* THEY?

By now everyone is probably overwhelmed with school, jobs and activities. However, a question that is on everybody's mind is, "Who are the new six 'green jackets'?" These six individuals bring originality, uniqueness, leadership qualities and enthusiasm to the National Junior Angus Association (NJAA) Board.

The new director representing Michigan is 19-year-old **Ryan Sweeney**. Ryan is from Mason, Mich. His parents are Pete and Barb Sweeney. Ryan is currently a sophomore at Michigan State University, where he is majoring in animal science and agribusiness management. In addition to all of his educational endeavors, Ryan is also vice president of Block & Bridle and an employee at the Purebred Beef Cattle Teaching Center. He also started his own business, RPS Enterprises, where he designs and fabricates livestock equipment. Even though Ryan has reached many of his goals already, he has many goals for the future. During the next two years, Ryan plans to make the NJAA the best it can be, compete on the meats and livestock judging teams, pursue internships on Angus operations, and continue to work part-time in his livestock fabrication business. Ryan's advice to young NJAA members: "Set goals, work hard, play fair and never give up!"

The new director representing the great state of Montana is 20-year-old **Tom Patterson**. Tom is the son of John and Pam Patterson and the brother to 16-year-old Mark. Tom was raised on a family ranch that has been in the Patterson family for nearly 100 years. Tom is currently a sophomore at Colby Community College, Colby, Kan., but plans to transfer to Kansas State University where he will either major in ag business or animal science. Tom is also extremely involved in the livestock judging team and is president of Block & Bridle. In addition to Angus cattle, Tom loves hunting, fishing and reading.

Jessica Sawyer, the daughter of Arlen and Becky Sawyer and sister to 12-year-old Adam, is the new director representing Nebraska. Jessica currently attends Kansas State University where she majors in pre-nursing. She is also a member of Kappa Kappa Gamma sorority, Block & Bridle, and is an Alpha Gamma Rho little sister. Jessica's future plans are to attend nursing

school at the University of Nebraska or South Dakota State University, then go on into the medical field to be a nurse practitioner, physician's assistant, doctor or nurse anesthetologist. She also plans to live in a rural area surrounded by her greatest love — Angus cattle. Jessica's favorite pastime is being with family and friends at cattle shows. She offers these words of wisdom to young NJAA members: "Always remember to smile. It might not seem to make a difference, but it helps others around you get through their day."

Twenty-year-old **Heath Johnson** is the new director representing Mississippi. Heath got involved in Angus cattle when he was 8-years-old with help from his dad, Stuart. Stuart, Heath, and 19-year-old brother Kirk, along with grandfather, Ray Johnson, work on the family Angus operation which began in 1978. Heath has been the proud owner of two class winners and one division winner at National Junior Angus Shows. He is currently a student at Mississippi State University majoring in pre-medicine/microbiology. Heath is currently president of the Mississippi Junior Angus Association and on the executive committee for the 2001 Eastern Regional Junior Angus Show. Heath was a member of the Mississippi Lions All-State Band that traveled to Birmingham, England, for international competition. Heath is very excited about being given the opportunity to serve the NJAA.

Christy Walther, the daughter of Bo

and Marie Walther, is the new director from Mount Crawford, Va. Christy is currently attending Oklahoma State University where she lives with her brother, William. Her major is animal science with an ag merchandising option. Christy loves to help kids at shows and is known to have a few following her around at cattle shows. Besides loving Angus cattle and kids, Christy enjoys laughing and eating.

Brittney Burns, the daughter of Richard and Colleen Burns, is the new director from Peoria, Ill. Brittney is currently a sophomore at the University of Illinois majoring in human development and family studies. She is a member of Illini Pride, Hoof N' Horn, Student Alumni Association-leadership committee, and the Kappa Alpha Theta sorority. Brittney has been showing cattle and involved in the NJAA since she was 10-years-old. Her favorite activities are being with children and playing basketball, soccer and softball. She is the secretary for the Illinois Junior Angus Association. Her goals are to be a clinical child psychologist and live on a farm with Angus cattle. Brittney's words of wisdom for young NJAA members: "Begin somewhere, you cannot build a reputation on what you intend to do."

The six new "green jackets" are all extremely talented individuals. But, when joined with each other and the veteran six green jackets, there is absolutely no limit to what the 12 directors can accomplish. The six new green jackets are enthusiastic about the responsibility and role they have been given and look forward to making this year the best year the NJAA has ever had.

— **Brittney Burns**



Serving on the Board of Directors for the National Junior Angus Association (NJAA) for 2000-2001 are (seated, from left) **Sonya Smith**, Lebanon, Tenn., chairman; **Brandon Douglas**, Gentry, Ark., vice chairman; **Allison Porter**, Jefferson, Ga., communications director; **Sy Olson**, Hereford, Texas, Angus Foundation director; **Miranda Grissom**, Prague, Okla., leadership director; and **Jamie Meyer**, Douglass, Kan., membership information director. New directors elected to serve two-year terms are (standing, from left) **Christy Walther**, Mount Crawford, Va.; **Jessica Sawyer**, Bassett, Neb.; **Tom Patterson**, Columbus, Mont.; **Heath Johnson**, Tupelo, Miss.; **Ryan Sweeney**, Mason, Mich.; and **Brittney Burns**, Kickapoo, Ill.

Meet the new director of activities



Bryce Schumann is the new American Angus Association director of activities.

Bryce Schumann, Lecompton, Kan., has been named the director of activities for the American Angus Association.

Schumann previously served as the assistant director of feeder-packer relations for Certified Angus Beef LLC (CAB) supply and development division, working out of their Manhattan, Kan., office. Schumann's responsibilities in Manhattan included the promotion of CAB to cow-

calf producers, as well as communicating with commercial and seedstock producers to encourage internal networking, and alliance participation in the beef industry. Schumann was also a major contributor in the development of the Feedlot Licensing Program.

Before joining CAB, Schumann served as coordinator of industry relations for the Kansas Beef Council, where he monitored and regulated the beef check-off collections throughout Kansas. He also worked closely with the Kansas Livestock Association (KLA), as well as state and federal agencies to optimize beef industry promotion, education and research.

As the director of activities, Schumann will coordinate the American Angus Association's participation in shows, fairs and other competitive livestock events. He will also work with other association staff in organizing conferences, meetings, tours and other events hosted by the American Angus Association. Additional responsibilities will include working with corporate sponsorships, and programs for the development of the Angus Foundation. Schumann says, "I look forward to working and meeting with the junior membership at many of the shows, activities, and industry events across the nation."

— **Tom Patterson**

Auxiliary promotes junior opportunities

As you think of your many blessings in 2000, the American Angus Auxiliary encourages you to begin thinking of "possibilities" for 2001. In the months ahead, the Auxiliary will be crowning the 2001 Miss American Angus as well as announcing the 2001 American Angus Auxiliary scholarship applications, and the NJAS auxiliary-sponsored opportunities in Denver.

You are invited to join the American Angus Auxiliary in Louisville for their annual breakfast on Sunday, November 12 at 9 a.m. Tickets will be available at the registration table.

Juniors, if you are seeking a special gift for a friend, member of your family, or "that" person in your life, connect to the American Angus Association Web site, auxiliary icon, and order some gifts from the Ways & Means committee. Funds received help support the junior programs and scholarships.

— **Jane Ebert, president-elect**

2000 Advisors of the Year

Each year the National Junior Angus Association (NJAA) chooses a pair of outstanding individuals who serve not only as the backbone of their respected state associations, but also as role models for younger Angus enthusiasts. This year is no exception as Mike and Kerri Gleason of Midlothian, Texas, were chosen as Advisors of the Year for their exceptional work in the Texas Junior Angus Association (TJAA).

Since their initiation as advisors in 1997, the TJAA has nearly tripled. This tremendous increase of membership is largely due to the time and effort the Gleasons have spent encouraging and working with the young people. TJAA works together to send out a quarterly newsletter, which informs members of educational opportunities and upcoming events, as well as special awards.

In addition to the newsletter, the Gleasons play a large role in organizing and implementing a field day that increases in attendance each year. James Foshea, TJAA president, says "When the TJAA hit a dry spell, Mike and Kerri Gleason flooded the organization with kindness and love, and it has given others a desire to be a part of it."

The Gleasons enjoy spending time at home on the Gleason Angus Ranch with their two sons, Mark and Kevin. Although they work extremely hard in the state association, they both enjoy additional activities. Mike works as a printer during the week and Kerri helps out at school, as well as doing all the bookkeeping for the print shop. Believe it or not, the Gleasons are also actively involved in their church, school council and 4-H club.

Once again, congratulations to Mike and Kerri Gleason for their outstanding work in the Texas Junior Angus Association. We are lucky to have individuals who positively influence the lives of young people.

— **Heath Johnson**



Junior Angus Members “Reach New Altitudes”

with 2000 LEAD Conference in Fort Collins, Colo.



More than 120 junior Angus members and advisors representing 22 states met in Fort Collins, Colo., for the 2000 LEAD (Leaders Engaged in Angus Development) Conference, August 3-6. The theme for the eighth-annual conference was “Reaching New Altitudes.”

Inspirational speaker, Tom Sutherland, a former Colorado State University professor, kicked off the event by challenging the youth to take a risk in their positions of leadership.

Other opening night speakers included Deanna Scrimger, Certified Angus Beef LLC, (CAB) who told about the CAB Program as the official branded-beef supplier to the 2002 Winter Olympic Games; and Tim Schiefelbein, ConAgra Beef Co., who spoke about grid-marketing and the importance of producing a uniform product for the consumer.

A bus trip to nearly 10,000 feet was a highlight of the conference, as many viewed the mountains for the first time. Speakers at the Colorado Beef Improvement Center, Rouse Ranch, Saratoga, Wyo., gave the junior Angus leaders a glimpse at Intermountain Western ranching.

Veterinarian, Lanny Well, discussed pulmonary arterial hypertension, also known as high-altitude disease, drowsy or

brisket disease, and demonstrated a Pulmonary Arterial Pressure (PAP) Test. Bob Jarrell, also known to many as the “Snowman,” presented a talk on water management and how snow fences are used along the Wyoming roadways. Eric Downing gave a presentation on the future of sexed semen as a tool in the beef industry.

The day concluded with a judging contest, a hayride pasture tour of the cattle and a motivational talk by John Edwards, Key Bar Ranch, Glendo, Wyo. Edwards challenged the attendees to care about other people and to make a difference by helping others. What a day!

LEAD participants also toured the new Colorado State University (CSU) Agricultural Research, Development & Education Center. While there, four graduate students spoke to the Angus youth. A panel including Holly Foster, Laura Behrends and Bryce Moore challenged the future leaders of the beef industry to take advantage of opportunities. All three students are participants in CSU’s Beef Industry Leadership Program. Jose Mendes, a graduate student from Brazil, talked about agriculture on a global perspective.

Renowned cattle handling specialist, Temple Grandin, demonstrated proper

handling procedures and also discussed the proper way to halter break show animals.

In addition to industry speakers and tours, directors of the National Junior Angus Association (NJAA) Board conducted interactive workshops for the attendees. The sessions focused on personal wellness, preparing scholarship applications and resumes, and the various segments and marketing trends of the beef industry. The final workshop, “Who Wants to Win a 100 Grand,” satirized a popular game show and tested the contestants’ knowledge of the American Angus Association’s programs and history.

Tom Field, associate professor of animal science at CSU, challenged LEAD participants to continue to pursue growth of the Angus industry. He cited the continued growth of CAB and average bull prices during the past five years as indicators of survival of the Angus breed, and he encouraged them to continue to work with commercial cattle producers.

Thanks to all the participants for another GREAT LEAD! Attention juniors — the 2001 LEAD will be in Nashville, Tenn. For information contact James Fisher at the American Angus Association.

— *Jamie Meyer*

2000 Youth Beef Industry Congress

The 2000 Youth Beef Industry Congress (YBIC) was March 16-19 in Saint Louis, Mo., and was attended by the National Junior Angus Association (NJAA) Board of Directors. This biannual event brings together junior beef breed and state junior cattlemen's association leaders to discuss beef industry issues. This year, 14 different breed associations with nearly 200 participants joined together to sharpen their leadership skills.

Some of the speakers were Chuck Schroeder, chief executive officer of the National Cattlemen's Beef Association (NCBA); Rod Nulik, marketing manager of Purina Mills Inc.; and Susan Rhode, director of public relations and communications for the American Angus Association. Topics covered in the conference were, "Where We Are in the Beef Industry Today," "Where We Want To Be," and "How We Get There." Some of the other activities during the four-day event included round-table discussions, a tour of the Purina Mills research farm and small group presentations.

Schroeder said we need to create unity as producers in order to increase demand for beef products. In order to create demand we must first make the consumer our top priority. We must also make beef easy to choose and easy to use. Our consumer marketing target is women between the ages of 25 and 54 who have children at home. The focus will be on beef's wide variety of convenient and

healthy products that fit a busy lifestyle. This will be accomplished by promoting some of our new beef products such as, cheeseburger fries, ground beef crumbles, beef ham and the beef "breast" fillet.

Throughout the conference we also joined together with other beef breed organizations to create a skit based on the knowledge gained from the speakers. Our challenge was to address the objective of creating unity within the beef industry to stimulate demand for beef as the desired protein source for the next century. We presented topics based on the perspectives of all segments of the beef industry including the breeder/producer, the packer/processor, and the retailer/consumer. By participating in this presentation we began to realize the responsibility of our generation to look to the future of the industry, anticipate its human resource needs, and then create an environment that will allow the next generation to have a positive impact. As the world's population continues to grow, it will be our responsibility to produce, market, and ultimately create demand for beef as a favorite protein source. The conference helped us to see that we are the future of the beef industry, and it is our responsibility to ensure its success. I challenge each of you to become an active leader to promote our beef breed.

— Allison Porter

LEADERSHIP PRACTICES

Common to successful leaders

1. Challenge the Process

- Search for opportunities
- Experiment and take risks

2. Inspire a shared vision

- Envision the future
- Enlist others

3. Enable others to act

- Foster collaboration
- Strengthen others

4. Model the way

- Set an example
- Plan small wins

5. Encourage the heart

- Recognize individual contributions
- Celebrate accomplishments

*From The Leadership Challenge
by Kouzes and Posner*

— Miranda Grissom

Do you want to play the COW-CALF GAME?

You could become the proud owner of a computer-simulated herd of Angus cattle. The game is sponsored by the National Junior Angus Association and the junior activities department, and is designed to be educational, challenging, and most of all, fun. This is a great opportunity to learn more about performance data, genetics, and animal breeding.

The game lasts five months. During the game you can see the results of mating and culling decisions that would take 25 years or more to realize with an actual herd.

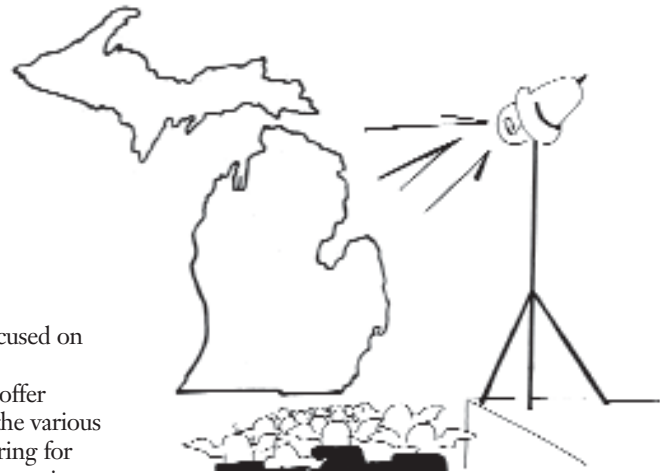
Results and awards will be presented at the 2001 National Junior Angus Show in Denver, Colo. You do not need to be present at the show in order to play the game.

The game begins in January 2001. If you have any questions or would like to participate, contact the Junior Activities Department at (816) 383-5100 or jfisher@angus.org.



Spotlight on MICHIGAN

Junior Angus Association



What state plans to implement a mentoring program to increase active membership? The Michigan Junior Angus Association (MJAA). There are currently 68 members, with around 25 active members and an additional 15 who exhibit cattle in at least one state-wide show. If you walk down the Michigan aisle at the National Junior Angus Show (NJAS), you'll see how the members keep the aisles so clean and have creative displays. The group has historically placed in the Herdsmanship Award. This year at the NJAS they displayed a plane from the ceiling with an Angus cow as the pilot.

The MJAA members are a young, but friendly and courteous group. They normally place in the Herdsman Award, of which they are very deserving. The association plans several recreational and educational activities each year to help bring the group together. At three major junior beef shows each year, the association hosts informal socials that include a dinner for the members and their families. This allows everyone to meet with other Angus enthusiasts while relaxing and visiting with friends.

There are two membership meetings each year, one in conjunction with the Michigan Angus Association banquet and the other in conjunction with the preview show in June. The juniors present awards and recognize adults who have supported the juniors, as well as set up a display to show the accomplishments made by the juniors throughout the year. Following a meal provided by the juniors at the June meeting, they elect officers and finalize plans for the National Junior Angus Show. The board of directors meets three to four times throughout the year to plan activities. During the spring and summer, members get together to work on the scrapbook and team competitions for the national contests. They combine work with food and fun by having a pool party and letting the Cook-Off teams perform their skits and prepare their dishes.

The MJAA does not host a state LEAD conference, but instead they hosted a "Focus on Youth" workshop this past

January. The workshop focused on effective written and oral communication. Speakers offer suggestions on filling out the various awards applications, preparing for interviews, and giving presentations. Each member was provided with a notebook containing award applications as well as notes and helpful hints on the various topics discussed.

The MJAA is not large in numbers. They have huge team spirit and have an enormous amount of support provided by the parents as well as other Angus breeders. Everyone's opinion is valued, and they are a highly motivated group. The young

members look to the older members for friendship and mentoring. As a state they try to stay in the same hotel and carpool to and from the barns as well as spending recreational time together while attending shows. They know the value of hard work and teamwork but still have fun!

— *Christy Walther*

The Angus Foundation NEEDS YOUR SUPPORT

The National Junior Angus Association (NJAA) is supported by the Angus Foundation. Money that goes into the Angus Foundation comes from generous donations along with fundraising projects. A tremendous donation to the Angus Foundation this year is the pick of the Sitz Angus Ranch heifer calf crop selling as the Foundation Heifer Package at the 2001 National Western Stock Show.

Another fundraising opportunity for the Angus Foundation this year will be the first-ever NJAA Golf Tournament that will be hosted during the 2001 National Junior Angus Show (NJAS) in Denver, Colo.

Be looking for more information on these as well as other Angus Foundation fundraising activities this next year, as we look forward to another great year for the NJAA.

— *Sy Olson*

Look to the Web for gift-giving needs

Looking for a perfect gift for upcoming holidays or birthdays? The National Junior Angus Association has t-shirts and hats for sale that will suit everyone on your list.

Choose from three different style caps — golf, low profile-soft or stiff — and several styles of shirts. Bill Blass long-sleeved, button-down shirts come in natural, denim, or sage with the "Angus the Business Breed" crest on the front. Select from gray or navy long-sleeved t-shirts. There are also white short-sleeved t-shirts for sale.

See the Web site, www.angus.org for more details including photos and prices of the merchandise. Then contact the Junior Activities Department at (816) 383-5100 to place an order.

CAB JOINS TEAM *of Olympic Suppliers*

Certified Angus Beef LLC (CAB) has been selected as the official branded beef supplier for the 2002 Olympic and Para Olympic Winter Games. In addition, the company will be the official supplier of packaged and processed beef for the U.S. Olympic Teams through December 31, 2004.

Recognized as an industry leader when it comes to consistent, high-quality beef, it is quite appropriate that CAB be selected as a member of the food-service team for the Olympic Games, where the best and most dedicated athletes compete. In addition to fresh beef, featured products will include *Certified Angus Beef*™ (CAB®) Frankfurters, Barbecue Beef and Quick-N-Easy™ Pot Roast, as well as a variety of CAB deli products.

“We are thrilled to be working with the CAB Program,” says Don Pritchard, Salt Lake Organizing Committee (SLOC) director of food services, when it was announced that CAB had been named an Olympic supplier. “The CAB Program is the industry leader when it comes to quality, and the Olympic Games are known for attracting the best and most dedicated athletes. SLOC is committed to providing the total Olympic experience, and food service will play an integral role.”

Athletes, officials, spectators and media personnel will be able to enjoy CAB® products at all venues, the Olympic Village and sponsor hospitality areas in Salt Lake City during the Winter Olympic Games in 2002. However, the CAB Program actually began supporting the U.S. Olympic Team at the 2000 Olympic Games, which were recently held in Sydney, Australia, and will continue its support through the 2004 Olympic Games in Athens, Greece.

As Angus breeders, it is exciting to have our product linked to the world’s most

recognized sporting event. Just as athletes must maintain their competitive edge in order to win the gold medal, CAB must continue to produce products that are readily identified for their quality and consistency in order to maintain its status as the leading distributor of U.S. branded fresh beef. CAB® product is distributed across the country and in 51 international markets. For more information, visit the CAB Web site at www.2eatcab.com or call the toll-free tip line at 1-877-2-EAT-C-A-B.

— *Ryan Sweeney*



THE CHAIRMAN’S PERSPECTIVE:

A View on Things

Each day we are faced with many obstacles and tasks. How we approach these obstacles is sometimes very different.

In ancient times, there was a king who had a boulder placed on a roadway. Then he hid himself and watched to see if anyone would remove the huge rock. Some of the kingdom’s wealthiest merchants and courtiers came by and simply walked around it. Many loudly blamed the king for not keeping the road clear, but none did anything about getting the big stone out of the way. Then a peasant came along, carrying a load of vegetables. On approaching the huge boulder, the peasant laid down his burden and tried to move the stone to the side of the road. After much pushing and straining, he finally succeeded.

As the peasant picked up his load of vegetables, he noticed a purse lying in the road where the boulder had been. The purse contained many gold coins and a



DONETA BROWN ILLUSTRATIONS

note from the king indicating that the gold was for the person who removed the boulder from the roadway.

The peasant learned what many others never understand: Every obstacle presents an opportunity to improve one’s condition. Don’t leave a task behind for someone else. It is there to strengthen you.

When faced with a decision — decide.

When faced with a choice — choose.

Sitting on the fence will leave you too tense

Because you neither win nor lose!

(from Barry Spilchuk)
— *Sonya Smith*

The Clever Cow Crossword

Answers [Puzzle is on page 9.]

DOWN: Certified Angus Beef, showstick, Directions, showing, halter. ACROSS: Clyde, Bud Smith, clippers, Nashville, Denver, Angus, brush, Louisville, first.

REGIONAL MANAGER PROFILE: *Chuck Grove***Chuck Grove**

National Junior Angus Association (NJAA) members have many to thank for their contributions. Of special importance to juniors are our 12 regional managers who help with many behind-the-scenes efforts to ensure meetings and shows run efficiently

and according to Association rules. Other roles regional managers play include promoters for the Angus Foundation and of the welfare of local and state organizations. In order to learn more about our regional managers and the Association staff, this column has been formed to spotlight someone who is active with junior activities from American Angus.

I recently caught up with Chuck Grove who was hot on the sale circuit, representing the American Angus Association. Chuck is from Forest, Va., and lives with his wife, Ruth, and their children, Jake and Rachel. Chuck's territory includes Kentucky, Ohio and Tennessee. In addition to his territorial duties, Chuck also manages the Denver Bull Sale, where the NJAA set a new record high this year with our Foundation Heifer Package.

Q: What are some of the responsibilities that you encounter on a regular basis with your position?

A: Working with all Angus functions including shows, sales, field days and one-on-one meetings with breeders.

Q: In what junior activities do you participate?

A: Everything from junior shows to junior meetings.

Q: When did you first become involved with Angus cattle and Angus activities?

A: I was born and raised with Angus cattle.

Q: What are some projects that the American Angus Association is currently working on, or developing, that you feel will secure the strength of our breed in the future?

A: The new American Angus Association Centralized Ultrasound Processing (AAACUP) program, and our Angus Beef Records Service (BRS) continue to set us apart as a breed. With the commercial cattle programs we're involved in, we will know more about commercial cattle than any other breed in the long term as well.

Q: As participants in the beef industry,

what can NJAA members do to contribute to the welfare and promotion of our end product?

A: Recognizing that many junior members will never make their living in the cattle business, I think it is important that they do not forget how large a role they can still play in the promotion of the cattle business. The working knowledge that they obtain of how the business operates, they can apply in the future to educating peers. They can benefit those around them and the business by relaying what they've

learned with respect to beef, injections used and the environment for example.

Q: If you could give one piece of advice to NJAA members, what would it be?

A: They should be aware that there is a lot more to the cattle business than just the showing. There is more than winning champion heifer. Other junior activities are so important, much more so than winning in the showing.

— *Brandon Douglas*

A Lesson from

" THE DANCE "

"The Dance" is one of those great songs that hits home at many different times in our lives. I take time to listen to this Garth Brooks ballad when the road of life has taken an unexpected turn against my planned course of travel.

Yet, as Roy Rogers once said, "God never promised life would be easy." With every set back or disappointment, realize it is really an opportunity in disguise. These are the moments that build character and teach you life lessons that you otherwise would not have learned. Sometimes not achieving or attaining something, that seemed the most important position or goal you had, opens up possibilities to bigger and better things.

One of my good friends offered me this comfort, at a time it seemed my world would end, "Jessica, there is something else you are meant to do. I know you don't know what it is right now. But, someday you'll look back on this moment and realize it was really for the best." She was right. Over time it became clear to me that there were other opportunities I might not have sought.

So when you think the world is out to get you and nothing seems to be going right, remember that your day in the sun will come. Keep a smile on your face and commend yourself for having the courage to take chances and be a part of the dance.

"The Dance"
by Tony Arata

Looking back on the memories
Of the dance we shared
beneath the stars above
For a moment, all the world was right
How could I have known
That you'd ever say goodbye

And now I'm glad I didn't know
The way it all would end
The way it all would go
Our lives are better left to chance
I could have missed the pain
But I'd of had to miss the dance

Holding you
I held everything
For a moment
Wasn't I a king
If I'd only known
How the king would fall
Hey, who's to say
I might have changed it all

I'm glad I didn't know
the way it all would end
the way it all would go

My life is better left to chance
I could have missed the pain
But, I'd of had to miss
The dance

— *Jessica Sawyer*

The Clever Cow Crossword

Directions: Read the clues below and fill in the corresponding squares in the puzzle. Good luck!

— Sonya Smith

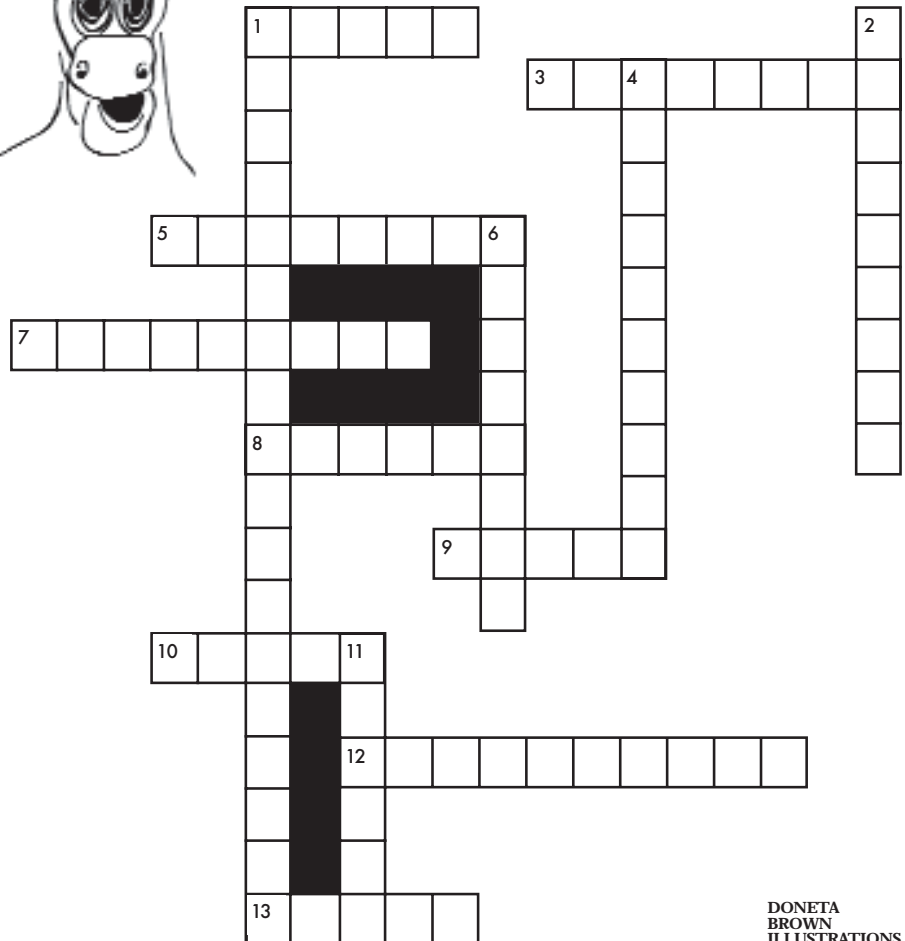


Down:

1. Product used at the NJAS Cook-Off Contest.
2. Used to move a cow's feet into position or for scratching their navals.
4. Name of the NJAA newsletter.
6. Where showing takes place.
11. Placed on a cow's head and used to lead or tie.

Across:

1. Name of the Certified Angus Beef LLC mascot.
3. President of the American Angus Association.
5. Used to trim a cow's hair.
7. Site for the 2001 LEAD Conference.
8. Site for the 2001 NJAS.
9. Name of your favorite breed of cattle.
10. You do this to your teeth or to your cow's hair.
12. Home of the North American International Livestock Exposition.
13. Better than second or third place.



[Answers are on page 7.]

DONETA BROWN ILLUSTRATIONS



THE COWMEDIAN'S CORNER

Do you have a joke for "The Cowmediant's Corner?" Send us your favorite cow jokes and riddles for the next issue of Directions. If we use your stuff, we'll send you a cool NJAA T-shirt. Send jokes to: Cowmediant's Corner, % James Fisher, 3201 Frederick Ave., Saint Joseph, MO 64506-2997.

- Q What cars do ranchers prefer?
 A Cattle-acks!
 — *Mary Schram, Nebraska*
- Q What is it called when cow detectives are watching a suspect?
 A A Steak-out!
 — *Abigail Totty, Tennessee*

- Q Why did the cow yawn when she got up?
 A It was just an-udder day!
 — *Kachine Dixon, New Jersey*
- Q What is a calf after it's six months old?
 A Seven months old!
 — *Kachine Dixon, New Jersey*



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Important dates and deadlines



Nov. 11-14	NAILE; Louisville, Ky.	June 15	Deadline for submitting names of state candidates and delegates for NJAA elections
2001			
Jan. 4	Deadline for entering "Cow-Calf Game"	June 15	LEAD registrations due (early registration deadline)
Jan. 10-13	National Western Stock Show; Denver, Colo.	June 20	Entry deadline All-American Angus Breeders' Futurity Junior Show
Jan. 11	Angus Foundation Heifer Package Sells; Denver, Colo.	June 21-23	Northwest Regional Preview Junior Angus Show; Prineville, Ore.
Feb. 1	Ownership and entry deadline for the Mid-Atlantic Junior Angus Classic Regional Preview	June 22-24	Eastern Regional Junior Angus Show; Tupelo, Mississippi
Feb. 1	Spring <i>Directions</i> article deadline	July 9-14	National Junior Angus Show; Denver, Colorado
Feb. 15	Ownership deadline for the Western Regional Junior Angus Show	July 27-28	All-American Angus Breeders' Futurity; Louisville, Ky.
March	NJAA Board Meeting	Aug. 1	Ownership deadline (issue date) for NAILE Junior Show and American Royal Junior Show
March 1	Entry deadline for the Western Regional Junior Angus Show	Aug. 2-5	LEAD Conference; Nashville, Tenn.
March 10-11	Mid-Atlantic Junior Angus Classic Regional Preview Show; Harrisonburg, Va.	Sept. 1	Fall <i>Directions</i> article deadline
April 15	Ownership and entry deadline for the Atlantic National Regional Preview	Sept. 20	Entry deadline for American Royal Junior Heifer Show
April 27-30	Western Regional; Reno, Nev.	Oct. 1	Entry deadline for NAILE Junior Heifer Show
May 1	Deadline for Honorary Angus Foundation and Advisor of the Year nominations	Oct. 1	Ownership deadline (issue date) for National Western Stock Show – Junior Show
May 1	Ownership deadline Eastern Regional Junior Angus Show	Oct. 28	American Royal Junior Show; Kansas City, Mo.
May 1	Ownership deadline Northwest Regional Junior Angus Preview Show	Oct. 29	American Royal Open Show; Kansas City, Mo.
May 15	CAB/NJAA scholarship applications due	Nov. 10-13	NAILE; Louisville, Ky.
May 15	Angus Foundation scholarship applications due	Note: American Royal, NAILE, & the National Western ownership deadlines are ISSUE DATES. All other deadlines are POSTMARK DATES.	
May 15	Ownership deadline for the National Junior Angus Show	2002	
May 15	Entry deadline for Northwest Regional Preview Junior Angus Show	April	Western Regional; Reno, Nev.
May 15	Entry deadline for Eastern Regional Junior Angus Show	July 8-13	National Junior Angus Show; Milwaukee, Wis.
May 24-27	Atlantic National Regional Preview Junior Angus Show; Timonium, Md.	2003	
June 1	Entry deadline National Junior Angus Show	July	National Junior Angus Show; Louisville, Ky.
June 1	Outstanding Leadership Award applications due	June	Eastern Regional; Md.
June 1	Entry deadline Photo Contest		

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