

DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION

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Fall 2020



Finding Your Angus Family

Think about a time in your life when you were impacted by someone. Now, think about how it changed you and who was there to inspire that change. Whether you are aware or not, there is always someone watching you or looking up to you. It's almost a scary thought to think about sometimes and makes you question what your actions say about you as an individual.

A time that impacted me and my future is one I remember quite vividly. When I was 14 years old, I was at the Annual Spring Production Sale at Champion Hill in Bidwell, Ohio. This may seem like an ordinary event, but the week before, my mother lost her fight with lung cancer and went to be with the Lord. She was a major person and a major role model in my life, and someone who left an impact on everyone she came in contact with.

I was in an emotional place, lost and confused, not knowing what to do. So, my grandad took me to a place that always gave me excitement, a cow sale. The morning of the sale, we were looking at cows and someone approached me. Corbin Cowles, who later became a part of the green coat family. He put his arm around my shoulder and told me that he was so sorry for my loss, but to never forget that I would always have my Angus family.

That moment has, and always will, leave an impact on my life. It showed me that being an inspiration to somebody is important. Push yourself to make a difference in your life and others. Always push to be better than you were the day before, and above all, make a change.

— *Justin Wood, leadership director*

Chairman's Perspective

Utilizing your voice

Ten years ago, I stood at the front of a room full of people at the National Junior Angus Show, nervous to give a prepared public speech. At the time this speech in Denver, Colorado, didn't mean much to me; it was simply a prepared speech. I couldn't have been more wrong! This speech was the turning point where I began to grow and flourish.

I learned that my voice is so much more than just speaking. The moral of that story is that one speech, while seemingly small, can promote a passion to utilize your voice to grow and strive for better.

Growing up in the cattle industry, I have always been engaged with livestock practices. Agricultural men and women, however, are a severe minority of the population. We represent only two percent of the United States population. This means that the other 98 percent are removed from agriculture in some way, shape or form. Organizations like PETA and



Nicholas Pohlman

HSUS can convince people with no background in agriculture to see their side and rationale. They don't see our practices for what they truly are and subsequently use this wrong perspective to sway others. Our job as farmers and ranchers is to utilize our voices by advocating for our livelihood and passion to sway consumers back to our side. Simple conversations can help bridge the knowledge gap and create more clarity for people who have limited access to agriculture. Often, it is the conversations at the grocery store, work or even sporting events that make the biggest differences. It isn't the quantity of people that you interact with, but the quality of these interactions that best utilize your voice to leave an impact.

Another way your voice can be utilized is by guiding others. Your voice is the most influential characteristic that you possess. It has the power to lift people up and give them courage. It can promote compassion, understanding and empathy. Conversely, however, it can do just the opposite. It is how you

use your voice that determines your impact. As leaders, are you using your voice, as well as your actions, to foster the growth of the people that look up to you? These people are the next generation of leaders and they will almost certainly replicate you. Use this to your advantage by instilling positive values in them. Be the role model that you would have wanted when you were in their shoes.

I would like to challenge all juniors to get involved in public speaking. Whether it be prepared or extemporaneous speeches, you will see an immeasurable amount of growth. You will be able to communicate more effectively, think clearly and be comfortable in any situation. Your voice can sprout friendships, an exchange of knowledge, a passion and so much more. There is no limit to how much impact your voice can have. Dianna Hardy said it best: "It only takes one voice, at the right pitch, to start an avalanche." How you utilize your voice determines how much of an impact you leave on others.

— Nicholas Pohlman, chairman

NJAA BOARD OF DIRECTORS

TERMS UP IN 2021

NICHOLAS POHLMAN, Ark., chairman, napohlma@uark.edu
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Chronicles of the Coordinators

Dreams Don't Work Unless You Do.

Although the LEAD Conference was canceled in Orlando, Florida, the happiest place on Earth where dreams come true through Disney, juniors who attended Camp Angus in Nebraska City, Nebraska, were challenged throughout the week to pursue their dreams.

The Founding Fathers of the United States and the writers of the Declaration of Independence wrote, "We hold these truths to be self-evident, that all men are created equal...with certain... Rights, that among these are Life, Liberty, and the pursuit of Happiness."

As keynote speaker of Camp Angus, Dr. Tom Field said, "Our founders didn't guarantee happiness...You have to work for it." Dr. Field laid the foundation for finding your passion and chasing your dreams that remained evident throughout the entire conference.

Do you have a goal to be on the National Junior Angus Board of Directors? Do you want to be a Top 15 Showman at the National Junior Angus Showmanship Contest? Or do you want to nail your speech during the public speaking contest? Outside of the National Junior

Angus Association, maybe you want to be the starting point guard on your basketball team or be a straight-A student.

Be confident. Believing in yourself is key to accomplishing your goal. If you don't think you are good enough to be the starting point guard, then more than likely, your coach will pick on that mentality.

Find support. Everyone needs their own fan section. Whether it be your family or friends, find someone that believes in you more than you believe in yourself. It is going to be so much easier (and more fun) to get straight A's when your mom or dad supports you along the way!

Dream big, but start small. Success isn't an overnight process. If you want to nail your speech, maybe start out by not forgetting parts of your speech.

Work hard. Dreams don't work unless you do. If you want to be a Top 15 Showman, then start by putting in the work at home, working with your animal and perfecting your showmanship style.



Event coordinators Madeline Bauer (left) and Caitlyn Brandt

If you can dream it, you can do it. Going after your dreams is easier said than done. But, what does it take?

You can start today. Don't be the one that didn't try.

— by Caitlyn Brandt,
American Angus Association®
events coordinator



Tom Field, director of the Engler Agribusiness Entrepreneurship Program and the Paul Engler Chair of Agribusiness Entrepreneurship at the University of Nebraska-Lincoln's Institute of Agriculture and Natural Resources.

Now Introducing Your National Junior Angus



From the Land of Lincoln is Mr. Eric Schafer! Schafer has been deeply connected with the Business breed, but became more connected in 2014 when he exhibited the Reserve Champion Owned Female at the National Junior Angus Show. Since then, Schafer has experienced setbacks in his showing career with two dislocated shoulders and a broken foot. He currently is attending Butler Community College in El Dorado, Kansas, where he is a member of the livestock judging team.



Coming from the panhandle of West Texas is Cutter Pohlman. Pohlman attends Texas Tech where he currently works in the university's meat lab. He and his family run an Angus ranch in Hereford, Texas, where they raise bulls and females to sell to commercial Angus producers. Pohlman was diagnosed with type 1 diabetes in 2014.



From the state of Kentucky is Josh Jasper! Jasper's Angus roots run deep in the Angus Association. He understands the importance of an auctioneer and the sale process to a business. He feels that producers should clearly understand the selling process and utilize the resources they have available to them as often as they can.



Getting to Know Your

- Which director has dislocated their shoulder twice and broken their foot?
- Which director is the only female?
- Which director dreams of becoming an auctioneer and real estate agent?
- Which director is a type 1 diabetic?

Board of Directors New Six



Hailing from the state of Kansas is Alex Cozzitorto!



Cozzitorto is originally from California but calls Kansas home. After completing her undergraduate studies, she plans to pursue a degree in agriculture law at Texas A&M.

An up-and-coming Angus breeder himself, from the state of Missouri is Garrett Schuering.



Schuering re-established his Angus herd in 2012 and began showing Angus in 2013. Garrett currently attends a community college in Missouri and plans to transfer to Oklahoma State University in the future.

Finally, is Walker McDermott from Southwest Iowa!



Walker not only has an eye for Angus cattle, but all cattle, which has led him to a successful show career across breeds. McDermott attends Iowa State University and works as a fitness instructor after going to the gym to avoid the freshman 15! McDermott plans on pursuing a career within the Angus breed!

New Six

- Which director is a fitness instructor?
- What director did not have a director from their state (the previous year) prior to being elected?

Please introduce yourself to these new directors and allow them to help you shape your Angus experience! They all look forward to meeting you in the future!

— Garrett Schuering, director

Past Green Coats Where Are They Now?



National Junior Association Board (NJAB), 2009 National Junior Angus Show (NJAS). Scasta (Smith) is circled.



National Junior Association Board, 2015 NJAS. Perry is circled.

People who shine from within don't need the spotlight," but that is exactly what I aim to do as I introduce two remarkable Angus women paving the way for future Angus generations.

The very first members of the NJAB were elected in 1980 at the National Junior Angus Show in Wichita, Kansas. Over the past 40 years, there have been many junior members elected to serve a two-year term on the NJAB, many of whom have gone on to become highly successful professionals. Although, not every past junior board member has pursued a career in the agriculture industry, their time serving on the NJAB gave them valuable tools to become successful professionals in their chosen careers.

Jennifer Ann (Smith) Scasta from the Lone Star State of Texas, served on the NJAB from 2009-2011 as the foundation director. Today, she is the director of development and corporate relations for the Texas A&M University Foundation. The foundation works with former students, corporations and other Texas A&M supporters to match their charity to the university's priorities. The funds raised create scholarships for students, fund faculty projects, enhance student programs and fund future buildings on campus. The fundraising skills Scasta developed during her time as the NJAB foundation director provided a launch pad for her current success with the Texas A&M University Foundation. Scasta appreciates the opportunities presented to her as a NJAB member.

“My time on the NJAB, and serving as the foundation director, gave me my first glimpse into development and fundraising,” said Scasta. “The experience and opportunity to serve the Angus Foundation gave me confidence, knowledge and a strong understanding of helping donors support their passions.”

The next junior board member hitting the spotlight is a West Coast superstar, Miss Macy Perry of California. She served on the NJAB from 2015 to 2017 and was the chairwoman during the second year of her term. Macy is a recent graduate of Oklahoma State University and just began law school at the University of Oklahoma this summer.

“My time on the NJAB further developed the skills I had already begun to establish throughout high school. Those two years really taught me the importance of communication and working as a team,” said Perry. “I consider myself extremely lucky for those two years and all of the skills I was able to further develop which I know will serve me well as a lawyer.”



Jennifer Ann Smith (now Scasta), elected in 2009.

Although, each of these professional success stories held different roles during their time on the NJAB, they each left their own, unique impact on the association and its membership. By embracing opportunities to learn and grow while building their professional networks, these Angus women have cultivated skills that fostered an



Macy Perry, elected in 2015.

understanding of servant leadership and personal excellence that will surely serve them well in their professional careers and beyond.

Our Angus family is fortunate to have young professionals, like these women, paving the way for future generations!

— Alexandria Cozzitorto, director

Getting Involved, Finding your Niche

Where do you see yourself getting involved in your state association? Being in a leadership role may or may not be your style. Your state association offers many opportunities to get involved whether that means holding a position or being on a committee. Ever since I was little, I can remember being told to get involved, and that I would not regret it.

At first, I recommend serving on committees so that you can see what committees you think you would like to chair and get deeply involved in. Once I figured this out, I sought out to find a leadership role. I started out as a news reporter and worked my way up. As always, follow the requirements to fulfill your duties, but I recommend going beyond your duties. Taking the extra step will make a great impression.

Making a great impression on an individual or an advisor will go a long way. These people can serve as a “foot in the door” at companies you may want to have a

career or they may write a letter of recommendation for you when you apply for further opportunities. There are so many times in life where recommendations are needed. Having these connections will make life easier.

When getting involved, do not be afraid to ask for help. These positions that you will acquire over your junior career are very important. Completing tasks in a timely manner and thoroughly will make you a reliable person and people will seek you out to do important jobs.

Being involved is more than just a leadership role; it is preparing yourself for the future while helping organizations that have done so much for you. It is about doing what you love and expanding your knowledge. It is about putting your best effort forward and learning as much as you can. Get involved early and find out what you love so it will feel like you are never working.

— Daniel Rohrbaugh, vice chairman

From a Judge's Perspective

Many of us have dreamt of stepping inside the ring at a major stock show. I know that for me, it has always been a dream to judge at the National Western Stock Show. I have had the unique opportunity to know multiple people who have had the unique opportunity to evaluate livestock at a major event.

One of those individuals is Mr. Taylor Frank, my judging coach at Butler Community College. Taylor has been at Butler for several years and has coached multiple nationally-recognized livestock judging teams and was even named Coach of the Year. His expertise has also been utilized on the national stage multiple times.

"There is an eagerness combined with the great focus that comes



"There is an eagerness combined with the great focus that comes from stepping into that ring," said Taylor Frank, livestock judging coach, Butler County Community College, El Dorado, Kan.

from stepping into that ring," said Frank, when asked about what it feels like to be the decision-maker at one of these events.

Frank has taught many of the best young evaluators today and says the biggest teaching point he tries to drive home to his students is to always remember to be proud.

"Make sure that you're proud of the job you did in that ring, not just how you placed the animals but how you interacted with the crowd and exhibitors," he said.

For those of us, that hope to step inside that ring one day, Taylor, is a great example of a true livestock evaluator. It's known that being the individual sorting inside the ring is a challenge, but for me, I relish the challenge and dream to do it.

— Eric Schafer, director

Getting the Most Out of Your Junior Experience

Whether you're in your first year of being a junior member or towards the end, there's numerous ways to get involved and get the most out of your time in the National Junior Angus Association. Throughout your time in the NJAA, you have the opportunity to grow, make meaningful friendships and further your love for the Angus breed.

The most obvious way to get involved is to participate at the many shows across the country. I look forward to getting out in the show ring and being with all my friends — who I had made from the different events throughout the year — the most.

However, if showing isn't your thing, fret not! The NJAA has conferences throughout the year that allows you to get in touch with your leadership abilities and meet even more juniors. LEAD, Raising the Bar, and State Training and Angus Retreat allows you to travel the country and see and experience things that you wouldn't have been able to,

otherwise. Each of these conferences have different goals and schedules, so you can be sure you will benefit by attending one or all of them!

Another way to get involved is by simply stepping out and getting involved in your state association. Show interest! Your advisors, fellow show parents and other juniors are there for you and want you to get the most out of your junior experience. All it takes is stepping out and asking to be more involved.

My favorite part of being a junior member was participating in as many contests as I could that were hosted at the National Junior Angus Show. Whether you're interested in cooking, sales, graphic design, speaking, fitting or quiz bowl, you can be certain there is an experience waiting for you to grow in. With so many opportunities to grow and learn, you can't go wrong participating in the contests that are available to you as a junior member.

— Reagan Skow, membership director

Be You Unapologetically

In a world full of assumptions and negative outlooks, I challenge you to be yourself unapologetically. It is easy for people to label you with headlines or names like “the Angus kid,” “the sports kid,” or “the academic genius.” These generalizations aren’t always a bad thing. These are the things that make you who you are and show exactly what you are passionate about. Showing passion and care through whatever you love defines how strong

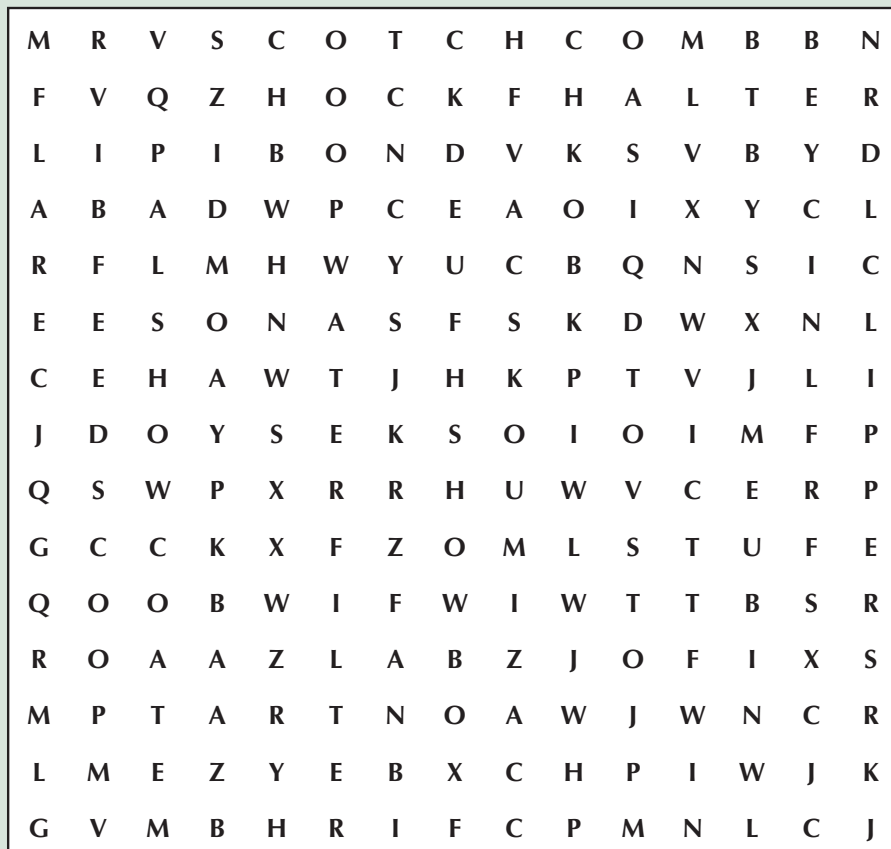
your character and courage really are.

Now, can you ask yourself, “Who am I?” I am a son, brother, showman and music lover. These things are not what I am, but rather what make me who I am. No matter what, you decide the things that make you who you are; be proud of those things because they make you, you. It’s also okay if those things change as you progress through life; showing growth is important in having confidence in yourself.

Being yourself can intimidate

others. Having confidence in who you are can scare others because they may not have found their own confidence. If they try to get you down, don’t let them get to you; instead, take the time to try to help them find who they are so they, too, can share that confidence. Wherever you go, whatever you do and whoever you are with, I challenge you to always be yourself and to never apologize for it. You, your character and your originality are amazing. Never sacrifice that.

— Walker McDermott, director



Angus Word Search

Water filter
Show Coat
Flare
Fan

Scotch comb
Show box
Feed scoop

Show stick
Neck tie
Halter

Hocus Pocus
Blower
Clippers

— Cutter Pohlman, director

The auctioneer is referred to as a quarterback in the sale ring.

An auctioneer is a unique and important man in the purebred cattle business. With most of the cattle trade done by auction, this method gives the seller a fair market price for his investment. It takes a whole team to put on an auction, but there is only one quarterback on the field. He takes charge to get the most money for the product.

Eddie Burks, an experienced auctioneer from Park City, Kentucky, knows the ins and outs of starting and maintaining a successful auctioneering career.

How did you get into auctioneering?

Burks: I grew up in the purebred cattle industry and I enjoyed the auction side of it and thought what better way to make a living than to be an auctioneer.



What do you do to prep for sales?

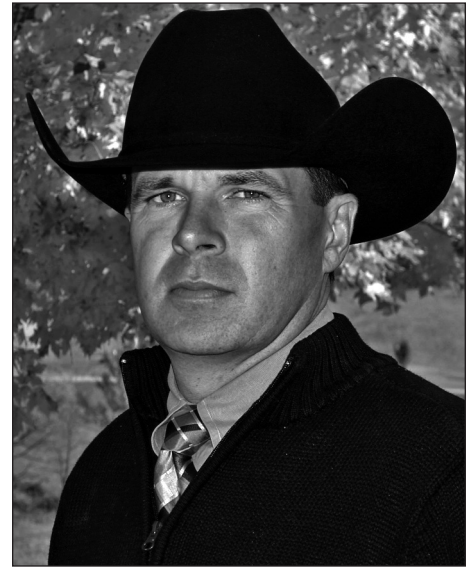
Burks: I do the homework. Knowing the product and what the customers want...what their goals are for their herd.

How long have you been auctioneering?

Burks: I went to auction school in fall of 1992 and was full time in 2000.

What advice would you give to any young aspiring auctioneer?

Burks: Be willing to do anything on auction day, whether it's running tickets or clerking the sale. Being willing



Eddie Burks, auctioneer from Park City, Kentucky, says to do the homework and know the product and what the customers want.

to work from the bottom will help you get your foot in the door. Do it in a professional manner and your day will come.

How do internet auctions affect the auctioneer today?

Burks: The internet has helped reach more people while letting them bid real-time. With a bigger audience, there is a chance a seller will have more competition for their cattle.

Being an auctioneer takes hard work and dedication and proves the saying "practice makes perfect." If you put in the time, sooner or later you'll have your chance behind the auction block.

— Josh Jasper, director



Show Your Appreciation

Every step to success requires help along the way. Those people in the dark are what we call the “unsung heroes.” Our job? Show appreciation to those around us. The words “thank you” go a long way.

Additionally, it means writing a thank you card, making a phone call or shaking a hand; a thank you makes a difference. The National Junior Angus Association is upheld by the amazing supporters and believers in Angus juniors and the Angus breed. Aside from direct supporters, thank the ones directly behind you. Thank family, friends, guardians, coaches and teachers as none of us made it here alone.

This year, our goal is “giving back.” I challenge every one of you juniors to go home and show your appreciation to the ones who have helped you. Whether this was your mom feeding calves while you were at sports practice

or a donor making it possible for you to attend LEAD, all these contributions are made for you to be successful. It is extremely important to show appreciation and to reach out and thank those who have impacted your life. Showing thanks is the best way to maintain positive relationships and build connections. I cannot express enough the importance of writing thank you letters to our supporters, as the impact of appreciation goes a long way. Some key tips to keep in mind when writing them:

1. Use your best hand writing!
2. Address the note with names and be sure to include the proper prefix (Mrs., Miss, Mr.) and avoid the company name. When writing to a husband and wife, address as a couple; Mr. and Mrs. Joe and Marry Angus. When addressing a family,

use the same, but add “and family.”

3. Be PERSONABLE! Your letter should be grammatically correct and neat, but it’s important to make your letter personalized to the recipient.
4. Address what you are thanking them for in detail.
5. Make known of the personal impact the recipient made on you and how they have helped you be the person you are now.
6. Write and send the thank you letters out within a timely matter. Try not to wait a month or later after.
7. Sign and print your name at the bottom and include the appropriate title if desired.

— Megan Pelan, foundation director

Be Your Brand

Branding is a term we often associate with cattle, a hot iron and the smell of burning hair. However, personal branding is far from a cattle brand. Personal branding includes how you want people to

know you, without them having to meet you. Personal branding can be a tricky topic, but we are here to help!

Take a step back. Take time to look through your shared posts, liked tweets and reposted photos. Are these images how you want to portray yourself to others? What is the message behind the words or the picture that has your name or username attached to it? Sometimes we tend to share things out of impulse because they’re funny or because you may think it’s appropriate. But if a stranger were to look at your social media accounts, what would they think of you? Would your grandma be proud of what you’re sharing? Would a future employer want to bring you onto their team?

Take time to think through your personal values. Share things that reflect you and your values, because if you don’t agree with something, then why attach your name to it? Remember, once you post something on social media, it is always there, even if you click delete. Social media is simply a way of getting to know someone without ever meeting in person. If someone was to scroll through your Instagram, would they be able to pick your values out of what you post? That is your personal brand.

Take time to think about your personal brand and how you want others to see you. Be your brand.

— Kelsey Vejraska, communications director



Key to NJAA Word Search on page 9

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

DIRECTIONS

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Important Dates and Deadlines for Juniors

January 2021

7th Cattlemen's Congress Junior Heifer Show, Oklahoma City, Oklahoma

February 2021

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

1st Application deadline for the Events and Education summer internship

March 2021

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

1st Ownership & Entry deadline for the Western Regional Junior Angus Show

15th Raising the Bar registration deadline

12-14th MAJAC Show, Harrisonburg, Va.

April 2021

8-11th Raising the Bar

16-18th Western Regional and Phenotype & Genotype Show, Reno, Nev.

15th Ownership & Entry deadline for the Atlantic National Junior Show

May 2021

1st Deadline for Gold Award applications

1st Outstanding Leadership award applications due

1st Ownership & Entry deadline for American Angus Breeders' Futurity

1st Ownership & Entry deadline for Eastern Regional Junior Angus

Show and Phenotype & Genotype Show

1st Ownership and Entry deadline Northwest Regional Preview Junior Angus Show

1st CAB/NJAA scholarship applications due

1st Angus Foundation scholarship applications due

15th Ownership & Early Entry deadline for National Junior Angus Show

15th Entry deadline for NJAA Creative Writing, NJAA/AJ Photograph, and NJAA Graphic Design Contests

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

25th Deadline for NJAA Public Speaking

Contest speech outlines

25th Deadline for Career Development Contest Resumes

25th Late Entry Deadline National Junior Angus Show (online only)

26-30th Atlantic National Junior Angus Show, Timonium, Md.

June 2021

1st NJAA Board Candidate information due

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

15th LEAD registrations due (early registration deadline)

25th NJAA Online Contest Portal closes

July 2021

1st Late LEAD Registration Deadline

10-17th National Junior Angus Show and Phenotype & Genotype Show, Grand Island, NE

August 2021

5th-8th LEAD Conference

Check the NJAA calendar and website for updates!

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