

DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION

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Spring 2017



NORTH CAROLINA

LEAD 2017

See page 4 for details

Chairman's Perspective: Have you left a trail?

At the 2009 National Junior Angus Show (NJAS) in Perry, Ga., I was flipping through a magazine I had picked up. I stumbled upon an ad and in the middle of the page was a profile picture of a bull, and on that bull was a quote. At twelve years old, this quote had a profound impact on me, so much so that I proceeded to cut it out of the magazine.



Even though I do not know where that small piece of paper lies today, that quote has never left my mind. "Do not follow where the path may lead, go instead where there is no path and leave a trail." — *Ralph Waldo Emerson*.

For the past eight years, I have tried to stray from others' paths and leave my own trail. It hasn't always been easy, and I have relied on my beliefs and my values to help me on that journey.

I truly believe God has a plan for each and every one of us, and that whatever happens, it happens for a reason. I also believe that we have important choices to make in our lives and these choices can make a huge impact on our life. I'm

I to attend or to run for the National Junior Angus Board of Directors (NJAB).

Trust me when I say that you will be faced with difficult decisions in your life.

When you do, I encourage you to stay true to your values and to who you are as a person. Do not give in to peer pressure. Follow the path that you want to live.

Don't stray from who you are as a person to try to fit in. Embrace you, because trust me, that is when you will be the most comfortable and the happiest. In 20 years when you look back, I hope you don't regret any choices that you have made. However, it is difficult

not referring to the choice of what color toothbrush to buy, but the decisions that can be life changing, big or small. Decisions like to try out for that sport you've always loved, what to be involved in with 4-H and FFA, what college

to make sure you are always making the right decisions. Staying true to who you are and who you want to be will help make you make the right choices in your life that you won't regret.

Get involved, run for that officer position in your 4-H, FFA or for the NJAB. Compete in that contest at the

2017 NJAS that you've always wanted to try. Finally go to Leaders Engaged in Angus Development (LEAD) conference this year. Leave a trail for others to look at for inspiration and motivation.

When you do put yourself out there and things don't exactly go your way, always remember, "For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future." *Jeremiah 29:11*.

Thank you for these past two years and for allowing me to leave my own trail. I'll be looking forward to seeing what kind of trail all of you leave behind.

— *by Macy Perry*

"Do not follow where the path may lead, go instead where there is no path and leave a trail."

— *Ralph Waldo Emerson*

Online Registrations

Save time by registering for shows and conferences online at www.njaa.info. You will receive an immediate response once your entries and registrations have been received by the Association office.

NJAA BOARD OF DIRECTORS

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Angus Foundation

EDUCATION • YOUTH • RESEARCH



PHOTO BY CHRIS JEFFCOAT

2017 Angus Foundation Heifer Sells for \$170,000

It was a packed house at the National Western Stock Show in Denver, Colo., for the annual selling of the Angus Foundation heifer. This year, however, there was a small twist to the event. Instead of having the sale in the Beef Palace Auction Arena as years before, there was a pre-social in Stadium Arena. Angus breeders and other cattlemen alike were able to mingle in front of the big stage with catered *Certified Angus Beef*,[®] while also checking out the sale bulls and the ever-popular Foundation heifer, Basin Lucy 6265. It was, without question, the event of the week for the Angus breed at the National Western!

As the evening moved along, we were ready to sell the outstanding female generously donated by the Doug Stevenson family of Basin Angus Ranch in Joliet, Mont. Once Doug and Angus Foundation President Milford Jenkins made their remarks and the auction began, bids started to roll in from every direction of the salering.

The bidding stopped at \$190,000 and the auctioneer, Joe Goggins, yelled, "SOLD!" For the fifth year in a row, Charles W. and Judy Herbster, of Herbster Angus Farms from Fall City, Neb., purchased the Foundation heifer. We cannot thank the Herbsters enough for their generosity to the Angus Foundation over the past five years to help further the education of our youth in the Association. As stated before, it was an exciting and historic night for the Angus breed.

— by Braden Henricks

New in 2017: NJAA Code of Conduct

The American Angus Association is updating and strengthening the guidelines that govern member conduct for all NJAA events. This ensures attendee behavior reflects strong and positive values representative of the National Junior Angus Association.

Beginning in 2017, the NJAA Code of Conduct will be established for all NJAA members. The NJAA Code of Conduct is a set of guidelines for junior members that defines the expectations for junior actions and specifies consequences that could be enforced if the code is violated. Each NJAA member, along with a parental guardian(s), will need to read, sign and submit the NJAA Code of Conduct prior to participation in the individual's first NJAA-sponsored show or conference of the year.

Annually, the NJAA Code of Conduct must be submitted to the Events and Education department prior to an individual's attendance at his or her first scheduled NJAA-sponsored event for the calendar year. The signed Code of Conduct will be maintained at the American Angus Association for the duration of the applicable year.

For any overnight NJAA-sponsored events, the original signed NJAA Code of Conduct will be shown to each individual to reinforce the rules and guidelines. Starting in 2017, all chaperones for overnight conferences such as Raising the Bar and LEAD will be Association employees or designated by the organization. No parents or state advisors will be allowed. This provides for heightened security and safety of NJAA youth participants, and reflects common standards pertaining to youth-based activities.

The NJAA Code of Conduct must be submitted with the entry/registration and medical release forms associated with the event. The form can be found in the *NJAA Green Book* or on the NJAA website at www.angus.org/njaa.

These guidelines are another step toward better serving Angus youth, ensuring accountability and creating a positive environment where members are able to achieve their utmost potential.

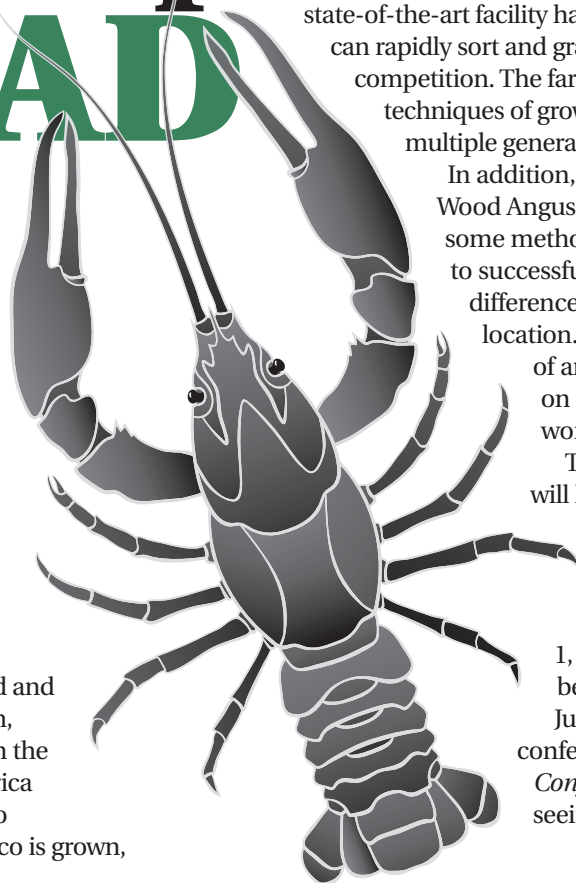


LEAD, continued from cover

The Scoop on LEAD

Hello fellow juniors! I am excited to give you all the inside scoop on the LEAD 2017 — Navigating North Carolina. Your Junior Board of Directors have spent an immense amount of time assembling the pieces of this year's Leaders Engaged in Angus Development Conference to make it amazing! LEAD will be hosted in Raleigh, N.C., Aug. 3-6.

We have found a crawfish farm that has succeeded by changing their feeding program. This new method has drawn so much success, that local universities have had professors decide to study the difference between the traditional method and this farm's innovation. Along with crawfish, North Carolina is well known for its part in the tobacco industry, which has shaped America from the beginning. We will tour a tobacco museum, which demonstrates how tobacco is grown,



harvested and the history behind the plant.

LEAD attendees will also have the opportunity to tour the largest exporting sweet potato operation in North Carolina! The state-of-the-art facility has advanced imaging technology that can rapidly sort and grade sweet potatoes faster than the competition. The farm will also give insight to the latest techniques of growing and breeding the plants through multiple generations.

In addition, we will have the privilege of touring Wood Angus Farm. The Wood family will share some methods they find useful and some tips to successfully manage a herd, as well as what differences the market faces in their geological location. They are also going to prepare of set of animals for attendees to take notes on and analyze for later use in a special workshop on livestock evaluation.

There is even more action that I will keep a secret for now. The week will be jam-packed full of fun and amazing experiences! The conference is open to NJAA members ages 14-21 as of Jan. 1, 2017. Early registration cost will be \$250 for junior member and ends June 15. For more information on the conference, visit www.angus.org/njaa/Conferences.aspx. I look forward to seeing everyone there!

— by Tim Mardesen

Where Are They Now?

Dr. Alan Miller and Angus beyond the NJAA.

Membership in the NJAA is an exciting time of our youth, filled with great cattle, friends and experiences that last a lifetime. But what lies beyond the age of 21, when membership in the NJAA expires? For Dr. Alan Miller of Prairie View Farms, the National Junior Angus Association was just the beginning of his involvement with the Angus breed.

Dr. Miller was active in the NJAA throughout his youth, and served on the National Junior Angus Board of Directors (NJAB) from 1993-1995. He notes that his time in the NJAA “opened doors for me to meet people and participate in activities all across the country,” and that he remains close to friends made as a junior 25-30 years later.

Miller went on to earn a bachelor's degree, a master's degree and doctorate in ruminant nutrition from the University of Illinois. Devoting time and attention to Angus cattle, even in

grad school, allowed him to remain involved with the Angus breed, as well as the American Angus Association and Illinois Angus Association.

Miller has recently been elected to serve a three-year term on the Association Board of Directors, the first person to serve on both the junior and adult association boards. He hopes to offer a unique perspective to a breed that he says



Overnight Conference Changes

from a parent/advisor perspective

Kids! The old cliché that, “You can’t live with them and you can’t live without them” started with children. They are our greatest pride and joy and at the same time our greatest stress and frustration! They are the embodiment of hope, success and greatness.

At times, we live vicariously through them, providing them opportunities we never had but wished we did. In the early years, we spend so many hours researching how to be a good parent. Then we spend countless more hours running them to sporting events, 4-H, cattle shows, church activities and school events hoping to create caring, well-rounded citizens.

When they are successful, we are successful; their achievements are our achievements. Of course, on the other side, when they’re sad and disappointed, we are as well. When they fail, we try to figure out what we could’ve have done differently to prevent that. No matter what we say to them about making good choices, hanging with the right crowd or how doing the right thing is so important, they inevitably do something really stupid. Why?

Science tells us that the frontal lobe of the human brain is responsible for making good judgment calls. Unfortunately, it is not fully developed until we are in our early 20s. So, no matter how much we remind them about what’s right, good kids can and will make a really bad decision at some point. So where am I going with all this?

NJAA overnight conferences. There will be some changes at Raising the Bar and LEAD conferences this year, and we, as advisors, want to take this opportunity to tell you about them and why we’re implementing them. The Association’s main concern is making sure our junior events provide a safe and caring environment where juniors still learn and have fun. Sounds easy, but with today’s social media and culture climate, it can be a difficult task. We’re lucky because we do have really good kids, but they are not exempt from poor decisions.

Our committee spent a great deal of time researching what past overnight conferences had done, as well as what other organizations, like 4-H and FFA, do for their overnight activities. The biggest issue appears to be the overnight part.

As a past 4-H youth coordinator, I can tell you from personal experience that overnight activities are extremely stressful because you are constantly worrying about kids sneaking out and getting into trouble. You wake up at every little noise, get up to check on everyone, and get virtually no sleep all night. One night of that isn’t too bad, but more than that and you’re not at the top of your game anymore.

With that in mind, the biggest change kids will notice at LEAD this summer will be outside security personnel on the hotel floors during the night. We are working with the hotel to secure security professionals who will be on each of our floors all night long. This is not intended to be a scare tactic with the kids, but a way to make sure everyone gets their sleep and stays safe. You, as parents, have entrusted us with your most cherished possession and we take that very seriously. We have also revised our Code of Conduct/medical waiver. It is more detailed about our expectations for kids and the consequences that might occur when there are issues.

I strongly encourage both parents and students to completely read it and discuss it when you receive your Green Books. As I mentioned earlier, we are not trying to scare anyone or make the events less fun. Our hope is to make these events more enjoyable and less stressful for everyone. We share your concerns because we care a great deal about all our junior members and want the best for them. Have a great summer and may the Force be with us!



“has an impact on beef production from the cow-calf level all the way to the consumer.”

For juniors looking to remain active within the Angus breed, Miller has the following advice: “Find an area of the Angus business that you are passionate about. For me it was working with juniors and marketing heifers, and I was able to build a business around that. For you it may be selling bulls, or embryos, or marketing Angus beef directly to consumers. The great thing about Angus is that it is a diverse breed with lots of opportunities.”

Miller says that the NJAA has grown tremendously since his time in the junior association and provides a lot more opportunities for juniors. Use those experiences and network of friendships to jump-start a lifelong involvement with the Angus breed and the American Angus Association. Our time in the NJAA is only the beginning.

— by Will Pohlman

— by Mary Greiman

Oh, the Places CAB Will Go!

CAB is off to Great Places, they're off and away

With high marbling in their steaks

And superior muscling to boot

CAB is around the world in a hot pursuit

From restaurants to grocery stores

Consumers drool at the sight

*CAB offers ribeyes, fillets and
chuck rolls alike*

*With high standards
as back-up*

It's pretty clear to see

CAB tastes the best

*No matter where
you may be*



Certified Angus Beef LLC (CAB) is charting new territories as the demand for high-quality beef rises around the world. International markets make up nearly 10% of the *Certified Angus Beef*® (CAB®) brand's overall sales and there is great potential for continued growth. Retail shoppers and restaurant guests can find the brand in 49 countries, plus the United States.

CAB's first international sales and licensee was Pueblo International in Puerto Rico. From there sales slowly expanded into Guam, Singapore and St. Maarten. International CAB

offices are located in Tokyo, Japan and Mexico, and there is also a CAB packing plant in Canada.

One of the most exciting new markets is in Russia. CAB established an opportunity with a Russian company that is very invested in U.S. Angus cattle and genetics. This resulted in licensing Miratorg, an agribusiness, in Russia and allowed them to use the CAB brand in Russia. This only furthers the support of CAB's mission in securing opportunities to merchandise and grow the CAB brand in Russia and other global markets.

There are many cultural preparations that CAB must do to make a transition into a new country easier. It is beneficial to have the ability to speak languages such as Spanish, Japanese and Korean. Generally those in leadership roles are bilingual. It is key to have a sincere interest in people and to be respectful, curious and friendly with a high level of integrity. Building trust and a strong relationship is imperative. Knowing how to greet, thank and interact is appreciated by the host country.

Other countries often prefer different cuts of beef differing from what we are accustomed to here in the United States. Middle meats and steaks are in high demand globally. The ribeye, filet and tenderloin are the most preferred.

In Asia, popular cuts are the ribeye and shortribs. Asia also uses a lot of our plates; chuck rolls; thin meats such as rib fingers, which are the muscles between ribs; tongues, which can bring as much as a tenderloin in our markets; skirt steak; and hanging tenders. In the Middle East, they use a lot of our tenderloins, ribeyes, striploins, and cuts similar to those in the United States. However, they also focus on cuts such as the culotte, the cap of the sirloin and the skirt steak.

Certified Angus Beef will continue to look at new horizons internationally and will grow in new markets. CAB is focused on reaching new consumers and satisfying the craving for great-tasting beef worldwide.

— by *Michaela Clowser*

Author's Note: A special thank you to Geof Bednar, CAB director of the international division, for providing the information for this article.

The Camera Doesn't Lie

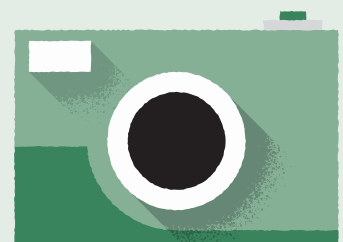
These days everyone has a camera, whether they have a Canon, Nikon, or even just the camera on their phones. Photography has become a part of the culture in ways I am sure the first historians never saw coming. Around the cattle barns it is no different; there is some serious talent in getting a decent picture while tail adhesive and show sheen are flying in the air.

But what makes a good picture? Is it the clarity? Is it what the photographer is trying to communicate through his or

her mind's eye and the camera's lens? Maybe it's getting your subject perfectly centered.

There are many things that have to be considered, most of the time it's in a snap second when one of those amazing photos are made.

The perfect picture has to be decent in its aperture, in its lighting, and the shutter speed has to be set perfectly. There





What to Expect When Job Searching

and that your qualifications are reflected in the experience and activities listed on your résumé.

As it becomes time to apply for jobs and internships, we always wonder, “What would make me the best candidate?” Here is a little piece of what Human Resources Business Partner Linda Slater-Trimble and Marketing Communications Specialist Kasey Blagg from Merck Animal Health look for when hiring interns!

What advice would you give to anyone applying for an internship?

Kasey Blagg: Do not be afraid to apply for an internship that is out of your comfort zone or that you do not feel qualified for. The hiring manager may have a different idea of who they would like to hire for that year, and you may be the perfect person.

Linda Slater-Trimble: Be open to all possibilities and be willing to look at opportunities outside your comfort zone. When drafting cover letters for positions, make sure that you are addressing key qualifications you have for the position

What do you look for in each potential intern?

Blagg: I look for personality, humility and trustworthiness. The first interview is key to help me figure out if an intern will be a good fit for the summer. The résumé is the first impression as well, so making sure that your résumé conveys the type of person you are is extremely important. We can all use the set format for résumés, but diving in deep when explaining organizations that you are a part of or creatively describing a past job are a major plus.

What sets a good candidate apart from an excellent candidate?

Slater-Trimble: Preparedness — Research the companies that you are interested in interning with to demonstrate your interest in that company. Be prepared to discuss what you hope to gain from your intern experience and how you can contribute to the success of the business.

Flexibility — Show a willingness to gain new experiences and to learn new things.

Enthusiasm — demonstrate that you have what it takes to meet the needs of the employer and an interest in learning all aspects of the business.

Professionalism — take the interview process and the internship seriously. Dress and behave in a professional business manner.

How does a good or bad résumé affect a candidate's overall appearance?

Blagg: Immensely. It is a deal-breaker for me. If the candidate did not take enough time to perfect their résumé, how will they perform in a working environment? As I stated before, taking the time to explain what organizations they are involved in, as well as creatively describing jobs and making their résumé stand out are extremely important in the interview process!

Slater-Trimble: Pay attention to presentation in terms of formatting, grammar, spelling, etc., on your résumé and cover letter. Errors, poor presentation, or a poorly constructed résumé may be seen as a reflection of how you will perform on the job. If you are truly interested in the position, you need to put your best effort forward to demonstrate that you are serious about the opportunity and will provide the same level of conscientiousness to the work that you will be doing during the internship.

— by Katelyn Corsentino

is a more important element that has to be accounted for, though. That is the passion that the photographer has for the subject and the feelings that come from the photo. Some photos you can stare at for hours just because of the joy, the sadness and, sometimes, the pure elation that is portrayed in that snap shot in time.

My grandfather used to say the camera never lies. He was right; they never do. When a photographer develops a passion for taking pictures, no matter what the picture may be, they strive to practice and eventually get some amazing pictures. In time, a photographer develops a style and type such as portrait, candid or staged shots. When

they place their subject in the crosshairs, they come out with some truly amazing work. When one loves what's on the other side of the lens, when that photographer's passion shows through on the other side, that is when true art is born.

There are many that call photography their love. You see them all over the barns, looking for that next shot, the next moment that can be captured for all time — those that love the sound of a shutter snapping and spend their spare time out with their camera. What is your passion?

— by Catie Hope

Get to Know Keegan Cassidy,

the 2016-2017 Miss American Angus Queen!

In November, Keegan Cassidy, an Angus breeder from Bloomington, Ill., was crowned as the 2017 Miss American Angus. Keegan, the daughter of Jerry Cassidy and Erica Johnson, has been raised around Angus cattle her whole life. Keegan currently attends Oklahoma State, where she is pursuing a degree in animal science with a business option. Here are a few questions Keegan was able to answer for us.

How long have you been a member of the NJAA?

I have been a member since I was a few days old, but I've been active for about seven years.

What has been your best experience while in the NJAA?

Winning Miss American Angus is pretty hard to beat! I won the Crystal Award a few years ago, and that was very special because it was my goal for a long time.

What is your favorite NJAA contest and why?

Prepared public speaking is my favorite because nothing beats the satisfaction of researching a topic, writing a speech, memorizing it and nailing it in front of the judges!

What college are you attending and what is your major?

I'm attending Oklahoma State University majoring in animal science with a business option.

After graduation, what would your dream job be?

Any job where I can be involved with agriculture and help people is perfect for me.

What is your favorite show to go to?

Although I love the National Junior

Angus Show, Atlantic National Angus Show is my favorite.

What has been your best experience so far as MAA?

When I was presenting awards the Pen and Carload show in Denver, there were little girls that looked up to me with so much admiration. They were so sweet, and it reminded me why I wanted to be Miss American Angus in the first place.

What events do you have coming up as MAA?

I will be attending Illinois Beef Expo at the end of February, and at the end of March I will go to Reno for the Western Regional Angus Show.

How long have you wanted to run for MAA? What was your reason for running?

I have wanted to run for Miss American Angus ever since I became an Illinois Angus Princess back in 2011. I wanted to serve as a role model for younger women, as well as having the opportunity to travel and meet new people.

What is your favorite component about serving as MAA?

My favorite component is getting to work with other royalty from around the country.

Is there a way for people to follow your journey and travels as MAA?

I have a Miss America Angus Instagram (@2017missamericanangus) and Snapchat (missaa2017).

What is something that not everyone knows about you?

I'm a crazy cat lady — ask to see pictures!

Do you have a unique skill or talent?

I used to figure skate competitively!



Keegan Cassidy, Bloomington, Ill., was crowned the 2017 Miss American Angus. The daughter of Jerry Cassidy and Erica Johnson will represent the Angus breed at numerous beef industry events during her reign. Keegan is the 49th Miss American Angus, and will travel the country as an ambassador for the breed.

What's something that is on your bucket lists during your college experience?

I can't wait to study abroad.

What is a hobby or activity that you enjoy that isn't cattle related?

I love to shop.

— by Gabrielle Lemenager



Make A Note

NJAS: Note the early NJAS ownership and entry deadline is May 15 (postmark date).

NJAA Board Candidates: Applications are due by June 1 to the Events and Education Department.

2017 LEAD Conference: Sign up early and save! After June 15, the registration rate increases for junior members. Please remember that space is limited.

Whoa! Did you know?

There a lot of facts that members of the National Junior Angus Association know to be tried and true about the Angus breed, whether we learn them by participating in contests at the National Junior Angus Show or it's information passed on to us by our families or role models.

Quiz bowl has taught us that George Grant brought the first four Angus bulls to Victoria, Kan., in 1873 and learning Cook-Off skits ensure that the 10 *Certified Angus Beef*[®] brand "specs" are common knowledge to all junior Angus participants. With growing innovation and technology, our breed has changed a lot in recent years.

As a breed leader in the cattle industry, the American Angus Association is the parent company for four entities consisting of Angus Genetics Inc. (AGI), Certified Angus Beef LLC (CAB), the Angus Foundation and Angus Media. Here are some things you might not know about the Business Breed!

- Genomic testing on unproven animals adds the same amount of information as if each animal had data on 7-24 calves, depending on the trait.
- Angus breeders have greatly increased their use of genomic testing in the past six years. In 2010, only 1.3% of registrations recorded used genomic profiling. In 2016, 33% used genomic profiling tests. All registered

Angus cattle have genomic enhanced expected progeny differences (GE-EPDs).

- In 2016, Certified Angus Beef sold more than 1 billion pounds of product! That's 278,082 pounds sold a day!
 - In 2015, CAB opened a headquarter office in Tokyo to better reach internal retail partners.
 - Digital sale books posted by Angus Media have had more than 27.8 million views since being launched in October 2015.
 - Angus Media airs a weekly news report on RFD-TV called *The Angus Report*.
 - The American Angus Association's YouTube channel has exceeded 100,000 views.
 - Since 1998, the Angus Foundation has giving 1,200 scholarships totally \$2.7 million.
 - Most of the Angus Foundation is restricted funds, meaning the money is allocated to certain areas and can only be used for that.
 - The Angus Foundation directs funds to the American Angus Association and NJAA, and also sponsors Beef Leadership Institute and Cattlemen's Boot Camp events.
- In the past 10 years, our breed has changed and grown so much! Who knows where we'll be 10 years down the road?

— by *Madison Butler*

Leading the Way

At the 2016 Angus Convention speaker Howard Putnam, former Southwest Airlines CEO, shared his insight on how leadership contributes to an organization's success. He led off with the quote, "Some play the game, others change the way the game is played."

It's a quote that coincides with how the American Angus Association has grown to be the largest beef breed association in the world. Innovation and our ability to change the way the game is played makes it possible for Angus breeders to be leaders in the beef industry. Whether it's past innovations like the *Certified Angus Beef*[®] brand, the first USDA certified brand of beef, or innovations of the present, such as work being done by Angus Genetics Inc., we are ground breakers.

Along with our innovative successes, our ability to use transformational leadership to inspire others has been crucial to our continued growth. As

Putnam points out, organizations need purpose. It starts with asking "Why?"

The answer should be passion. It could be a passion to carry on family tradition or a passion to produce high-quality beef. Whatever it may be, finding that purpose and learning to translate it into a passion that can be shared with others contributes tremendously to the success of our organization. It's why transformational leadership, a leadership style that guides people through inspiration, has such value.

Putnam's concluded by focusing on having vision. He said, "How you perceive the future will chart the course to get you there." We can think back to past leaders within the Angus industry and imagine how they perceived the future of the cattle breed. Their vision is what shaped the journey for the American Angus Association to have the influence it has today in the world of agriculture.



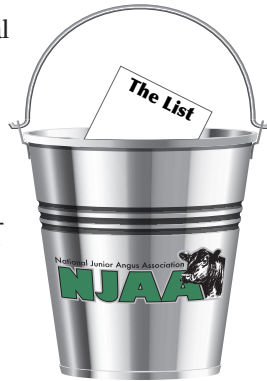
Howard Putnam, former Southwest Airlines CEO

As members of the NJAA and future leaders in the Angus industry, it's important to take note of what it takes to make an organization successful. It hasn't been without innovation, passion and perception that the Angus breed has the success it sees today. In the future we will be the ones charting the course for the Association, helping to ensure a viable industry for the next generation of Angus enthusiasts.

— by *Cassandra Garcia*

NJAA Bucket List

When I first joined the National Junior Angus Association at 9 years old, I had no idea how many different opportunities would be offered. The NJAA Bucket List is something I wanted to share with current and new members to kick-start their junior Angus career. Some of my most memorable moments in life have been at NJAA events. Here is my NJAA bucket list and a few of my most memorable experiences.



- Attend a National Junior Angus Show — I cherish this week when it comes around every year! It is one of the best weeks to spend making new friends, participating in contests and showing Angus cattle.
- Earn Bronze, Silver, and Gold Award
- Run for a state junior association officer position
- Be a part of the open or closing ceremonies at the NJAS — This experience is one of a kind, from walking in state by state to a ring full of lawn chairs taking in the past week.
- Attend a Raising the Bar conference
- Give a speech at NJAS
- Attend a regional NJAA show
- Run for Miss American Angus — I loved running for MAA. I was able to expand my knowledge of the Angus breed and compete against four other outstanding ladies.
- Be a mentor or mentee at the NJAS
- Attend the Angus Convention

- Attend a Leaders Engaged in Angus Development (LEAD) Conference — I will never forget my first LEAD in Fort Collins, Colo., where I met so many new faces that became lifelong friends!
- Summit a photo in the photography contest
- Participate in the All-American *Certified Angus Beef*[®] (CAB[®]) Cook Off Contest
- Participate in/win the National Showmanship Contest
- Become a Green Coat — This might be the cherry on top. Being able to give back to the NJAA and make a difference for the juniors is a dream come true.
- Be a voting delegate to elect the National Junior Angus Board of Directors
- Try out the livestock judging contest at the NJAS
- Win the Outstanding Leader Award
- Help build your state display at NJAS
- Show a bred-and-owned animal — It is such a humbling experience being able to show an animal you have raised and do well with them. My favorite NJAS was this past year in Nebraska when I took only bred-and-owned entries and did well with all three of them!
- Try a new contest
- Run for Angus Ambassador
- Receive an Angus Foundation Scholarship — I have been so blessed to receive Angus Foundation Scholarships that have helped pay for my education so I can one day become a teacher and have a classroom of my own. What's on your NJAA bucket list?

— by Jordyn Wagner

Ultrasounding and What's Underneath

As many people probably noticed, we began utilizing ultrasound technology at the National Western Stock Show this year. This was an ideal setting to gather a plethora of data on numerous cattle. The breeders, buyers, sellers and judges all benefitted from implementing this new process and from the data collected. They were able to get a better read of the cattle by giving carcass characteristics in addition to visual appraisal.

Ultrasounding cattle for carcass measurements is a valuable resource. To understand why ultrasounding is so useful, we must first understand what it is and how it is measured. An ultrasound machine transmits high-frequency sound pulses into the cattle by way of a probe. The sound pulses will send back different frequencies when it hits different surfaces. The denser and harder a surface, the more frequency that is sent back. The probe then translates the sound frequency into a picture on the monitor, where a technician can interpret the data for a producer.

The data the technician can interpret is based on what

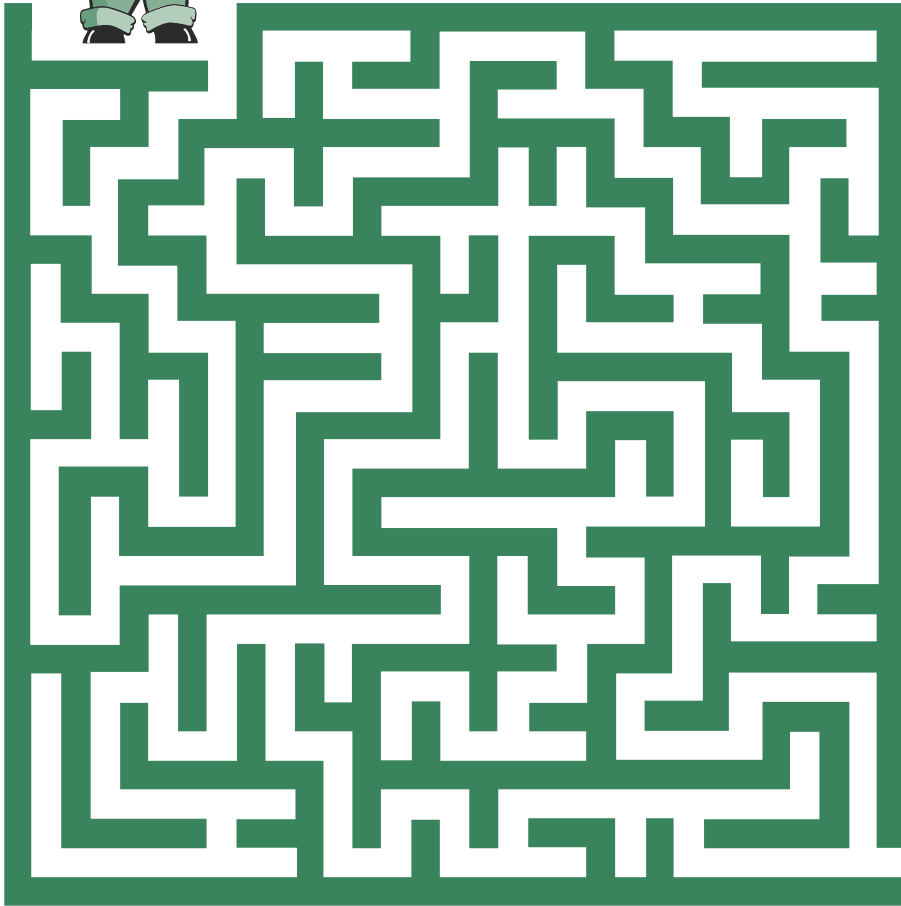
is measured. The most common measurement is taken between the 12th and 13th rib, which measures the ribeye area (REA) and the back fat (BF). We can also get an idea of intramuscular fat (IMF), or marbling, with this measurement.

To keep data consistent and accurate, specific parameters have been established. For example, bulls must be between 320 and 440 days of age, while heifers must be between 320 and 460 days of age. This ensures a maintained accuracy, which is important because the American Angus Association will submit these measurements to be used for the prediction of expected progeny differences (EPDs). The breeder will also receive a summary of the cattle scanned that includes adjusted fat, REA, and IMF values, as well as how these animals compare, by means of a ratio, against one another in their contemporary groups. These measurements can be helpful in making breeding decisions, especially for a commercial cattleman who rely on heavy muscled, well-marbled cattle for profit.

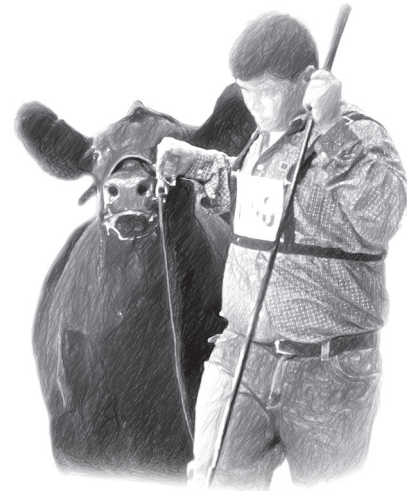
— by Reese Tuckwiller



Help Flat Andy Get to the NJAS!



Flat Andy is lost and he needs your help to get to the National Junior Angus Show before he misses his class!



2017 NJAS Right Around the Corner!

A look at junior nationals in Des Moines.

Before you know it, it'll be time to starch your jeans; shine those boots; pack the trailer with plenty of feed, hay, and supplies; and head to Des Moines, Iowa, for the 2017 National Junior Angus Show! The Iowa Junior Angus Association, Iowa Angus Association and the Iowa Angus Auxiliary are incredibly excited to host everyone this year from July 9-15. The 2017 NJAS promises to be one of the best yet!

There are some very exciting changes and additions made to this year's NJAS!



First of all, there will be a new contest added to the fun-filled junior national's week: the Angus Skill-a-thon contest!

Like any skill-a-thon contest in 4-H or FFA, juniors will be tested on their knowledge of a wide range of topics related to livestock production. This new contest is going to be convenient for all juniors to take part in because juniors can complete whenever they have free time on Monday through Thursday between 11:00 a.m.-2:00 p.m.

On top of the new contest, the Overall Angus Stockmen awards will

be handed out. The Overall Angus Stockmen award recognizes the top individual in each age group for highest combined score of the livestock judging contest, individual quiz bowl test, and the skill-a-thon contest. These are just a couple of very exciting additions for everyone to look forward to this year!

If you have any questions, please contact the Events and Education Department of the American Angus Association. We are so excited to see each and every one of you in Des Moines in July!

— by Corbin Cowles

DIRECTIONS

NATIONAL JUNIOR ANGUS ASSOCIATION

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

Important Dates and Deadlines for Juniors

MARCH 2017

- 1 Deadline for Honorary Angus Foundation and Advisor of the Year nominations
- 1 Raising the Bar: Des Moines, Iowa, registration deadline
- 2-5 Raising the Bar: Baton Rouge, La.
- 10-12 MAJAC Show, Harrisonburg, Va.

APRIL 2017

- Mar 31-2 Western Regional, Reno, Nev.
- 6-9 Raising the Bar: Des Moines, Iowa
- 15 Ownership and entry deadline for the Atlantic National Junior Angus Show

MAY 2017

- 1 Deadline for Gold Award applications
- 1 Outstanding Leadership Award applications due

- 1 Ownership and entry deadline for Northwest Regional Preview Junior Angus Show
- 1 CAB/NJAA scholarship applications due
- 1 Angus Foundation scholarship applications due
- 1 Ownership and entry deadline for Eastern Regional and American Angus Breeders' Futurity Junior Angus Show

- 15 Ownership and early entry deadline National Junior Angus Show
- 15 Entry deadline for NJAA Creative Writing, NJAA/ *Angus Journal* Photography, and NJAA Graphic Design Contests

- 15 Entry & Recipe deadline for All-American *Certified Angus Beef*® Cook-Off
- 24-28 Atlantic National Junior Angus Show, Timonium, Md.

- 25 Deadline for NJAA Public Speaking Contest speech outlines
- 25 Deadline for Career Development Contest Résumés
- 25 Late entry deadline National Junior Angus Show (online only)

JUNE 2017

- 1 NJAA Board candidate information due
- 1 Deadline for submitting names of state delegates for NJAA elections and showmanship contestants
- 7-11 Eastern Regional and American Angus Breeders'

Futurity Junior Show, Louisville, Ky.

- 15 Angus Ambassador applications due
- 15 LEAD registrations due (early registration deadline)
- 18-20 Northwest Regional Preview Junior Angus Show, Moses Lake, Wash.

JULY 2017

- 9-15 National Junior Angus Show, Des Moines, Iowa
- 15 LEAD registrations deadline (if not already full)

AUGUST 2017

- 3-6 LEAD Conference, Raleigh, N.C.

National Junior Angus Association



Each household with one or more active NJAA members is to receive one copy of each semiannual youth-oriented issue of the *ANGUS JOURNAL*® (May and September) 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 Membership Department.