

DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION



SPRING 2024

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Tips and Tricks: NJAA

*By: Lauren Gilbert,
Vice Chairman*

As a first-generation member of the NJAA there are a few things I wish I would have known when I started. Here they are!

PICK UP THE *ANGUS JOURNAL* OR WATCH ANGUS UNIVERSITY

The *Angus Journal* is for all ages in the Angus Family...and filled with loads of information when it comes to industry trends, top sires and dams and upcoming events.

The *Angus Journal* Publication is a great resource

for young breeders to utilize while learning concepts in the Angus breed. If you are not a big reader, the American Angus Association also has many informational videos online through Angus University. *Scan the QR code on page 3 for many informational videos on a variety of topics.*

Not sure what topic to start with? I recommend learning your EPD values. Keep an eye on the important cow families as well. All of this can help you understand how the industry works.

cont. on page 3

Chairman's Perspective

BE YOUR VERSION OF NORMAL



In today's world, many people believe the idea of 'being normal' means taking the known path or following the interests of our peers. I've heard people say before, "Just be normal" or "How is that normal?" when discussing someone's behavior. But is there really a normality we are supposed to follow?

Every person has their own personality and interests; they are all so unique that it is impossible to establish a norm. Likewise, everyone has a battle that they may be

facing, whether it be small or overwhelming - that at times, life may seem far from normal. I think all the differences we each have are what are "normal." To all be exactly alike would be pretty crippling for our unique society.

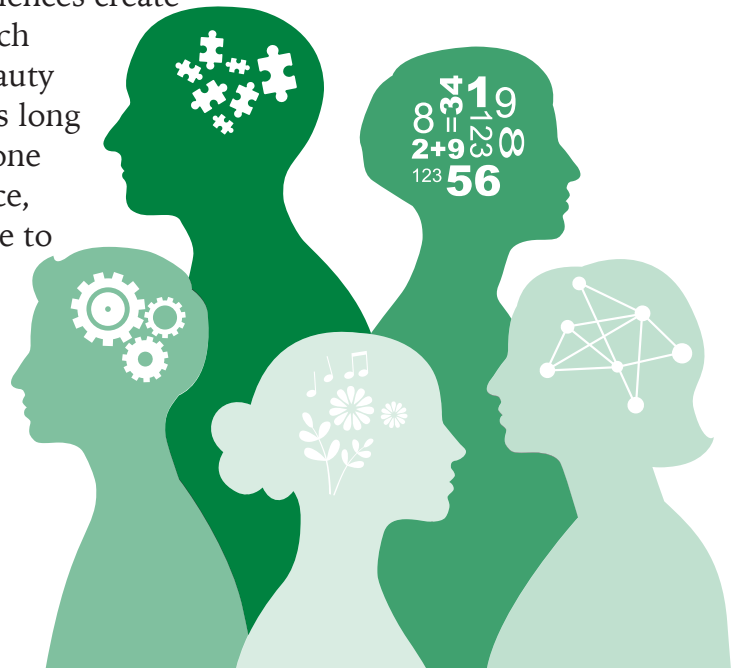
Everyone is influenced by their family, where they live, where they may travel, and who they meet. They are also shaped by the successes, failures, and hardships they endure. All these life experiences create

a normal for each person. The beauty of this is that as long as people give one another a chance, they will be able to gain a wide range of perspectives and knowledge. Creativity and innovation are brought about by the uniqueness

one can bring to the table.

Whether in your activities with the Angus family or in life in general, don't be afraid to be your version of normal. It's because of your specialness that we will be able to continue advancing our industry and, even more likely, the world. After all, they always say it would be boring if we were all the same.

— Jack Dameron, Chairman



"Every person has their own personality and interests; they are all so unique that it is impossible to establish a norm."

cont. from front cover

MY MOTTO IS "I WOULD RATHER BE OVERDRESSED THAN UNDERDRESSED."

It is always a good rule of thumb to be dressed appropriately for the occasion. If you are unsure of the dress code, just ask someone who has been to the specific event before or see if there are any pictures from previous years.

SEE WHAT OTHERS ARE DOING

If you like an Angus program look to them about what they are doing right. What type of cattle they breed, how they present their cattle...etc.

You can learn a lot from just observing!

NETWORK, NETWORK, NETWORK

There are so many opportunities for NJAA members to meet

professionals while participating in Angus events. I highly encourage you to start a conversation with an industry professional you see as a role model.

They always say, "It's not what you know, it's who you know." I'd say it's a little mix of both.

I believe as members of the National Junior Angus Association we will be the future leaders of the agriculture industry and keepers of the flame for the farming and ranching lifestyle.

With less than 2% of the United States population involved in agriculture, we carry a great responsibility to continue the legacy of supplying safe,

healthy and nutritious food for our communities and the world. I believe the future is safe, with the members of the National Junior Angus Association being the next generation of leaders.

- Lauren Gilbert, Vice Chairman



Scan Here
for many informational videos on a variety of topics.

Contest Corner

AUCTIONEERING CONTEST

The Auctioneering contest is a chance for contestants to participate in a real-life scenario auctioneering numerous lots. We invite all junior members to try out the contest at this year's National Junior Angus Show in Madison, WI.

Jayden Byrd was the 2023 Overall Auctioneering Winner coming out of the Junior Division! He is 14 years old and working hard to perfect his craft! Congrats Jayden! Scan the QR code to learn more!

— Sawyer Styles, Director

Scan Here to Learn More





Certified Angus Beef®

DID YOU KNOW?

The first pound of Certified Angus Beef® product was sold on Oct. 18, 1978, at Renzetti's IGA in Columbus, Ohio. This was soon followed by the first restaurant to serve CAB®, Maple Root Inn, in Coventry, R.I. in 1980. These significant figures helped to push broader recognition and laid the groundwork for the future of Certified Angus Beef®. The NJAA benefits tremendously from the sponsorship and education that CAB® offers. What are some ways that CAB® has enhanced your time within the NJAA? — *Alli Perry, Director*

1979 - The first distributor, Oxford Trading Co. of Westwood, Mass., began delivering CAB® brand products to Northeast retail stores and restaurants.

1980 - The first restaurant, Maple Root Inn, in Coventry, R.I., featured the brand on its menu, helping push broader recognition and demand, and annual sales of a notable 1 million pounds.

1982 - DeBragga & Spitler, New York, N.Y., was the first distributor dedicated to offering restaurants a direct source of Certified Angus Beef® brand products.

1985 - The first CAB® brand deli meat, corned beef, was introduced.

1988 - The brand welcomed its first international chain of restaurants: New Tokyo in Japan.

1993 - Certified Angus Beef® brand ground beef gained national availability.

1997 - Brand partners marketed, on average, more than 1 million pounds each business day.

2001 - The new CAB® brand Prime brand extension raised the bar even higher on the brand's signature standards, offering a super-premium option for exclusive restaurants and high-end grocery service meat counters.

2002 - As a supplier of the 2002 Winter Olympic Games in Salt Lake City, Utah, the brand served more than 1.5 million pounds of beef and claimed an even higher profile on the world stage.

2004 - Appealing to consumers who prefer naturally raised beef, CAB® brand Natural was introduced: product from cattle that have never received antibiotics or added hormones, and fed grass and grain.

2010 - Beef lovers across the United States gained the opportunity to purchase premium steaks direct at CertifiedAngusBeef.com.

2012 - The Certified Angus Beef® Culinary Center, an 8,000-square-foot facility offering interactive, fully immersive trainings and ideation programs for brand partners, opened on the Wooster, Ohio, campus.

2015 - The brand's free Roast Perfect smartphone app helps families gain confidence in choosing and preparing the perfect beef roast, on holidays and every day.

2016 - With ranchers responding to ever-rising consumer demand, more cattle meeting the brand's exacting standards leads to record consumer purchases of more than 1 billion pounds for the year.

2018 - To celebrate its 40th anniversary and ranching heritage, 40 barns in rural communities across the country are being painted with the brand's logo. Follow the journey: #BrandtheBarn.

2019 - The Rural Relief Fund was launched to aid farm and ranch communities when a natural disaster strikes. "Sheltering Generations—The American Barn" book was released to support the relief fund.

2020 - Steakholder Rewards™, an online community for brand fans, begins engaging consumers in beefy conversations and rewards them for connecting and seeking products in stores and restaurants.

2021 - Certified Angus Beef dared to take beef to new heights with the Certified Angus Beef Takes You There campaign.

The spotlight moment featured the most exclusive reservation: a cliffside, four-course dining experience. While not every meal has to be extreme, every meal can be memorable with the best beef.



Scan Here to Learn more about CAB®



Q&A: BREEDER EDITION

ERIC MCCLURE | FOUR CORNERS FARMS - LAWRENCEVILLE, IL

Eric McClure is an Angus breeder from Lawrenceville, Ill., where he resides with his wife, Maisie, and daughter, Leddy. He manages Four Corners Farms (FCF) along with his parents, Greg and Amy McClure. They sell registered Angus show cattle to juniors and Angus operations across the country.

Q: Describe your involvement in the NJAA as a Junior.

A: My involvement with the NJAA was strictly business. While I attended as many NJAA events as possible, I never wanted to do anything that would jeopardize the amount of time spent working on my own cattle. So, while I was a member and a leader on the state level, I never wanted to take the step into a National Junior Board candidate. However, I would say looking back, my largest regret from my junior career was not attempting to take a larger role with the NJAA. Watching the juniors that have taken on leadership roles within the organization turn into great young men and women in our industry has taught me the importance of the junior board and its leaders.

Q: What was your most rewarding moment as a breeder?

A: While I would love to say this was 419 or any one of the other singular heifers we have raised to be successful over the years, the NJAS 2022 was one for the record books for us. We were lucky enough to be the breeder, breeder of the dam, or breeder of the granddam on four of the top five Owned Heifer Champions. That was more than a moment as a breeder, it was

a culmination of the years that my family, and in particular my father, has put in as a breeder and Angus enthusiast, so to see the success for all the families involved and be able to trace back to FCF as a breeding program was pretty incredible.

Q: What advice would you give someone currently making breeding decisions?

A: Follow the great cows. My dad has always instilled in me that the great cows are great for a reason. More than once over the years we have made a successful mating by trusting the dam's side of a pedigree rather than whether or not a specific mating phenotypically crosses well. While you may hit a home run here or there following the popular sire at the moment, the sires that are backed by dominant dams are almost always the most consistent.

Q: How did Four Corners Farm begin?

A: Four Corners Farms was started by my mom and dad, Greg and Amy McClure, as a program for my siblings and myself to learn the work ethic and values that it takes to be successful in today's world. However, what they didn't realize at the time was how much my love for show cattle

and particularly the Angus Junior program, would grow into what Four Corners is today. With a little luck and my dad's ability to predict, find, and develop unique breeding pieces, we were able to build an elite herd of donor dams that we still use today to make the best Angus cattle we possibly can.

Q: What are your goals for the future of Four Corners Farm?

A: Everyone's goals are to be successful. The more to the point question becomes, how do you deem your own success? I was lucky enough to grow up with great mentors with my parents and the crews at both Prairie View Farms and Stertzbach Cattle Company that taught me work ethic, morals, and life skills that I have used to make Four Corners Farms the successful junior driven program that it is. So for me, while I will never back down from trying to be a successful breeder of elite Angus cattle, the true goal for FCF is to help raise juniors that can be successful, driven, hard working individuals in whatever field they choose. And who knows, hopefully one of the kids that comes through my program becomes a great competitor as a breeder as well.

— *Suter Clark, Director*

Junior Board JAMS

*MUSIC TO LISTEN TO IN THE BARN,
ON THE WAY TO A SHOW, OR HANGING OUT WITH YOUR FRIENDS.*

THIS IS OUR JUNIOR BOARD PLAYLIST!

- 1. ALL STAR** – Smash Mouth
- 2. DANCING IN THE DARK** – Rihanna
- 3. DANCE THE NIGHT** – Dua Lipa
- 4. FEEL INVINCIBLE** – Skillet
- 5. FORTUNATE SON** – Creedence Clearwater Revival
- 6. GOOD FEELING** – Flo Rida
- 7. LIP GLOSS** – Little Mama
- 8. THE CHAMPION** – Carrie Underwood
- 9. THE SHOW GOES ON** – Lupe Fiasco
- 10. THUNDERSTRUCK** – AC/DC
- 11. WE ARE THE CHAMPIONS** – Queen
- 12. YEAH** – Usher

Auxiliary Recipe: COLD OVEN POUND CAKE

2 STICKS OF BUTTER
(Not Melted)

½ CUP SHORTENING
(Not Melted)

3 CUPS SUGAR

4 EGGS

**3 CUPS ALL-PURPOSE
FLOUR**

1 CUP MILK

2 TSP VANILLA

This recipe comes from Elaine Wood, a member of the American Angus Auxiliary. She uses this recipe quite often when baking cakes for Angus sales, activities, and auctions. Some may say she has become famous for her pound cake. This recipe is her favorite to make. It is in both the North Carolina Angus Auxiliary Cookbook and the DeEtta Wood Family Cookbook.

Cream together butter, shortening and sugar. Stir in eggs, one at a time. Stir in flour and milk, a little at a time, alternating flour and milk. Stir in vanilla. Pour into a greased and floured tube pan. Place in cold oven (do not preheat) and bake at 350 for 1½ hours.

— *Mary Wood, Director*



Oh No!



WORD SEARCH

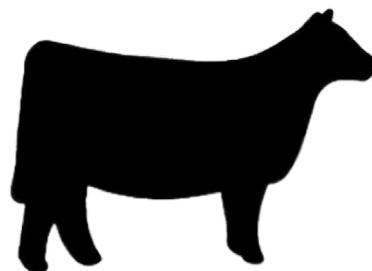
ALL THE SHOW SUPPLIES WENT MISSING!!!

Find and circle the words.

S	T	H	A	L	T	E	R	A	S	A	S	C
O	N	A	E	D	B	R	O	T	H	E	H	L
A	I	E	I	K	H	U	A	B	S	Y	O	I
P	S	H	C	G	N	E	C	K	T	I	W	P
E	K	E	F	K	W	E	S	K	S	R	S	P
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C	O	M	B	R	E	F	E	E	D	E	C	S
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H	A	R	N	E	S	S	E	E	R	O	I	E
K	U	N	C	L	E	A	R	K	H	O	S	E
G	R	A	N	D	C	H	A	M	P	I	O	N

Word Bank

- Adhesive Feed Clippers
- Comb Neck Tie Halter
- Soap Harness Show Stick



**CHALLENGE
YOURSELF TO
FIND 2 BONUS!**

SPRINGTIME DIY

By: Kyli Kraft, Director

Perfect for snow day project, a Mother's Day gift or an Easter Activity

Krafty Corner

SUPPLIES

3 Small Terracotta Pots

Acrylic Paint

Paintbrushes

Googly Eyes



INSTRUCTIONS

- Paint one pot grey, another light pink, and the last one yellow, allow to dry thoroughly
 - Paint detailing of farm animals on the pots (see pictures below).
- Glue on googly eyes, fill with soil, plant your favorite seed, water and watch blossom
 - Can add tails on the back of the pots



TIPS

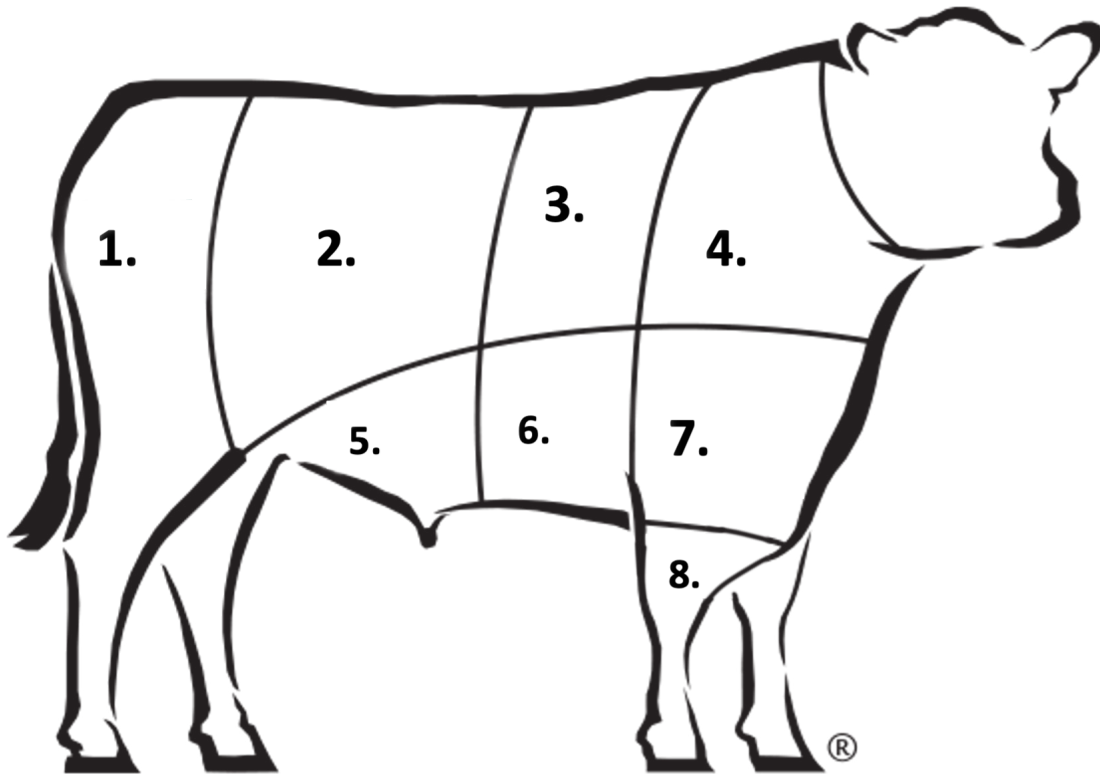
Zinnia Dahlia Flowers are beautiful and low-maintenance.

I recommend painting inside the pot about 1 inch from the top.

Test Your Knowledge

QUIZ BOWL PREP

Get ready for the 2024 Quiz Bowl Competition and test your knowledge of the 8 Beef Cuts!



1.

2.

3.

4.

5.

6.

7.

8.

To learn more about how you can test your knowledge at the National Junior Angus Show Quiz Bowl contest. **SCAN HERE CHECK OUT THIS QUICK GUIDE.**



Angus Foundation FILL-IN-THE-BLANK

Test your knowledge about one of the American Angus Association's entities, the Angus Foundation. Fill in the blank below, there is a hint in parentheses next to each blank to help you guess! - *Avery Mather, Secretary*

The _____ (country) Angus Foundation is the biggest supporter of our Angus _____ (noun) and all those involved in the industry. The three main pillars of the Angus Foundation are _____, _____, and _____. Through the foundation, juniors are able to attend _____, _____ (events), receive _____ (\$\$\$) for further education, and so much more. Did you know that scholarship applications are due _____ (date)?

The American Angus Foundation would not be able to provide opportunities and education to the Angus industry without the support from people like Yon Family Farms of Ridgeview, _____ (state). The Yon Family donated the 2024 Angus Foundation Heifer Package that was sold in January at the _____ (Super ROV Show) in Oklahoma City, Okla. We cannot thank the Yon family enough for their support of the foundation. Thank you to Express Ranches of _____ (city), Oklahoma for their purchase of _____ (animal registered name).



You're invited
TO A...

2024
Showdown in
MADTOWN

NATIONAL JUNIOR ANGUS SHOW ★ MADISON, WI

JUNE 29 - JULY 6 || MADISON, WI

NJAA Board of Directors

TERMS UP IN 2024

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MARY WOOD | NC | maryw0916@gmail.com

IMPORTANT DATES & DEADLINES

ENTRY DEADLINES

- APRIL 15** - Atlantic National Early Entry Deadline
- MAY 1** - Atlantic National Ownership and Late Entry Deadline
 - ERJAS & PGS Ownership and Early Entry Deadline
 - Northwest Regional Preview Ownership and Entry Deadline
 - Breeders' Futurity Ownership and Early Entry Deadline
 - NJRP Gold Award Application Deadline
 - Outstanding Leadership Award and Application Deadline
 - CAB/NJAA Scholarship Application Deadline
 - Angus Foundation Scholarship Application Deadline
- MAY 15** - Breeders' Futurity Late Entry Deadline
 - NJAS & PGS Ownership and Early Entry Deadline
- MAY 25** - Photography, Writing, Cook-Off, & Graphic Design Contest Entry Deadline
- MAY 31** - NJAS & PGS Late Entry Deadline
- JUNE 1** - LEAD Conference Early Registration Deadline
- JUNE 15** - NJAS & PGS Late Late Entry Deadline

FOR MORE INFORMATION ON SPECIFIC
SHOW ENTRY AND OWNERSHIP DATES,
VISIT WWW.ANGUS.ORG/NJAA.

*Be sure to check the
calendar and
website for updates.*

JUNIOR SHOWS & EVENTS

- APRIL 11-13** - Western Regional Junior Angus Show | Reno, NV
- MAY 22-26** - Atlantic National Angus Show | Timonium, MD
- MAY 23-26** - Northwest Regional Preview Show | Ellensburg, WA
- JUNE 6-9** - Eastern Regional Junior Angus Show | Harrisburg, PA
- JUNE 14-16** - All American Angus Breeders Futurity | Louisville, KY
- JUNE 18** - Virtual Career Development Contest
- JUNE 29 - JULY 6** - National Junior Angus Show | Madison, WI
- JULY 23-26** - LEAD Conference | Baton Rouge, LA