

DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION

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Fall 2011

Angus in Brazil

“The world is a book and those who do not travel read only one page.” – Saint Augustine.

One of the most life-changing experiences that I have had was an international trip to Brazil, with the Oklahoma Agricultural Leadership Encounter (OALE) this past summer. Now there's no question, the purpose of our trip to Brazil was to study the agriculture, but I learned about much more than that. It was such a culturally explosive trip that not only informed

me of different agricultural practices, but made me a more humble, cultured individual, and genuinely molded me into a better person.

From the small organic or family farms, to the government organizations and large corporate farms, Brazil is truly a diverse and growing country with limitless agricultural potential. Brazil is not only an agricultural powerhouse now, but with the plethora of untapped resources Brazil's landscape has to offer, it is only going to become more of a force to reckon with.

The Oklahoma Agricultural Leadership Encounter was able to experience many different agricultural sectors while visiting Brasilia. However, before we exited the bus to our first farm tour, our guide reminded us that the ranchers in Brazil are looked down upon. Brazil is one of the most environmentally friendly countries that I have seen, but the public blames Brazil's agriculture for the demise of most of the country's natural landscape. Brazil is one of the top three

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Chairman's Perspective:

What will I do with my life after college? Who will I be? What in the world will I do? All of these questions roll through my head on almost a daily basis as I know that with each morning I grow one day closer to being placed in the real world.



Then I saw this quote by Edward Bulwer Lytton, "To find what you seek in the road of life, the best proverb of all is that which says: 'Leave no stone unturned.'" I had always heard the proverb spoken in Lytton's quote, but I had never thought of the proverb in this way. I thought, "Could it be any truer than that?"

Life is what you make it; your life story is created and expanded by finding more opportunities than the ones that are given to you. A person with doubt is one that never

explores their potential. Therefore, I have come to find that the certainty of knowing you are happy and on the way to your pinnacle grows with each rock that you turn over. These rocks could be the team sales contest at the National Junior Angus Show (NJAS), an interesting class in school that you have always wanted to take, or an unusual summer job that sparks an interest in something new. Whatever it could be, it is your duty to find these rocks and not limit yourself, but venture off the path and pick up every rock you come across. I know that whether big or small, the opportunities that the Good Lord has planned for me in life will shape me in some way and give me the wisdom to succeed in turning over the rocks.

Then you might ask, "What is the definition of success?" I believe for each person that is different, but for every single one of us that

idea of success is what will give us ultimate happiness. Many times in recent years I have weighed the options of going to a show, conference or other event, with staying in town and relaxing with my friends. To be honest, I can't think of a time I decided to stay in town. I knew with each event I attended, an opportunity awaited me, and in my mind it helped me reach my goals. It gives me great pleasure to know there are few rocks untouched that I came across in my life, and I attribute my happiness to that, and the good Lord above for putting me on that path.

Now, I would like to challenge you to overturn the rocks that you come upon in life and find your way to success.

"The only way of finding the limits of the possible is by going beyond them into the impossible." Arthur C. Clarke

— by Clay Williams

The Road to Your Future

Now that I am reaching the last months of my junior career I find myself asking which "road" I should take. The junior association has opened so many doors for me and created a multitude of opportunities to grow as a leader as well as a young woman. Not to mention, I got to travel the country and meet some amazing people. With all of this in mind, the next question I frequently find myself asking is "Where do I, and other junior members like myself go from here?"

I feel it is only right for former junior association members to stay involved in our breed. We should take advantage of the many ways we can give back to the organization that is responsible for shaping us into the future beef industry leaders we are today. I encourage all retiring junior members to at least stay informed as to what is going on in our industry. Subscribe to any agricultural or livestock publication and/or media webpage.

For those that wish to raise cattle, grasp ahold of the programs designed to bring more value to your herd by utilizing resources provided to you by the American Angus Association® such as

AngusSource®, Angus Information Management System (AIMS), Angus Herd Improvement Records (AHIR), and herd sire data summaries. These options will allow you to keep accurate records and make better breeding decisions that can create more value. Also, take the time to more effectively merchandise your cattle by utilizing sound advertising options. Another alternative to staying involved is taking on a leadership role within your state association. Become a junior advisor or director. By becoming a junior advisor or director in a state association, you can take an extremely active and important role in developing the next generation of Angus leaders.

By picking the "road" that leads you back to the American Angus Association® or the National Junior Angus Association, you are choosing the path that will help develop the beef industry and its youth for years to come. It is also our duty as young leaders to stay involved in agricultural associations and be advocates for the industry we know and love. I know which road I will take. Do you?

— by Lindsey Grimes

"...Two roads diverged in a wood, and I —
I took the road less traveled by,
And that has made all the difference."

— Robert Frost

NJAA BOARD OF DIRECTORS

TERMS UP IN 2012

CLAY WILLIAMS, Georgia, **chairperson**, dcw3791@uga.edu
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TERMS UP IN 2013

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Robin's Report

Ru-dy! Ru-dy! Ru-dy!



‘Over the summer I attended the National Leadership Forum in Atlanta, Ga., where I had the opportunity to visit with fellow youth directors and listen to motivational speakers and youth development professionals about the future of Generation Y.

The highlight of my experience at the forum, was hearing Daniel “Rudy” Ruettiger speak to the group. He challenged all of us in the room to go forth and inspire. Many of you have probably never heard of Rudy, but I would like for all of you to know the success story of a young man who grew up with 13 brothers and sisters, struggled with dyslexia, and had goals to attend Notre Dame and play football for the fighting Irish.

Coming in at 5’6” and 165 lb., Rudy was a walk-on player for the University of Notre Dame that only played with the varsity during practice. Not a highlight by many to get beat up by first-string college football players; it was an honor for Rudy to even practice with the team, and he always gave 110% in practice. It was Rudy’s never-quit attitude that gained him respect with the players and coaches.

However, through hard work and dedication, the

coaching staff let Rudy suit up for his last collegiate game. Rudy suited up in the blue and gold #45 jersey at the 1975 game against Georgia Tech. As the game came to the end, the coach put Rudy in to play defensive end. There was only 27 seconds left in the game and as the crowd was chanting “RU-DY! RU-DY! RU-DY!,” Rudy sacked the quarterback and ended the game. Rudy likes to joke that “he waited 27 years, to play 27 seconds”.

Through Rudy’s dedication on and off the field, he won the respect of his teammates, his coaches, the crowd, and especially Notre Dame fans. Rudy didn’t want recognition for the quarterback sack, but his fellow teammates gave him the credit he deserved by carrying him off the field following the game. Rudy was the first of two players to ever be carried off by their teammates in Notre Dame history.

So, you may wonder how one quarterback sack made Rudy a hero? Through the story of Rudy you will see it wasn’t one positive thing that he did, it was everything positive that he did leading up to the sack of the quarterback. Live your life to inspire others, and hopefully one day you will live a legacy such as Rudy does today.

— by Robin R. Ruff

Angus in Brazil CONTINUED FROM COVER

nations for cattle numbers, yet only 3% of those cattle are finished in concentrated animal feeding operations. That means that a majority of the cattle are fed out on the forage provided by the land, and, therefore, seemingly destroy the landscape. People look at ranchers in a negative light, and they are constantly fighting to keep their tradition and livelihood alive.

We visited one of the largest organic farms in Brazil, Malunga Farms. Settled in a heavily wooded area south of the capital, this immense organic farm covered hundreds of acres with over 200 varieties of produce. Malunga Organic Farms raises organic vegetables, produces organic milk, and also purchases other organic products from other producers to supply the Federal District with produce. A very labor intensive operation, Malunga has hundreds of irrigated

acres and greenhouses filled with every kind of vegetable imaginable.

Something that was also interesting was their organic dairy. The cows, which were a cross between a Zebu and a dairy breed, were very unlike American cattle, and actually ate the excess produce from the farm, including pieces of carrots, cabbage, and lettuce. We finished the tour with a taste of

their yogurt and milk, which actually didn’t taste all that bad.

I would whole-heartedly endorse anyone to take the opportunity to travel or study abroad. It not only opens your eyes to a life outside of the United States, but in most cases, it makes you appreciate the little things that most of us tend to take for granted. Unlock the opportunities that are thrown your way, and take advantage of every single one you can.

— by Garrett Knebel



Malunga Organic Farms has hundreds of irrigated acres and greenhouses filled with every kind of vegetable imaginable. The cows in their organic dairy were a cross between a Zebu and a dairy breed, were very unlike American cattle, and actually ate the excess produce from the farm, including pieces of carrots, cabbage, and lettuce.

The Girls in Green...

In July, Angus friends and family gathered in Harrisburg, Pa. for the National Junior Angus Show (NJAS) where many enjoyed high-quality cattle, friendly competition and each other's company. It was also a week that six young women will not soon forget, a week that will change their lives forever. Each year at the NJAS, six new members of the National Junior Angus Association

(NJAA) Board of Directors are elected and candidates take part in formal introductions with delegates, a delegate dinner filled with speeches, impromptu questions and roundtable discussions, and campaign in the barns throughout the week.

On Friday, delegates' votes were sealed, counted up and the anticipation grew. As closing ceremonies drew to a close,



Megan "Meg" Ahearn

What is one of your favorite quotes?

Learn the rules of the game, then play better than everyone else.

What would you be if you were reincarnated?

A bird because I would love to fly.

What sound do you love?

The sound of chewing bananas.

What would you do if you won the lottery?

I would pay off family debt then pay to put myself through medical school.

If you could choose a certain age to stay forever what would it be?
I would stay 25, it's not too young or old and the world is open for tons of opportunities.



Jennifer "Jen" Ewing

What is one of your favorite quotes?

"Love the life you live; live the life you love."

What's your favorite food?

Grilled cheese.

What is the most exciting thing about being part of the new six?

I would have to say how much of a family we are already.

What is your favorite day?

Saturdays because of college football!!

What is your least favorite mode of transportation?

Riding a bike.



Meghan "Dorothy" Blythe

What is one of your favorite quotes?

"Life is God's gift to you. What you do with your life is your gift to God."

What's your number one most played song on my iPod?

"I Cross my Heart" by George Strait

What chore do you absolutely hate doing?

The dishes — my family has seven people so Mom assigned each of us a dishes day; I now avoid going home on Thursdays while in college.

If you could meet anyone, who would it be?

President Abraham Lincoln. He made a lot of important decision under tremendous pressure, and his words have transcended time.

What's your favorite part of the American Angus Association®?

The people — something about black cattle brings people together and makes them family.



Kelli "Rooney" Retallick

What is one of your favorite quotes?

"To be irreplaceable you must be different."

What is your favorite form of exercise?

Boxing, I never get bored.

What is your favorite part of the American Angus Association®?

Being part of an Association of this caliber and being surrounded by such prominent cattlemen really makes you feel that you are a part of something that is bigger than yourself.

If you could learn anything, what would it be?

Wakeboarding. I want to be as talented as those people on the Jake Owen music video.

If you could choose anyone to be your mentor, who would it be?

Jacqueline B. Kennedy, she had so much style and class and carried herself with much grace. I am positive I could learn a thing or two from her.

National Junior Angus Association

NJAA



Green Coats on the Move

candidates shifted in their seats waiting for the names to be announced “JanLee Rowlett, Tenn., Megan Ahearn, Texas, Meghan Blythe, Kan., Kelli Retallick, Wis., Jennifer Ewing, Ill., and Sally Yon, S.C.”

You may have heard their names being called. Now take a minute to meet the girls in green.



JanLee “Jan” Rowlett

What is one of your favorite quotes?

“For beautiful eyes, look for good in others; for beautiful lips, speak only words of kindness; and for poise, walk with the knowledge that you are never alone.”

What sound do you love?

The sound of grain bins running in the fall.

What is your favorite time of year?

Late fall—it’s rag oil weather!

What are you most excited about being part of the new six?

Planning activities and events for juniors.

What is the number one most played song on your iPod?

“My Maria” by Brooks and Dunn



Sally “Ruthie” Yon

What is one of your favorite quotes?

“Do to others as you would have them do to you”

What’s your favorite indoor/outdoor activity?

Indoor: scrapbooking **Outdoor:** canoeing

What chore do you absolutely hate?

Covering the silage pit with tires.

What are you most excited about being part of the new six?

Our group is very similar with the same goals, and this allows us to work well together. We have a lot of ideas and changes that we have been working on. Our entire group is here for the juniors, and we are going to do what we can to serve the juniors to the best of our ability.

If you could be any fictional character, who would you choose?

Ariel from “The Little Mermaid”

— by Kelli Retallick

The National Junior Angus Board of Directors is here to serve you, and we feel that the green coats should be able to have a larger impact at the state level. All states aren’t fortunate enough to have many experienced advisors who grew up in the National Junior Angus Association (NJAA) or NJAA members that are able to travel to the national events.

Juniors who are unable to participate need the opportunity to interact with the junior board and expand their knowledge of the junior association. So we were faced with the question, “What is the best way to get in touch with juniors?”

We would like to present “Green Coats from Coast to Coast.” This program allows a state association to request a junior board of director to attend a state event, including state shows, annual meetings, field days or an event of your state’s choice.

The board members will be in contact with every state association’s advisors and president to coordinate an event to attend. We will be attending the events that will allow us to influence the most juniors. When your state advisor is contacted, we will ask what your state association needs most. The junior board will have workshops available for request such as parliamentary procedure, an overview of the American Angus Association®, the NJAA and beef industry, and Association membership promotion.

Along with the workshop, we will conduct a team-building activity to bring state members together as a group.

The board unfortunately will not be able to travel to every state each year, and a four-year rotation will help target every state association, large or small. We hope all Angus members across the country are enthused about this program and what it offers to the junior association.

We encourage everyone to talk to their advisors and state association presidents to help them better decide what workshop would be the most beneficial for their state. The program will be under way in the near future to benefit you as the “green coats move from coast to coast.”

— by Shane Clary



When Opportunity Knocks

Members of the National Junior Angus Association subscribe to more than just their annual edition of the Angus Journal. They receive multiple knocks on their door every year from an old friend called “Opportunity”.

There are programs, activities, and recognition for all ages of juniors involved in the NJAA and it’s never too early to give it your best shot. With another show season behind us and fall just around the corner, it’s a great time to be planning for the upcoming year and adding things to your list of to-do’s. This year, don’t forget about applications for the wide variety of opportunities that the NJAA has in store.

Bronze, Silver, and Gold Awards: These awards recognize juniors on the national level for a wide variety of achievements and involvement. The program is designed on a three level system, allowing juniors to be eligible for each award after receiving the previous one. The gold award is presented to qualifying applicants who are completing their last year of junior membership and have been awarded both the bronze and silver awards. Applications can be found on the NJAA website and may be submitted anytime during the year.

American Angus Auxiliary Certificates of Achievement: This award is presented to individuals with outstanding achievements on national, state, and district levels. The application can be found at www.angusauxiliary.com and may be submitted year round.

Angus Foundation Scholarships: The Angus Foundation awards thousands of dollars in scholarships to juniors each year for their involvement in the National Junior Angus Association and academic achievements. Juniors who are eligible are encouraged to apply for these awards by completing the application found at www.angusfoundation.org and submitting it by May 1st.

American Angus Auxiliary Scholarships: The American Angus Auxiliary has a long standing tradition of presenting five young men and five young women with scholarships every year at the National Junior Angus Show. These awards are quite prestigious and qualify the Top Five contestants for the annual Miss American Angus contest in November. To apply, complete the application found at angusauxiliary.com, and submit it by May 1st.

Outstanding Leadership Award: This award is one that recognizes one junior each year who has shown exemplary leadership skills and an interest in serving their state association as well as the NJAA. It is among the most prestigious achievements that a junior member may receive and is presented with a \$500 award. Applications can be found on the NJAA website and should be submitted by May 1st.

LEAD Conference: Each year, the NJAA holds a weekend-long conference in a different city in the US and encourages juniors to become stronger, more aware leaders. The Leaders Engaged in Angus Development Conference is a fantastic opportunity to develop leadership skills and meet other juniors from around the country. LEAD registration information can be located on the NJAA website or found in the “Green Book” that juniors receive at the beginning of each calendar year.

State Royalty: Many states choose representatives to serve as royalty for their state associations. Though these titles and selection processes are varied from state to state, it is quite an honor to be selected as state royalty and highly encouraged in many states.

As a member of the National Junior Angus Association, opportunity is knocking on your door constantly, and it’s time to answer!

— by *JanLee Rowlett*

NJAA Green Informational Booklet

Junior members of show age will receive a copy of the NJAA Green Informational Booklet. Information about NJAA sponsored shows and leadership conferences are included. Please review the booklet and mark your calendar for events that are in your area.

Bronze, Silver and Gold Awards

Would you like to be recognized for your achievements in the NJAA program? Fill out the bronze and silver award and receive national recognition for your hard work. Applications can be found on the NJAA website www.njaa.info.



2012 Angus Foundation Heifer. SydGen Buena 9511 will be donated to the Angus Foundation by Eddie and Connie Sydenstricker, owners of Sydenstricker Genetics of Mexico, Mo. She will sell Jan. 11, 2012, at the National Western Angus Bull Sale in Denver, Colo.

Proceeds from the sale of SydGen Buena 9511 at the National Western Stock Show will benefit the Angus Foundation’s education, youth and research endeavors.



Clay Williams

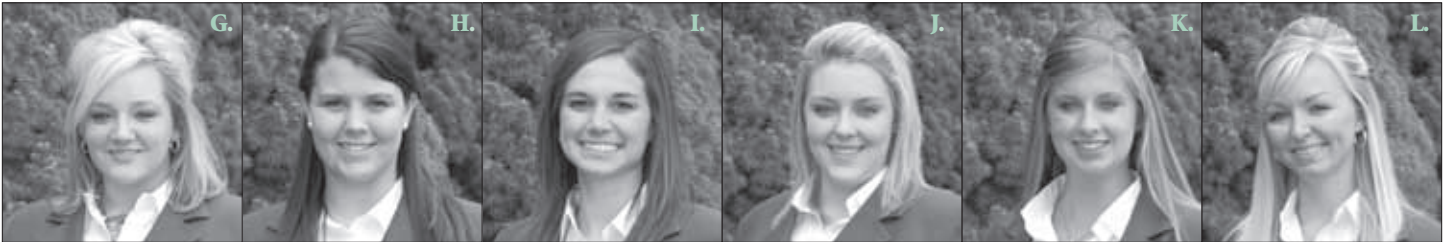
Austin Brandt

Alisha Nord

Lindsey Grimes

Garrett Knebel

Shane Clary



Janlee Rowlett

Sally Yon

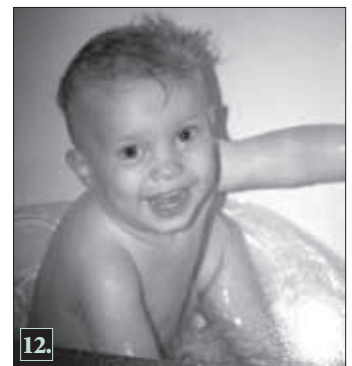
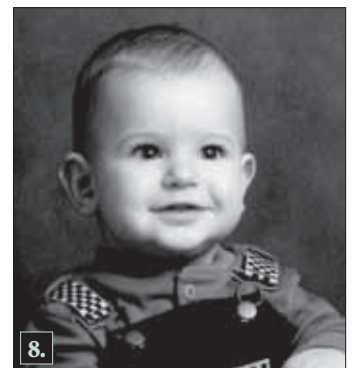
Meghan Blythe

Megan Ahearn

Kelli Retallick

Jennifer Ewing

Match your NJAA Director to his/her childhood picture.



A True Champion

For most people, their hero is someone that is famous, or much older and wiser than themselves. My hero is a young gentleman that I respect and admire more than anyone in the world and he is, in many ways, just like most of us National Junior Angus Association (NJAA) youngsters, living the good life. Many of you may know him as a fierce competitor in the show ring or a smiling face in the barn, but I'd like to share with you what you may not know — his story of strength and faith.

Cory Watt, an NJAA member from Iva, S.C., is currently a sophomore at Clemson University, majoring in applied economics and statistics, or ag economics. Four years ago, when Cory was a sophomore in high school, he was diagnosed with a malignant brain tumor after having a problem with recurring headaches. The date was October 31, 2007, and he underwent surgery to remove the tumor not even a week later. The year had already brought a whirlwind of changes in his life — earlier in the spring, he lost a friend as close as a brother, Daniel Jarrard, in a tragic accident, and now as a teenager, he was facing cancer.

At the beginning of December 2007, he began a series of 29 radiation treatments that lasted through the end of January 2008. After the radiation, everything began looking up and his normal life resumed; working on the farm and finishing up high school, with nothing but

a small scar on his head to remind him of the treatments.

He headed off to college in the fall of 2010 and after three years of being cancer-free, Cory was awakened in his dorm room one morning by numbness in his left arm and a sharp pain at the top of his head. Given his history, Cory's parents took him to

receive an MRI. Unfortunately, the tumor had reoccurred in another part of his brain. On Oct. 8, 2010, Cory went through his second surgery to have this tumor removed. After radiation surgery this past January, and several MRIs, Cory is again cancer-free.

As a close friend, and nearly a member of the Watt family, I have been a part of this journey over the past few years. Not once have I ever heard Cory complain or want any sympathy during his treatments or surgeries. In fact, he



Cory (center) was part of the team that won first this year in the Senior Division of Team Sales at the National Junior Angus Show held at Harrisburg, Pa.

was always the positive influence in the crowd, telling us not to worry because he knew he was all right.

I asked Cory how he would sum up the past few years and his response was, "I could not have gotten through this bump in the road if it weren't for all my friends and family who I know lifted up many thoughts and prayers on my behalf. I am very thankful for each and every one of them. My faith in God has grown tremendously through all of this, and I am so thankful that he has healed me from cancer. After defeating this battle, I am a firm believer that 'I can do all



things through Christ who strengthens me'—Philippians 4:13."

I encourage all of you to remember that no matter how bad of a day you are having, just keep it all in perspective. As for Cory, he is happy as he could ever be, with no regrets and is a constant source of encouragement to his friends and family.

This summer Cory was an intern at Whitestone Farms, exhibited a division champion at the NJAS, and was a member of the top senior sales team. I am confident that whatever curves are thrown at Cory Watt, he will remain an inspiration to all who know him, as we admire his strength and determination on a daily basis.

— by Sally Yon



Cory Watt leads Champion Hill Emblynette 7571, Junior champion-division 6, owned division, in this years National Junior Angus Show.

Auxiliary Notes

Isn't it a wonderful thing that we are all different? Each of us has strengths and skills to share. When we link our individual strengths together, we are invincible. Each of you is an "essential piece" of the NJAA puzzle.

Certificates of Achievement

Juniors involved in Angus activities are encouraged to apply for the Certificate of Achievement Award given by the Auxiliary for outstanding achievements at national, state and district levels. These certificates are beneficial when applying for the bronze, silver, and gold awards through the National Junior Angus Association (NJAA) recognition program, as well as applying for Auxiliary scholarships. The Achievement Award application is available on the Auxiliary website, www.angusauxiliary.com, or by contacting committee chairs Kerri Gleason, kgleason@aircanopy.net, for states beginning with letters A-L; or Erica Styles, cestyles@nvc.net, for states beginning with letters M-W. Deadline for submitting the application is November 1.

Scholarships for High School Seniors

It's never too early to begin working on scholarship applications. High school seniors should log on to the Auxiliary website to download the Auxiliary scholarship application and submit to your state scholarship contact. Ten scholarships – five boys and five girls – will be awarded at the National Junior Angus Show (NJAS) to outstanding Angus juniors from across the United States. If you have questions, contact your state Auxiliary representative. The 2012 scholarship application will be available in December on the Auxiliary website, www.angusauxiliary.com.

News from the Angus Gift Barn

Some new, unique Angus items made their debut in the Angus Gift Barn during the NJAS in Harrisburg, Pa. These items included baby bibs and onesies that feature the calf and butterfly design, etched glass blocks, Angus coffee mugs, and luggage tags featuring an Angus bull. Additional new items will be featured at the annual meeting in Louisville; watch for them in the Holiday Room at the Crowne Plaza hotel. Remember you can shop 24/7 online at www.angusauxiliary.com, click on Angus Gift Barn.

Win a free three-night stay in Louisville

The Auxiliary is offering chances for a free three-night stay at the Crowne Plaza in Louisville, Ky. The Plaza is the headquarters hotel of the American Angus Association® and Auxiliary annual meetings. Tickets are available for a donation of \$5 per ticket, and the drawing will be held at the Auxiliary Breakfast in conjunction with the North American International Livestock Exposition (NAILE) and Annual Meeting. The free three-night stay expires July 30, 2012, so it may be used for the Annual Meeting, the Breeders' Futurity, or the 2012 NJAS. For tickets, please contact Barbara Ettredge at 940-686-2958 or CircleEFarms@aol.com, or any Auxiliary officer or regional director. All proceeds will go to support programs and activities for Angus youth.

Join the Auxiliary

It's a great time to get involved in the Auxiliary as we begin preparations for 2012 with awards, scholarships and fundraisers. Auxiliary membership dues are just \$10 per year, or a lifetime membership may be purchased for \$100. Membership information can be found at www.angusauxiliary.com or by contacting our membership chair, Rhonda McCurry at 316-796-1180 or rhondamccurry@hotmail.com.

— Barbara Ettredge, President, American Angus Auxiliary



Who wants to be a Mentor?! Pick me!

Who likes to make people smile, listen to others stories, and be a positive role model in someone else's life? If you answered "yes" to any of the above then you have been selected to be a part of the mentorship program at the 2012 National Junior Angus Show (NJAS).

A mentor is someone who listens, guides, educates and supports a younger member.

We can all think of at least one person whose path has crossed our own and left us for the better of it. Maybe this person arrived at a time in our life when we were feeling negative or outmatched by life's challenges. After time spent in their company, however, we came away feeling refreshed, encouraged, renewed, and determined to overcome...with a dream of one day helping to return the favor to someone else.

Becoming a mentor doesn't take much effort. In fact, most junior members have been mentors without even knowing it. A junior is a mentor when they help a younger member to the showing and during other small acts of kindness. Although it didn't seem like much effort to help them, or that you even made an impact, I can guarantee you that it meant more to them than you know. Being a mentor isn't hard, but it does take some time. Mentors use their personal experiences to help others avoid mistakes and to learn from good decisions.

An effective mentor uses their personal experiences to teach their students. For example, maybe you procrastinated to study for an exam and ended up doing poorly, which resulted in your parents taking away television for an entire week. Although it is a bit embarrassing to tell the story, you are benefiting your protégé so they can learn.

When I was a sophomore in high school I started mentoring a seventh-grade girl from the neighboring town. Whether I went to one of her volleyball games, watched a movie or went ice skating with her, we both always left feeling great. It is an amazing feeling to know that you have brightened someone's day.

Being a mentor does not mean you have to know the answer to every question. The best mentorship relationship is a two-way street in which people with different experiences learn from one another. In addition, you will improve your coaching, leadership, communication and management skills.

Now that you know what a mentor is and the great things you can accomplish through the mentorship program, I can't wait to see several older junior members become a mentor in Louisville, Ky., at the NJAS.

— by Alisha Nord

Meet the Advisory Committee

The advisory committee is a group of Angus enthusiasts, who have stepped up and taken a leadership role in the National Junior Angus Association (NJAA). They serve as role models and provide direction for the NJAA help guide the junior Board of Directors. They also attend Angus shows and events, answer questions, assist in ballot counting, and participate in the junior board application process. This year the NJAA is lucky to have three outstanding individuals taking time out of their busy lives to be part of this committee.

First, I'd like to introduce Michelle Rieff whose Angus background is not your typical story. At one time, her family registered more Simmental cattle than any other breeder in the state of Arkansas; however, her husband of 26 years, Kevin Rieff, caught her attention and transformed her into an Angus beauty. Rieff is a past American Angus Auxiliary president and is active in promoting all things Angus — youth, Certified Angus Beef® (CAB®), and cattle.

Rieff reveals her character with her actions she takes through the Angus industry and junior activities

program. "My role is a supporter, encourager and facilitator for youth," Rieff says. "I am very much interested in the development of youth involved in agriculture."

Rieff is currently the Lincoln Junior High School counselor, in Bentonville, Ark. with a master's degree in counseling education from John Brown University. Rieff also received an associate's degree from North Eastern Oklahoma Junior College and a bachelor's degree in family and consumer science from the University of Arkansas.

Rieff is also the co-owner of Mason Valley Cattle Company.

Rieff says her favorite part of the NJAA is attending the National Junior Angus Show (NJAS) because she has several great memories traveling to and from the show with her family.

"Those will always be treasured memories and fun times," Rieff says.

Next is Iowa native, Doug Schroeder. Doug's Angus background started with his family.

He exhibited Angus and crossbred cattle at 4-H and other various shows as a junior. His current purebred Angus operation started 29 years ago when he married his wife, Glenda. The Schroeders manage 125 spring-calving cows, all source-verified through the Association's AngusSource® program.

He also serves on the CAB Board as well as the Angus Foundation Board. Doug is a graduate of Kirkwood College in Cedar Rapids, Iowa, with an associate's degree in agricultural business.

His favorite part of the NJAA is the scholarship opportunities and interactions among youth across the nation.

"The networking skills that kids develop are extraordinary," says Schroeder.

Finally, we have the new kid on the block. Meet Scott Johnson, a third-generation horned Hereford breeder that had little-to-no knowledge of Angus cattle, other

than the fact that they always showed ahead of them at the Tri-Rivers Fair and Rodeo in Salina, Kan.. He took a job with the Association in January 1996, and his current title is the Director of Angus Information Management Software (AIMS). His main role is to maintain and support the software package that the Association sells to members for record-keeping. He also works with other technologies

to create PowerPoint and video presentations, like the highlight video at the NJAS.

Johnson says, "At the recent National Conference, Bill Bowman introduced me as our resident geek, which pretty much sums it up."

Scott received a bachelor's degree in feed science from Kansas State University, but had many classes in computer science and animal sciences along the way.

His favorite part of the NJAA is the "abundant enthusiasm for things Angus," he says. "Youth have a way of cutting through

all the tedium of work to make raising and learning about Angus fun.

"Of course, the National Junior Angus Show is the ultimate display of this enthusiasm. And even though we spend a lot of time and effort on the actual showing of cattle, I especially appreciate and enjoy all of the non-show activities and learning experiences. Very few of our juniors will go on to 'show' for a living, but they will always use

skills learned in the other activities throughout their lives whether or not they are even in the beef industry. Throw in Leaders Engaged in Angus Development (LEAD) Conference, Raising the Bar and the National Junior Angus Board of Directors, and anyone can see that the NJAA provides learning experiences that last a lifetime," He says.

These three people have committed three years of their lives to ensure that the NJAA is a premier leadership building association that builds a strong foundation for future leaders.

The one piece of advice the advisory board would like to share with all of you is to "get involved." There are plenty of ways to become an active member in the NJAA or your own state association without ever showing an animal. Become a state director, run for a junior board position, attend LEAD, meet friends from different states, and network with both adult and junior breeders.

Don't be afraid to ask questions, and absorb all of the information you can from the leaders, experts, and professionals of our industry. The possibilities are endless in this great association. You just have to say yes, and then follow through.

—by Jennifer Ewing



Doug Schroeder



Michelle Rieff



Scott Johnson

Open Mind. Open World.

Travels from Kansas to China

These words greeted me from an advertisement in the Beijing airport. Although I didn't know it at the time, this phrase would encompass the challenge and opportunity presented by my trip to China. Through the animal science department at Kansas State University, I was selected along with 15 other students to study abroad in China for 12 days last summer.

The focus of our trip was Chinese agriculture. So, in addition to touring the Great Wall, ancient gardens, and major cities, we visited the people and places that grow China's food. My first exposure to Chinese agriculture was seeing a man herd sheep alongside a bustling freeway. Looking back, this traditional method was foreshadowing the production methods we were soon to encounter.

After visiting many Chinese farms, I realized that the American definition of a "farm" was vastly different than the Chinese meaning. A farm by U.S. standards is organized and uses production methods based on sound science and efficiency; but the Chinese farms are small-scale, with methods rooted in history and tradition. This mind-set took some adjustment. The first beef cattle farm we visited was

described as large; however, this feedlot held a total of 1,000 head.

China is a force to be reckoned with in terms of economic and foreign policy. Their expanding middle class is following the model of the American middle class. They are buying more cars, eating more meat, and moving to the city. However, like in America, the number of Chinese agriculture employees has decreased over the past 50 years. One difference remains completely overlooked, and that is the Chinese agriculture production methods have not evolved—at least not enough—to sustain the growing population. The solution to this challenge will be revealed over time, but I predict it will present a huge opportunity for the American farmers and ranchers. More than ever, the world is going to look to American farmers and ranchers for food.

My favorite stop throughout the trip was visiting Northwest Agriculture and Forestry University in central China. I met a student named Lucy, an animal science major, and we shared a passion for agriculture and interests in American music and ice cream. All the



students we met were very open and eager to share and learn about the United States.

Having never been to another country, I expected America, but what I got was China—with its head intact fish servings; large cities and crazy drivers; its eager, proud people and innovative potential. As much as I learned about the Chinese history, culture, and agriculture industry, I learned just as much about myself and the passion that keeps me rooted to my core. I am a Kansas farm girl who loves a good steak, clean air, black cows on green prairie grass, and watching the sunset.

— by Meghan Blythe

Farmers: Raising More Than Just Cows and Crops

We all know that growing up on a farm or ranch is something that most "city folk" will never understand, or even want to understand. But I can tell you it is something I would never give up and I am thankful I was given the opportunity.

As far back as I can remember my daily life — outside of school — was nothing like that of the rest of my friends. In elementary school I can remember getting up when it was still dark to feed that Holstein bottle calf I had to beg Dad to buy; skipping school for days to go on our family vacation to wherever the National Junior Angus Show (NJAS) was; the only one in my class to use the "had cows out" excuse when I was late for class; or driving through the night to make it from a basketball game to a show the next day.

But looking back it taught me so much, including: a work ethic, respect, people and communication skills, and many more life skills. All of this is what has made me the person I am today and it would not be possible without the support of my family — both my real family and cattle show family.



My family is a farm family from beginning to end. We do everything together from winter calving, spring planting to fall harvest. In this fast-paced world it is easy to forget to notice the little things. But I have come to realize the little things have had a major impact on my life and making me who I am today. From Dad explaining the right way to move cows— not too forceful but make sure they know who is boss, to Mom telling me just how to plant and grow my favorite cherry tomato plants.

Moving cows is like giving a speech, make sure you have the audience's attention but do not be overbearing.

Growing tomatoes is like helping an aspiring young showman and teaching them the ropes of proper show cattle care. One must always help them when they need it, but they must do it on their own to reach their full potential.

Things like this need to be remembered not only by us country kids but by everyone because farmers and many others like them, aren't just raising crops and cows, they are raising the future of America and of the Angus breed.

— by Austin Brandt

Important Dates and Deadlines for Juniors

JANUARY 2012

- 12 National Western Stock Show
Junior Heifer Show, Denver, Colo.

FEBRUARY 2012

- 1 Ownership and entry deadline for the Mid-Atlantic Junior Angus Classic (MAJAC) Show
- 5 Application deadline for the Junior Activities summer internship

MARCH 2012

- 1 Deadline for Honorary Angus Foundation and Advisor of the Year nominations
- 1 Ownership & Entry deadline for the Western Regional Junior Angus Show
- 9-11 MAJAC Show, Harrisonburg, Va.

APRIL 2012

- 15 Ownership and entry deadline for the Atlantic National Junior Angus Show
- TBA Western Regional, Reno, Nev.

MAY 2012

- 1 Deadline for Gold Award applications
- 1 Outstanding Leadership Award applications due
- 1 Ownership & Entry deadline Northwest Regional Preview Junior Angus Show
- 1 CAB/NJAA scholarship applications due
- 1 Angus Foundation scholarship applications due
- 15 Ownership & Entry deadline Eastern Regional Junior Angus Show
- 24-27 Atlantic National Junior Angus Show, Timonium, Md.

JUNE 2012

- 1 Ownership & Entry deadline National Junior Angus Show
- 1 Entry deadline for NJAA Creative Writing, NJAA/AJ Photography, and NJAA Graphic Design Contests

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

- 1 Ownership deadline American Angus Breeders Futurity Junior Angus Show

- 1 NJAA Board Candidates information due

- 10 Deadline for NJAA Public Speaking Contest speech outlines

- 10 Deadline for Career Development Resumes

- 15 Deadline for submitting names of state delegates and showmanship contestants for NJAA elections

- 15 LEAD registrations due (early registration deadline)

- 14-16 Northwest Regional Preview Junior Angus Show, Filer, Idaho

- 15-17 The American Breeders' Futurity Junior Preview Show, Louisville, Ky.

- 21-24 Eastern Regional, Timonium, MD

JULY 2012

- 15-21 National Junior Angus Show, Louisville, KY

AUGUST 2012

- 2-5 LEAD Conference, Colorado

Enter Online

Do you have a fear if we received your entries for a show or registration for LEAD Conference? Save time and headaches by entering online at www.njaa.info. You will receive an immediate response once your entries and registrations have been received by the AAA office.

Internships

Internships are available for college age students at the American Angus Association headquarters in Saint Joseph, Mo. If interested, visit www.njaa.info for more information on the internships offered. The deadline for application admission is February 5, 2012.