

DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION



SPRING 2023

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Leaps of Faith

By Avery Mather, director

Every day we face challenges. Every day we face obstacles. Every day we have choices to make. We may think we have a bulletproof plan, but that is exactly when we encounter a fork in the road. One path stays straight and narrow, but the other path is a mountain you must climb, not knowing what waits on the other side. Are you willing to climb the mountain? Are you willing to take a leap of faith?

Recently, I took a leap of faith when considering an internship opportunity with the National Western Stock Show and Rodeo. I had applied to be a livestock intern but was offered an internship

with the rodeo. I had minimal rodeo experience, but my supervisors, friends, and family encouraged me to try a new experience. Besides, what was the worst that could happen? I already knew the ins and outs of a livestock show, therefore, I would not have been challenging myself or learning new things as a livestock intern. The rodeo was a whole new world and I wanted to learn something new.

Accepting the rodeo internship paid off and was a leap of faith I will never regret. I learned a new part of the agricultural industry and made connections with pretty neat people. Not to mention, I learned so much about myself as I

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Chairman's Perspective

DROP THE DOUBT

In today's world, we are often told to "dream big" and keep your "eye on the ball" focusing on what truly matters to each of us. Yet, sometimes we get lost in our journey only thinking about the doubt and failures rather than our successes and potential for greatness. Mark Twain once said, "Focus more on your desire than your doubt and the dream will take care of itself." If only we all had this mindset from Mark Twain, we wouldn't let the voices from the past, or a tough chapter in life hold us back. Instead, we would maintain our focus on the positives and triumphs we encounter throughout our journey of life.

Years ago, the thought of serving in this role, as a leader for the National Junior Angus Association (NJAA), seemed

unlikely and unattainable. I doubted my abilities, knowledge and skills. This mindset was stifling, holding me back from my dreams.

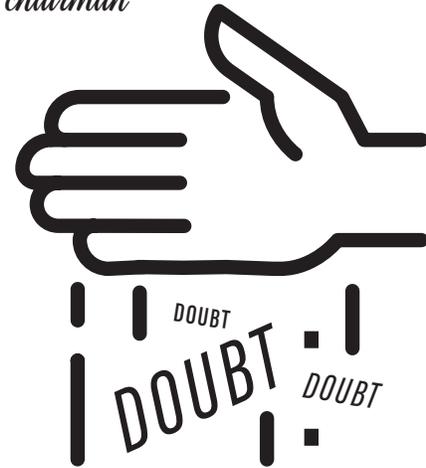
However, shifting away from the doubtful mindset, I gained the confidence to overcome my fears and worries. This led me to exceed my expectations and follow my dreams of serving as an NJAA Director.

No matter what your next obstacle or goal is, dropping the doubtful mindset will lead you to great places and big dreams.



Next time the doubt sinks in, I encourage you to rethink your mindset and focus on the positives. Juniors, remember "You're off to great places! Today is your day! Your mountain is waiting, so get on your way!" — Dr. Seuss

— Nicole Stevenson,
chairman



*"You're off to great places! Today is your day!
Your mountain is waiting, so get on your way!"
— Dr. Seuss*

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cont. from front cover

navigated a new environment. One piece of advice I took to heart was from Caroline Lukens, the National Western Stock Show Rodeo Coordinator.

"If your heart says it's right, we should have faith and do it - regardless of fear or uncertainty. Waiting for the stars to align into the perfect scenario will only hold us back," Lukens said.

What opportunities or decisions are you facing? Are you going to stick with what you know? I encourage you to take a leap of faith as you never know what could happen.

— *Avery Mather, director*



Faith

Foundation Donation

The Angus breed is one with a long, rich history in the United States dating all the way back to 1873. 150 years ago, the first Angus cattle were brought to Victoria, Kansas from Scotland by George Grant. Grant brought these four Angus bulls to America in hopes of founding a colony of livestock producers in the prairie region of Kansas. Little did Grant know, the bulls that he brought here so long ago would leave a lasting impact on

the United States cattle industry for centuries to come.

For my "150 years of Angus" drawing sold at the Angus Foundation's 150 Years of Angus Celebration at the 2023 Cattlemen's Congress, I chose to capture the beauty of the monument at Grant's burial site. The Grant Memorial

is a grand limestone pyramid, topped with a striking statue of an Angus bull. I believe this grand memorial for a true pioneer of the cattle industry perfectly captures the heritage of the Angus breed from where it all started.

— *J. Gordon Clark, vice chairman*



*Read more about
Angus history on page 7!*

Let's get to Kickin' it in Cali!

2023 LEAD CONFERENCE

Let's get to kickin' it as we head out west for the 2023 Leaders Engaged in Angus Development (LEAD) conference in Modesto, Calif. This event will not be like any another LEAD conference because we have some unique and fun spots on the agenda that will keep you excited. Since we are going to California, the nation's largest producer of agricultural commodities, we may encounter crop fields like you've never seen before. We may even take a ride down to an agricultural business widely known as the largest family owned and operated business in the world. Who knows, we may even

go back in time to get a first-hand experience of why people made the trip out west. I mean, who wouldn't want to strike gold?

The weekend will be filled with better games than ever before, comedy that will make you giggle with friends, and maybe a special guest from a

show we all know and love. Most of all, we all get to come together and share our love for Angus

cattle. I urge you to join us in the Golden State to make new friends and memories of a lifetime!

The conference will be hosted Aug. 3-6, 2023. Make sure to register at angus.org/njaa as soon as possible before spots fill up! Early registration is due June 15 and late registration will close July 1 if space is available. The LEAD conference out west will blow your socks off and will be one for the books! We cannot express how excited we are and hope to see you there. Do not forget to throw your sunglasses in your bag and come along with me as I show you around my home state of California!

— Kathryn Coleman, events director



Scan to watch the LEAD 2023 reveal video!

Where are they now?

CLAY WILLIAMS

For many of us junior members, we can remember one specific junior board member who made a lasting impression on our life. One who helped us get over our show day jitters, or cheered for us as we walked out of the contest room. But have you ever stopped to think about the impact you make on junior board members?

For past Chairman, Clay Williams, he says being a part of the National Junior Angus Association (NJAA) Board of Directors was one of the most rewarding experiences of his life. He was able to make connections with so many people as well as lead an organization that gave him so much. Clay grew up on a small cow-calf operation in Bishop, Georgia where he and his family raised Angus cattle and quickly became involved in the NJAA. When he was elected to the Board of Directors at the



2010 National Junior Angus Show (NJAS), his experience in the NJAA came full circle. The connections he made and the communication skills he learned in the NJAA were crucial for his success not only as a junior board member, but for his future career.

“Every day I become more and more grateful for my time in the NJAA,” Clay says. “These people taught me how to build relationships and then sustain them through life in personal and professional ways.”

After graduating from the University of Georgia with a degree in agriculture business, Clay now serves as the Range and Pasture specialist for Corteva Agriscience. His territory covers Georgia, the Carolinas, Virginia, and West Virginia. On a daily basis, Clay works with

farmers and ranchers who utilize Corteva products to efficiently grow more grass for their cattle. Clay credits the NJAA for the many life skills he learned as a junior member which he now puts to use in his job.

“Agriculture is an industry where personal relationships go a long way, and I am blessed for what the NJAA taught me throughout my junior career,” Clay says. He believes the NJAA has been a vital part of his career success in developing interpersonal connections with diverse groups of people.

One piece of advice Clay shares with any junior member within the NJAA is to be a friend to everyone you meet. He says many of the friendships he has today were gained while growing up in the NJAA, many of whom he relies on every day. The NJAA is full of many amazing opportunities for each junior to get involved in, whether it be going to shows, participating in contests, or attending leadership conferences, there is something for everyone. Use these opportunities to meet new people and develop those lifelong friendships, and as Clay says, “don’t let those conversations end when the trailer is loaded, be a friend every day.”

— *Avery Dull, education director*



The Road Less Traveled

A large majority of our fellow peers choose an agricultural related degree when starting college. Pursuing this degree makes sense as most of our lives are centered around agriculture. Our families are farmers and ranchers, so it only makes sense to pursue a career in something we are already so deeply rooted in.

Now this leads me to the title “The Road Less Traveled” in our industry...

Nursing, finance, engineering, culinary and the list can go on and on. If you choose to follow a different career path, does that mean you are turning your back

on the agricultural industry? Does that mean you will no longer be interested in the Angus breed? The short answer for that is of course not! We have many adults and juniors who did not choose an agriculture related field and have still been very active and successful in the junior and adult associations. Farmers need doctors who understand what their jobs are and the importance of what they do. They need financial advisors to help lead them in the right direction in protecting their assets. They need news reporters who understand what we do is not causing global warming or

harm to our livestock. These are some examples of the importance of having members who grew up in the agricultural industry pursuing other jobs. It allows agriculturalists to be understood in all aspects of life. Whether you are an agricultural communications major or a nursing major, we all play a part in the industry whether we realize it or not.

So, follow your dreams and passions and you may be surprised where the road leads you!

— *Lani LeBeouf, director*

Coordinators' Chronicles: STUFFED BELL PEPPERS

6 bell peppers, any color

4 tablespoons olive oil

8 ounces lean ground beef

Kosher salt and freshly ground black pepper

1 onion, finely diced

2 cloves garlic, chopped

1 medium zucchini, finely diced

4 Roma tomatoes, seeded and finely diced

Red pepper flakes, as needed

1 cup cooked long-grain wild rice

1 1/2 cups grated pepper Jack cheese

1. Preheat the oven to 350 degrees F.
2. Cut the tops off the peppers. Remove and discard the stems, then finely chop the tops; set aside. Scoop out the seeds and as much of the membrane as you can. Place the peppers cut-side up in a baking dish just large enough to hold them upright.
3. Heat 2 tablespoons of the olive oil in a large skillet over medium-high heat. Add the beef, season with salt and pepper and cook, breaking up the lumps, until the meat is cooked through and just beginning to brown, 8 to 10 minutes. Remove to a paper towel-lined plate to get rid of the fat.
4. Wipe out the skillet and add the remaining 2 tablespoons olive oil. Add the onions and chopped peppers and cook until beginning to soften, 3 to 4 minutes. Add the garlic and zucchini and cook for another minute. Add the tomatoes and season with salt and a pinch or 2 of red pepper flakes. Cook until everything is heated through, then stir in the beef and rice. Taste and adjust the seasoning. Stir in 1 cup of the cheese.
5. Fill the peppers with the rice mixture and top each with a sprinkle of the remaining 1/2 cup cheese. Pour a small amount of water into the bottom of the baking dish and drizzle the peppers with a little olive oil. Cover with foil and bake for 30 minutes. Uncover and bake until the peppers are soft and the cheese is melted and lightly browned, another 15 to 20 minutes.

— *Bree Taylor, events coordinator*

Angus Legacy DID YOU KNOW?

- The first Angus Cattle were brought to America by George Grant in 1873 which was 150 years ago!
- Originally called the American Aberdeen-Angus Breeders' Association, the name was changed in the 1950s to the American Angus Association®.
- The American Angus Association was founded on November 21, 1883 in Chicago, Illinois with only sixty members.
- There are now over 22,000 adult and junior members and headquarters reside in St. Joseph, Missouri.
- The American Angus Association is the largest beef breed registry association and largest single beef breed association in the world.
- Over ten million Angus registrations were recorded in the Association's first century.

ANGUS LEGACY

George Grant brought the first Angus bulls to America from Scotland 150 years ago with the dream to raise cattle in America and leave a legacy in the beef industry. At the time, many believed these Angus bulls were “freaks” because they were different from the normal cattle seen in America at the time, but as we know, Angus cattle would come to dominate the beef industry. Grant seized an opportunity and did something many others would have been afraid to do at that time. His courage inspired others in 1873 and continues to inspire others today. This year, I encourage you to be a part of Grant’s legacy by trying something new or something you might be afraid to try.

Today, the American Angus Association is driven by its members to help the beef industry. There are four entities that support the Association and its mission; Angus MediaSM, Angus Foundation, Angus Genetics Inc., and Certified Angus Beef® LLC (CAB). Through these entities, the Association provides services, technology, and leadership

to enhance the breed and the beef industry through superior marketing and quality cattle.

The National Junior Angus Association (NJAA) was founded in 1956 and provides events and programs to help junior members with their leadership skills and character development. Through the NJAA and Angus Foundation, junior members are given opportunities to apply for internships and scholarships. They can participate in contests, leadership conferences, shows, and many more opportunities across the nation.

Fast forward to today, Angus cattle reside in every state of the United States and many other countries. CAB sold 1.234 billion pounds of product in fifty-four countries in 2022. Juniors come from far and wide to participate in programs like Leaders Engaged in Angus Development (LEAD) and various cattle shows such as the National Junior Angus Show, one of the most prestigious national shows attended by hundreds of juniors. While the NJAA provides many opportunities, it would not function without members like you and the legacy behind the word Angus. The legacy of the

Angus breed is what makes the breed valuable and remarkable. To continue providing the best tools for members and marketing techniques, the Angus breed continues to innovate and find new ways to help members like you.

One way the Angus Foundation is trying to help innovate and preserve the legacy of the Angus breed is through the *A Legacy Built* campaign, which symbolizes the legacy started by Grant’s innovative thinking 150 years ago when he brought the first Angus to America. We encourage Angus members who can to make a pledge of \$150 to the Angus Foundation earmarked to the Angus Fund. Doing so allows these donations to go towards several different Angus programs. The goal is to continue building Grant’s “Lasting Legacy” through the Angus Foundation’s mission of supporting education, youth, and research. By donating today, you too can be a part of that same legacy Grant started 150 years ago.

— *Marcie Harward,*
foundation director

Donate here:



Youth Beef Leaders Seminar

AN OUTSTANDING LEARNING OPPORTUNITY

The *Certified Angus Beef*[®] brand hosts the Youth Beef Leaders Seminar where young leaders have the opportunity to gain knowledge about the brand and engage with other leaders in the beef industry.

This opportunity is geared towards college students with an interest in animal science, meat science, food science, agricultural communications, business, economics or any other agriculture or food-related industry. This event is filled with hands-on learning about *Certified Angus Beef*[®]. At the seminar, students learn who and what makes the branded beef program thrive, and how what happens at the ranch affects what ends up on the plate.

This educational opportunity held at the Certified Angus Beef Culinary Center gives participants a look behind the scenes. Attendees receive an insider's view of the brand where staff show attendees what their team does day-to-day to keep the beef sizzling. They also get to learn about the Science Behind the Sizzle[™] in the meat lab through an explanation of the "why" behind the brand's 10 science-based specifications that carcasses must meet to become certified. Also, attendees learn

the data pertinent to cattlemen and best practices at the ranch to increase acceptance rates. Additionally, students see first-hand the true value of the beef carcass through a hands-on experience in the meat lab. In the demonstration they discuss carcass cutout values through an interactive fabrication session.

In the kitchen, participants get to taste the quality difference with a brand chef who shares the importance of beef quality in the culinary world. Also, they test their taste buds as they sample beef of varying degrees of doneness, marbling, aging and preparation methods.

Before they leave the kitchen, attendees even make their own steak rub.

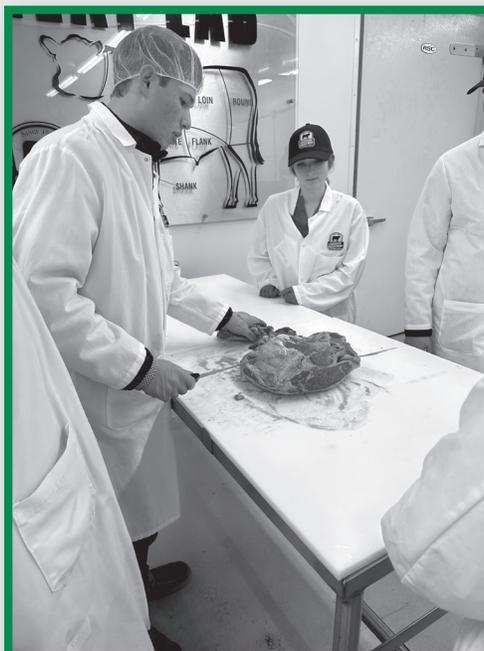
Highlights from this seminar include learning about:

- What are consumers looking for when they buy beef?
- What factors influence purchase decisions?
- How does beef make it to their plate?
- How can cattlemen and women continue learning and stay connected from the farm or ranch to continue to help grow supply of *Certified Angus Beef*[®] brand?

Besides the vast knowledge gained about the branded beef program and its importance to the beef industry, the seminar addresses professional development to better prepare participants to be beef leaders in the future. I am grateful for the opportunity to attend this past December and I would encourage you to look into attending this opportunity in the future. For more details for this seminar, go to: bit.ly/CAB_YBLS. Check the site in the fall of 2023 to apply for the next event.

I look forward to seeing each of you at an upcoming Angus event!

— Colter Pohlman, director



Amping it up with Juniors

The Angus Mentoring Program (AMP) has been a part of the National Junior Angus Association (NJAA) for quite some time. While the program has gone through some name changes over time, it still has the same goals as it did when it was first started. This goal is to get juniors AMPed up for the week of the National Junior Angus Show (NJAS) and to meet unfamiliar faces. It is an especially important part of our organization where juniors can meet others, learn teamwork skills, and become more familiar with the association.

Throughout the week of NJAS, the National Junior Angus Board of Directors host multiple AMP sessions where members join in on activities that are not only fun and exciting, but are geared towards meeting new people, putting themselves out there, and practicing teamwork! AMP has been popular over the years, and each year the Junior Board tries to come up with new ways to get everyone involved. Last year, the most popular activity we had was an afternoon of barnyard games. We were able to see everyone join in on the fun and watch as teams cheered one another



on to get the bragging rights of the first-place win!

Aside from the activities we do together, there is also a booklet to fill out throughout the week to get you acquainted with the American Angus Association staff. This is done with your mentor or mentee. Some

members even decide to create large groups and make even more new friends by all going around together! After the end of the first session, AMP participants will be paired off into mentors and mentees. If it is your first or second junior nationals, you will most likely become a mentee, so your mentor can help you get to know more members and staff from around the country. Both younger and older juniors are welcome to this exciting event during NJAS. I encourage every one of you to come out, have lots of fun, and enjoy some treats!

P.S. This year may entail some water games too, so be ready! I hope to see you all there!

— Kinsey Crowe, communications director

Word Search

FIND THE SHOW DAY WORDS

- BLADES
- BLOWER
- CHUTE
- CLIPPERS
- COMB
- LIGHTS
- PINK OIL
- SHOW HALTER
- TAIL ADHESIVE

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

Q&A: CONTEST EDITION

Every year, the National Junior Angus Show hosts a variety of contests which help not only engage juniors at the show but also develop the skills of those involved, preparing them for a brighter future. We took the time to ask Lauren Wolter, a very involved and active junior member both within the showing and contests, about her perspective on these additional opportunities.

Q: Which contest has left the biggest impact on your life?

A: The public speaking contests have easily been the most impactful contests I have participated in. The first speech I ever gave was at the 2016 NJAS in Grand Island, Nebraska. My passion for public speaking and competitive career was launched right then and there, even though I was only eleven. The spark that was lit with that first speech, with my topic being about opportunities in the National Junior Angus Association, pushed me to compete in the extemporaneous category the next year. I totally fell in love with extemporaneous and went on to make the final four at the National FFA Convention this past fall.

Q: What do you look forward to most at the NJAS?

A: Closing Ceremonies is always my favorite part of the week. Nothing gives an adrenaline rush like waiting for your name to be called during the contest results. Watching the board retire, new members be elected, and experiencing heartfelt goodbyes with your friends is such a touching part of the evening. After a week of competing in almost every contest imaginable, it is so rewarding to see the hours spent preparing pay off.

Several of my lofty goals have been set during the final moments of the NJAS and I will continue to chalk the evening up as the most inspiring night of the week.



Q: What is the most difficult contest to prepare for & how do you address it?

Perhaps one of the most popular contests is also one of the hardest to prepare for. So many different pieces and parts go into a successful Cook-Off performance, and it is no easy task pulling it together. My mom has been a huge help when it comes to practicing the recipes, assembling the set, and creating a decorated table. Memorizing lines for the skit and organizing everyone's costume can be challenging too. The most valuable part of the preparation is studying up on current events in the beef industry and memorizing the specifications. At the end of the day, my team and I always manage to entertain the judges, serve a delicious meal, and enjoy the contest!

Q: How has the NJAS allowed you to grow as an individual?

A: Attending the NJAS has pushed me out of my comfort zone more than any other week of the year. Each experience has taught me skills that have not only helped me in other youth organizations but will continue to help me in my future career. The connections I have made are ones that have aided in my college search and might even be people I contact for internships in the near future. Standing at the bottom of a stacked class is always a humbling experience, but winning the Crystal Award has been one of my greatest accomplishments. Although the week brings many highs and lows, I always seem to leave with a new connection, contest award, and lots of memories.

Q: Contests Participated in:

A: Graphic Design, Photography, Creative Writing, Team Sales, Cookoff, Career Development, Prepared Speaking, Extemporaneous Speaking, Skill-a-thon, Quiz Bowl, Judging

— Jack Dameron, director



Career Spotlight:

BLAYNE ARTHUR, OKLAHOMA SECRETARY OF AGRICULTURE

Word of mouth travels far, and by building your network you can turn up the volume to build your own success.

“Always work to build your network,” is Oklahoma Secretary of Agriculture, Blayne Arthur’s advice to young people. Secretary Arthur’s roots are deep in agriculture. She grew up in Chickasha, Oklahoma on her family’s farming operation where they raised horses and Shorthorn cattle and grew wheat, alfalfa and soybeans. She grew up showing horses and cattle with her two sisters, at a state and national level. Secretary Arthur married a cattleman, Jerrod Arthur, and their two children Kelton and Kennedy, both enjoy showing cattle and horses.

Secretary Arthur is the first female appointed to serve as the Secretary of Agriculture in Oklahoma. She began working with the Oklahoma Department of Agriculture by a referral from their family’s veterinarian. A friend of the veterinarian told them about the opening with the Oklahoma Department of Agriculture. The veterinarian mentioned Arthur would be great for the role. Arthur emphasizes how important it is to consider the decisions you make and how

you handle yourself, even at a young age. Who would have ever guessed working around your family’s veterinarian would lead to a state Secretary of Agriculture role?

Secretary Arthur did not know Oklahoma Governor, Kevin Stitt, until they met at the 2019 Tulsa State Fair, when he was on the campaign trail. She said it was her peers and colleagues who suggested the gubernatorial

candidate talk to Blayne Arthur about an appointment to the Secretary of Agriculture position. Soon after, Stitt was elected as Oklahoma’s Governor, and he

appointed Blayne Arthur as the Secretary of Agriculture. Secretary Arthur is a testimony of how other people’s perceptions of you are essential to your success as an individual and what kind of impact you can have.

“I get to do things which have a direct impact on farmers and ranchers,” Secretary Arthur says when describing her favorite part

about her role. As Secretary of Agriculture she is responsible for representing and supporting all the state’s agriculture industries. She works with policies and different initiatives which impact

Oklahoma’s farmers and ranchers.

Secretary Arthur said there were plenty of jobs she interviewed for and some of the ones she wanted she did not end up getting. She

adds, “There’s always another door that opens up and leads to the path you should be on.” Secretary Arthur was able to blaze her own path which led to an influential role in the agricultural industry.

— *Lauren Gilbert, director*



“There’s always another door that opens up and leads to the path you should be on.”
— *Secretary Arthur*



IMPORTANT DATES & DEADLINES

APRIL

March 30 - April 2 | Raising the Bar Conference; Clemson Univ.

April 6 - 8 | Western Regional Junior Angus Show & Phenotype & Genotype Show; Reno, NV

April 15 | Atlantic National early entry deadline

MAY

May 1 | Atlantic Nationals ownership & late entry deadline

May 1 | ERJAS & Phenotype & Genotype Show ownership & early entry deadline

May 1 | Northwest Regional Preview ownership & entry deadline

May 1 | Breeder's Futurity ownership & early entry deadline

MAY

May 1 | NJRP Gold applications due

May 1 | Outstanding Leadership Award applications due

May 1 | CAB/NJAA scholarship applications due

May 1 | Angus Foundation scholarship applications due

May 15 | Eastern Regional & Phenotype & Genotype Show late entry deadline

May 15 | Breeder's Futurity late entry deadline

May 15 | NJAS & Phenotype & Genotype Show ownership & early entry deadline

May 25 | photography, writing, career development, cook-off & graphic design contest entry deadline

May 26-28 | Atlantic National Junior Angus Show; Timonium, MD

May 31 | NJAS & Phenotype & Genotype Show late entry deadline

JUNE

June 9 - 11 | American Angus Breeders' Futurity Junior Angus Show; Louisville, KY

June 14 - 17 | Northwest Regional Preview Junior Angus Show; Filer, ID

June 15 | NJAS & Phenotype & Genotype Show late entry deadline

June 15 | LEAD 2023 early entry deadline

June 22 - 24 | Eastern Regional Junior Angus Show & Phenotype & Genotype Show; Lebanon, TN

JULY

July 1 | LEAD 2023 late entry deadline

July 1 - 8 | National Junior Angus Show & Phenotype & Genotype Show; Grand Island, NE

AUGUST

August 3 - 6 | LEAD Conference; Modesto, CA

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.