

National Junior Angus Show

2016 Media Kit




Nebraska State Fairgrounds
501 E. Fonner Park Rd #200
Grand Island, NE 68801



NJAS Legacy

Angus youth and their families travel hundreds, and even thousands, of miles to the National Junior Angus Show (NJAS) each year to showcase progress within the Angus breed.

The National Junior Angus Association (NJAA) is the largest association of its kind and provides its junior members the opportunity to learn responsibility, work ethic and determination. These youth are the next generation of quality beef producers, and this is their week to shine.



Number of Cattle Entered: 1,845

Number of Exhibitors Entered: 832

Theme: Stampede the Sandhills

Dates: July 4 – 9

Spotlights

Investing in the Future

The Angus Foundation supports education, youth and research to advance the Angus breed and beef cattle industry. Generous gifts from Angus breeders, allied industry partners and friends have enabled the organization to annually increase its investment in Angus youth undergraduate and graduate scholarships. Through the Angus Foundation, more than \$215,000 will be given in scholarships during the 2016 NJAS. Awards will be presented in the showring at the following times: 12 p.m., Thursday, July 7, and 12 p.m. & 6:30 p.m., Friday, July 8.

Quality Beef for Consumers

In grocery stores and restaurants across the world, people enjoy high-quality *Certified Angus Beef*[®] (CAB[®]) brand products through the world's largest branded beef program. The All-American CAB[®] Cook-Off held annually during the NJAS encourages young leaders to continue the breed's and the brand's success. Sponsored by the American Angus Auxiliary, this contest gives exhibitors the opportunity to demonstrate their cooking and presentation skills, while preparing quality Angus beef.

Real World Competition

In all walks of life, learning how to carry yourself is vital to your success. Poise and professionalism are as important inside the showring as they are in life. Angus exhibitors demonstrate these skills during the showmanship competition. This year marks the 50th anniversary of the NJAS showmanship competition, bringing with it fierce competition among junior members from all corners of the United States. Each state selects two contestants to vie for the title of top showman.



Educational Competitions

Juniors can compete in 15 contests that challenge their personal development:

- Career Development
- The All-American CAB® Cook-Off
- The Chef's Challenge
- Showmanship Contest
- Public Speaking Contest
- State Herdsmanship Contest
- Team Marketing
- Cattle Judging Contest
- *Angus Journal*® Photography Contest
- Team Sales
- Extemporaneous Public Speaking
- Team Fitting Competition
- Quiz Bowl
- Writing Contest
- Poster Contest

Contacts

For media requests including NJAS participant interviews, editorial, photo, or video requests, contact:

Jena McRell
Digital Editor
Office: (816) 383-5193
Mobile: (816) 261-6398
Email: jmcrell@angus.media

JD Rosman
Communications Intern
Office: (816) 383-5104
Mobile: (509) 641-2121
Email: jdrosman.intern@angus.media


For details regarding junior programs or NJAS event logistics, contact:

Jaclyn Clark
Director of Events & Education
Office: (816) 383-5147
Mobile: (717) 372-5363
Email: jclark@angus.org

Online Resources

View Show Results:
www.angus.org

Access News Releases:
www.angus.org/newsroom

 National Junior Angus Association
American Angus Association

 @JrAngusAssoc – @Angus Assoc – #NJAS16

 @JrAngusAssoc – @Angus Assoc – #NJAS16

 AngusTV

 NJAAsnap

Angus Means Business

The American Angus Association® is the nation's largest beef breed organization, serving more than 25,000 members across the United States and Canada. It provides programs and services to farmers, ranchers and others who rely on the power of Angus to produce quality genetics for the beef industry and quality beef for consumers. For more information about Angus cattle and the American Angus Association's programs and services, visit www.angus.org.

ANGUS
THE BUSINESS BREED

Schedule of Events

MONDAY, JULY 4

- 11:00 a.m.** **Queens' Luncheon** – Crane Trust, Wood River, Neb.
Advocates for the Angus breed, Miss American Angus Jera Pipkin and other Angus royalty connect and share experiences during lunch.
- 11:30 a.m.** **Mentoring Mixer** – Swine Barn Show Arena
Sponsored by Weaver Livestock Supply, junior members new to the NJAS are paired with more experienced exhibitors who serve as mentors for the newcomers, and help them learn about events and activities.
- 2:00 p.m.** **Prepared Public Speaking Contest** – Pinnacle Bank Expo Center
Juniors present speeches they have prepared on a topic or issue relating to the Angus breed or cattle industry. They are judged on their poise, knowledge and presentation.
- 2:00 p.m.** **Educational Clinic** – Five Points Bank Arena
Featuring nutrition company Biozyme/VitaFerm. NJAS presents a series of educational workshops that teach juniors about showing cattle and the Angus breed.
- 2:30 p.m.** **Coloring Session (Age 9 and Under)** – Pinnacle Bank Expo Center
Junior members meet to color and get-to-know other young members.
- 5:15 p.m.** **Opening Ceremonies** – Five Points Bank Arena
The NJAS officially begins, and celebrates the NJAA and its members by introducing each state attending.
- 7:00 p.m.** **Tailgate Party/Street Carnival** – Swine Barn Show Pavilion and Outside
Enjoy tailgate-style food and games!



Opening Ceremonies

All junior members enjoy their time in the spotlight at the NJAS.

TUESDAY, JULY 5

- 7:00 a.m.** **Angus Foundation Golf Tournament** – *Indianhead Golf Club*
Hit the greens during a special golf tournament to support the Angus Foundation's mission to advance Angus education, youth and research.
- 7:30 a.m.** **Career Development Contest** – *Pinnacle Bank Expo Center*
This competition is designed to help NJAA members build a resume and improve their interview skills, which are developed only through practice and experience.
- 8:00 a.m.** **Team Fitting Contest** – *Swine Barn Show Pavilion*
Teams of four work to fit their animal for show to the best of their ability.
- 10:30 a.m.** **Educational Clinic** – *Five Points Bank Arena*
Featuring genetics company, Zoetis. The NJAS presents a series of educational workshops that teach juniors about showing cattle and the Angus breed.
- 11:00 a.m.** **Cattle Judging Contest** – *Five Points Bank Arena*
Juniors evaluate and rank classes of breeding and market cattle based on an industry-ideal set of criteria.
- 1:00 p.m.** **Cook-Off Contest** – *Pinnacle Bank Expo Center*
Juniors team up in state teams to prepare a beef recipe and present it to a panel of judges, along with an educational and entertaining skit. In the Chef's Challenge, participants 19 and older work to create original recipes with ingredients revealed the day before the contests.
- 2:00 p.m.** **Educational Clinic** – *Swine Barn Pavilion*
Featuring livestock grooming company, Sullivan Supply.
- 4:00 p.m.** **Sullivan Supply Survivor Bootcamp** – *TBA*
Sullivan Supply provides a hands-on fitting and showmanship clinic for all juniors.

Cook-Off

The All-American CAB Cook-Off requires juniors to create award winning recipes using high-quality Angus beef.



WEDNESDAY, JULY 6

- 8:00 a.m.** **Begin Show** – *Five Points Bank Arena*
Bred and Owned Heifers – These females were bred and raised by the exhibitor.
Judge: Lydell Meier, Clinton, Tenn.
- 12:00 p.m.** **Extemporaneous Speaking Contest** – *Pinnacle Bank Expo Center*
Juniors give a speech based on an Angus industry-related topic that is determined 30 minutes prior to the presentation. This contest teaches poise and polish while testing their Angus knowledge.
- 2:30 p.m.** **Team Sales Competition** – *Five Points Bank Arena*
Juniors are placed into a real-world scenario as they team up to sell Angus cattle to a potential customer.
- 3:00 p.m.** **Team Marketing Competition** – *Pinnacle Bank Expo Center*
Juniors gain experience planning a successful marketing strategy through the use of technology. Emphasis will be placed on team organization, communication skills and marketing techniques.
- 4:00 p.m.** **Educational Clinic** – *Five Points Bank Arena*
Featuring Hubbard Feeds. NJAS presents a series of educational workshops that teach juniors about showing cattle and the Angus breed.
- 5:30 p.m.** **Quiz Bowl Written Test** – *Pinnacle Bank Expo Center*
Juniors put their knowledge of the Angus breed to the test. Juniors will be quizzed on current issues, Angus history and general industry knowledge.



Team Sales

Gaining hands-on experience is one of the most valuable experiences in any industry. Team sales provide juniors an opportunity to perfect their sales pitch.

THURSDAY, JULY 7

8:00 a.m.

Resume Show – Five Points Bank Arena

Bred-and-Owned Cow-Calf Pairs; Owned Cow-Calf Pairs;
Bred-and-Owned Bulls; Steers; and Bred-and-Owned Best Five Head
These cattle were bred and raised by the exhibitor.
Bred-and-Owned Judge: Lydell Meier, Clinton, Tenn.
Steer Judge: Jeff Jackson, Walnut Springs, Texas

12:00 p.m.

Scholarship Presentations – Five Points Bank Arena

The Angus Foundation general undergraduate and graduate scholarships will be awarded to participants during a break in the show.

1:30 p.m.

Showmanship Preliminaries – Five Points Bank Arena

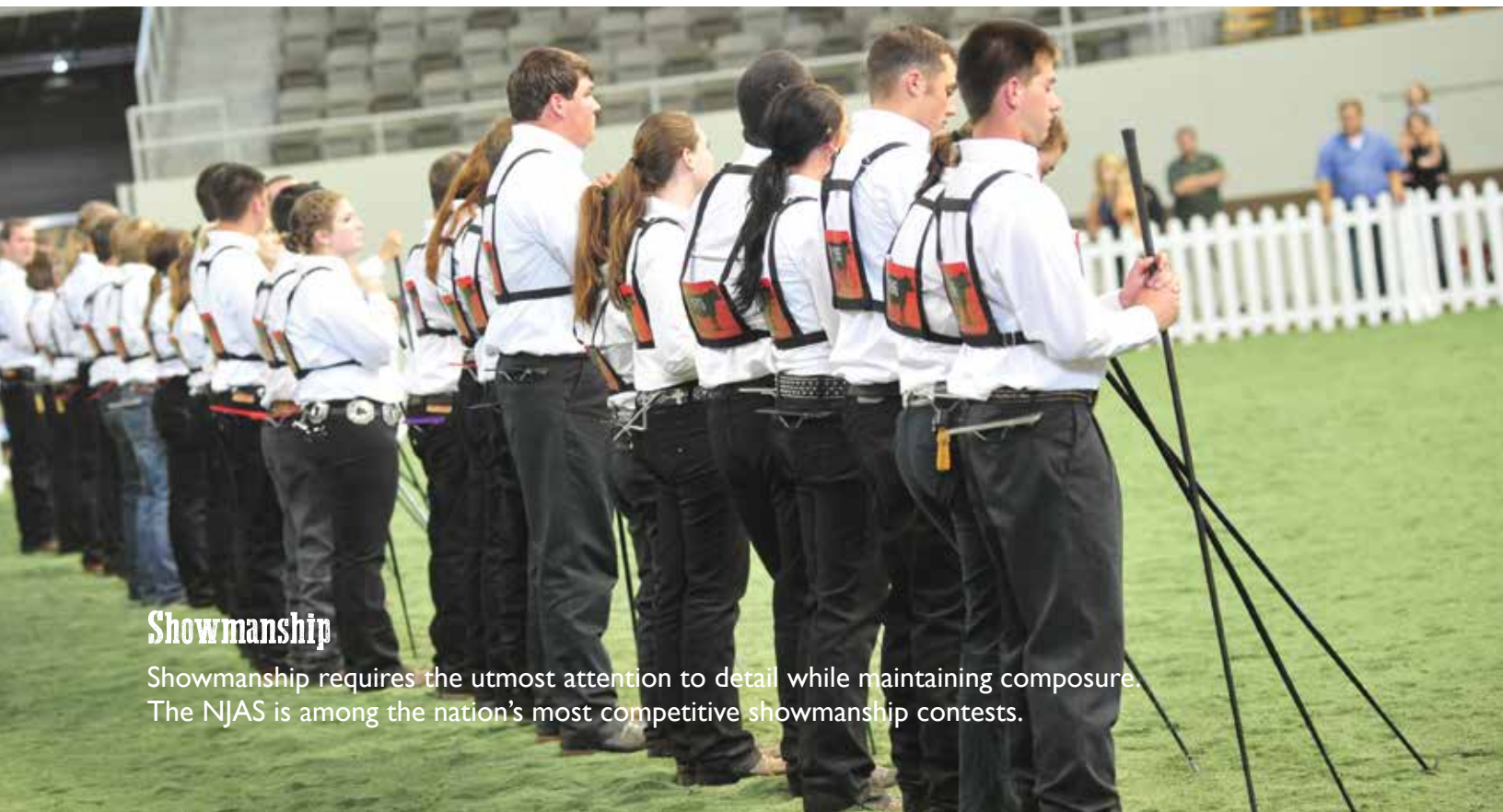
Judges: Doug Satee, Montague, Texas; Jennifer Carrico, Redfield, Iowa; and Colt Keffer, Ft. Collins, Colo.

Two juniors from each state compete in this elite contest. Exhibitors are evaluated on their ability to handle and show a heifer to the best of their ability. Juniors are allowed to compete in this event only once in their career.

5:00 p.m.

Quiz Bowl Finals – Pinnacle Bank Expo Center

State teams compete using their knowledge of Angus cattle and the beef industry.



Showmanship

Showmanship requires the utmost attention to detail while maintaining composure. The NJAS is among the nation's most competitive showmanship contests.

FRIDAY, JULY 8

- 8:00 a.m.** **Resume Show** – *Five Points Bank Arena*
Owned Heifers – These animals were purchased by the exhibitors.
Judge: Jeff Gooden, Iberia, Mo.
- 11:00 a.m.** **Award Presentations** – *Five Points Bank Arena*
Advisor of the Year and Honorary Angus Foundation inductees will be recognized for their service, dedication and support of Angus youth. This year's Advisor of the Year is Sarah McCall from Greenville, Va. Honorary Angus Foundation inductees are: Kelly and Martie Jo Schaff of St. Anthony, N.D.; Joe and Susanne Bush of Gatesville, Texas; and Bob and Becky Tiedeman of North Platte, Neb.
- 12:00 p.m.** **Scholarship Presentations** – *Five Points Bank Arena*
The Angus Foundation general undergraduate and graduate scholarships will be awarded to participants during a break in the show. The Angus Foundation will award more than \$215,000 to NJAA juniors.
- 4:30 p.m.** **NJAA Elections** – *Five Points Bank Arena*
Delegates from each state cast their vote for new members of the National Junior Angus Board (NJAB). Most recognized in their green coats, these young leaders can be seen in the showing and leadership events held across the country. Board members serve two-year terms.
- 6:30 p.m.** **NJAA Awards Program** – *Five Points Bank Arena*
Outstanding juniors receive awards for their accomplishments during the NJAS and throughout the year. Winners of the week's contests receive awards and the new NJAB members are announced.

National Junior Angus Board

The opportunity to be an NJAB director is a true sign of leadership and dedication to giving back to the Angus industry.



SATURDAY, JULY 9

8:00 a.m.

Showmanship Finals – *Five Points Bank Arena*

Showmanship winds down as the top 15 compete in the showing for the Dean Hurlbut Award for the top showman.

9:30 a.m.

Resume Show – *Five Points Bank Arena*

Owned Heifers (continued from Friday) – These heifers were purchased by the exhibitors.

Judge: Jeff Gooden; Iberia, Mo.

The Premier Breeders, Sweepstakes and Auxiliary Silver Pitcher award winners are announced at the conclusion of the show.

For complete show results and information, visit www.angus.org, download the Angus Mobile app or follow the latest news on social media using #NJAS16.

Showmanship

The 50th annual NJAS showmanship contest marks a significant landmark for this highly competitive event.



Complete Coverage

Angus Media's team of videographers, photographers and editors will provide complete coverage of the NJAS. The media company is home to the *Angus Journal*, *The Angus Report* and the *Angus Beef Bulletin*, which are industry-leading information sources for quality beef production.

Contacts for Media Coverage

Print News Releases

Jena McRell
Digital Editor
Office: (816) 383-5193
Mobile: (816) 261-6398
Email: jmcrell@angus.media

Expected Releases:

- Showmanship Results
- Cook-Off Results
- Newly Elected NJAB Profiles
- Junior Herdman of the Year

Video News Releases

JD Rosman
Communications Intern
Office: (816) 383-5104
Mobile: (509) 641-2121
Email: jdrosman.intern@angus.media

Expected Releases:

- Junior Profiles
- Showmanship Coverage
- Community Service Project

Photo Requests

Lea Ann Maudlin
Photo Coordinator
Office: (816) 383-5155
Email: lmaudlin@angus.media

Expected Releases:

- Champion Backdrops
- Class Winner Backdrops
- Showring and Contest Candid



Grand Stand, a livestock broadcasting service, will livestream complete NJAS coverage:

5:15 p.m. Monday, July 4

- Opening Ceremonies

8 a.m. Wednesday, July 6

- Bred and Owned Heifer Show

8 a.m. Thursday, July 7

- Cow-Calf Pairs, Bred and Owned Bulls, Steers and Bred, Owned Best Five Head and Showmanship

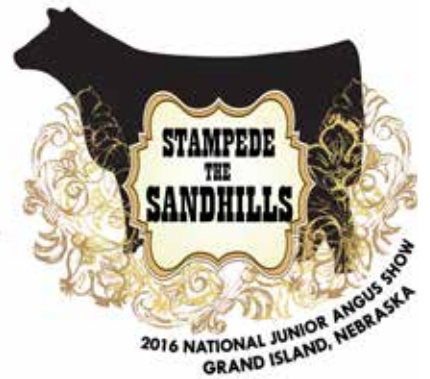
8 a.m. Friday, July 8

- Owned Heifers

8 a.m. Saturday, July 9

- Showmanship Finals and Owned Heifers

Visit www.njas.info to view the livestream, as well as find directions to the fairgrounds, hotel information and the mobile schedule.





*The first follower is just as important as the leader.
Don't be afraid to join the movement.*

3201 Frederick Ave.
St. Joseph, MO 64506
(816) 383-5100
info@njaa.info
www.njaa.info