

YOUR 2022-2024 JUNIOR BOARD

You may have heard about them, but how much do you know about the six new individuals who joined the National Junior Angus Board? Avery Mather (IA), Jack Dameron (IL), Lani LeBeouf (LA), Jayce Dickerson (KS), Lauren Gilbert (MO), and Colter Pohlman (TX), are now part of our team of twelve! So far, we have some great things coming this year for you, juniors, but let's see what some of them have to say about a couple of questions they were asked. First, we asked why they are most excited to serve the junior members in the next two years, and we certainly got a variety of answers. Some

said they look forward to getting to know all of you personally and serving you all the best they can. They want to be the sounding board of your ideas and develop your personal goals and skills. They also hope to inspire you all to take on new challenges and further your passion for the breed. If you haven't noticed yet, we have a lot of goals to serve you as juniors, it is what we call our "why" of being the Green Jackets. Next, we asked about some of their favorite contests they have competed in in the past. Some of the ones we heard were cook-off, fitting, photography, public speaking, and judging. Are

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Chairman's Perspective THE POWER OF PERSEVERANCE

In our everyday life, we often face many obstacles or drawbacks. Whether it be preparing for contests at the National Junior Angus Show, filling out scholarship applications or working hair on your heifer, these challenges can sometimes lead us to question our determination and commitment. However, overcoming these obstacles or persevering through our struggles brings out the best in each of us.

The way in which we handle these obstacles is much like water running down the river. While the banks, rocks, and other obstacles can get in the way of the water, the river persists. Either forging a new path or continuing around the obstacles. Perseverance is defined as a continued effort to do or achieve something

despite difficulties, failures, or opposition. It is this continual effort that allows the river to reach its destination. Similarly, this allows us to achieve our

goals and conquer our dreams even when faced with intimidating drawbacks or failures.

While serving on the National Junior Angus Board, I've learned the value of perseverance. Whether balancing the demands of

school, extra curriculars, or traveling to cattle shows, it is easy to feel overwhelmed and intimidated. However, the constant efforts in managing your packed schedule and opposition are truly rewarding.

How is it possible to

persevere when facing these intimidating obstacles? Over the years, I've learned to refocus when feeling these

overwhelming setbacks. Maintain optimism; a positive attitude causes a chain reaction of positive thoughts, events and outcomes. Clarify your goals; rethink what you truly set out to accomplish. Try new experiences; new experiences may lead

you down a different path to success. Finally, live in the present. Enjoy your journey and experiences, even when facing challenges and difficulties.

In the confrontation between the river and the rock, the river always wins... not through strength but by perseverance. So, juniors, I challenge you to persevere in all your pursuits. Best of luck!

— Nicole Stevenson, chairman



"Overcoming these obstacles or persevering through our struggles brings out the best in each of us."

NJAA Board of Directors

TERMS UP IN 2023

NICOLE STEVENSON, chairman | MT | nicole.e.stevenson@gmail.com

J. GORDON CLARK, vice chairman | VA | jgordonclark24@gmail.com

KINSEY CROWE, communications director | OH | kinseycrowe01@gmail.com

AVERY DULL, education director | MD | avery_dull@aol.com

KATHRYN COLEMAN, events director | CA | katcole02@icloud.com

MARCIE HARWARD, foundation director | NC | meh827@gmail.com

TERMS UP IN 2024

JACK DAMERON | IL | jack_dameron@yahoo.com
JAYCE DICKERSON | KS | jaycedickerson00@gmail.com
LAUREN GILBERT | MO | gilbertlauren30@gmail.com
LANI LEBEOUF | LA | lanilebeouf@gmail.com
AVERY MATHER | IA | averymather1@gmail.com
COLTER POHLMAN | TX | colterpohlman4@gmail.com

cont. from front cover

any of these your favorite, too? Remember, there are plenty of contests to participate in during junior nationals week, and some of them are completely unique to the National Junior Angus Association. Lastly, we asked our new junior board members what their favorite part of our fall board meeting was. You may not know, but the American Angus Association[®] is parent to four other entities: Angus Genetics Inc., Certified Angus Beef,

Angus MediaSM, and the Angus Foundation. This was Avery and Jack's favorite part to learn about. We are the most selfsufficient breed association in the industry, and Jack enjoyed hearing about the "continuous mission to serve and provide a better experience for Angus breeders." Lauren's favorite was how our Angus genetics build value for producers across the nation because of the continual improvement of the Association. While we all have

some of our picks, we love to hear what our junior members' favorites are and encourage you to keep growing and learning within the National Junior Angus Association!

- Kinsey Crowe, communications director

the "New Six"



JACK DAMERON Towanda, IL



JAYCE DICKERSON Paradise, KS



LAUREN GILBERT Oldfield, MO



LANI LEBEOUF DeRidder, LA



AVERY MATHER State Center, IA



COLTER POHLMAN Hereford, TX

Angus University: YOUR ONLINE PORTAL TO SUCCESS

Angus University was founded in 2020 to educate and provide resources for junior and adult members of the American Angus Association® and the beef industry. Angus University strives to equip members with informative resources and unique opportunities to better themselves, their operations, and their livelihoods.

Angus University provides beef producers with a multitude of herd management webinars on different sectors of the industry, such as bull buying, cow nutrition, and assessment of replacement females. This online platform also provides several step-by-step guides on how to navigate the Association website, whether you are looking to register an Angus heifer, enter progeny data into the Angus Herd Improvement Records (AHIR) database, or need to order DNA testing for your herd.

Angus University can be a great resource for Angus juniors too, as there is a plethora of useful information to expand your knowledge. Tips for applying for your bronze, silver, and gold awards, an overview of the different contests held at the National Junior Angus Show, and junior webinars for career development can all be found under the "Junior Programs" tab on the Angus University homepage.

If you are looking to expand your knowledge about the Association, the National Junior Angus Association, or any of their affiliate organizations, stop by the Angus University website, www.angus.org/university, and explore the many opportunities that are available to you as a cattle producer!

Avery Dull, education director



What's next?

High school is a time of many milestones. But as many will tell you, it goes by fast. The second you turn your tassel, the world goes by in the blink of an eye. Therefore, I encourage you to take the time to look at post-graduate opportunities with an open mind. Go on as many campus and job visits as possible. Talk to people that have participated in the programs you are interested in to get firsthand expertise. But most importantly, remember that it is okay to change and adapt as you go.

First, let's talk about money. No matter what your plans are, apply for scholarships! There are so many you can apply for whether you plan to attend a community college, university, technical school, or any other educational opportunity. Check out the scholarships that Angus has to offer as well! Do not let cost be the limiting factor.

Second, let's talk about location. Where will you further your education? Get outside of your comfort zone. As Albert Einstein said, "A ship is always safe at shore, but that is not what it is built for." Take a look at that school across the state, across the country, or even across the ocean. Take it from me; you will never regret getting out of your comfort zone and just going for it (I say this as I am sitting on an island in the middle of the Pacific

Ocean, 4,000 miles away from home, but that's a story for another time.)

Lastly, look for opportunities beyond the classroom. Ask questions like; do they provide learning or study groups? Is there a tutoring program available? What study abroad programs are available? What clubs and extracurricular groups do they offer that interest you? Post-secondary education is important, but experiences are just as important as classroom learning. If your path leads you to tech school or an apprenticeship, take advantage of mentors in the industry. Attending conferences like Raising the Bar and LEAD are also great ways to explore future education opportunities and potential career positions.

Soak up every minute of your time as a junior member, because it does not last forever. However, it is never too soon to plan your next adventure. Reach out to current or past board members to learn about their educational experiences; chances are one of them has attended a program you are interested in. The junior board is here to support you, whether that means a smiling face in the show ring or a resource for life questions. Regardless of your path, always remember to work hard, stay honest, and chase your goals.

— Avery Mather, director

Where are they now? KIRBE SCHNOOR

For two years we all get used to recognizing the people in the prominent green jacket, but little do we recognize the chapter they begin after their two years on the Junior Board.

Let's spotlight a past Chairman, Kirbe Schnoor.

Kirbe served on the National **Junior Board of** Director from 2008 - 2010.She began as a director from California. and soon was the next chairman in the green coat.

Kirbe then went on to graduate from Fresno State University with a bachelor's in Mass Communications and Journalism with an emphasis in Broadcast Journalism.

After college she began her first job at Superior Livestock Auction LLC, where she found herself assisting with the bid line for commercial and production cattle auctions. She expanded her role at Superior to shooting, editing, and producing "The American Rancher," as well as hosting the "Superior Sunrise" that was aired on TV prior to the commercial cattle auctions industry and markets segment.

Her first job gave her more

opportunity than she would have ever imagined and has led her to where she is now. While hosting for "Superior Sunrise" on RFDTV, Fort Worth Syndicate Sale of Champions,

> along with other specials, she soon continued her professional career to The Cowboy Channel and RFDTV exclusively as their western lifestyle host and rodeo sideline reporter. Most recently, she has branched out on her own, with the help of Roxo Media House, as the host

of "KirbAppeal." Kirbe also puts on this podcast with the help of her friend and cohost Lizzy Bentley. This podcast is centered around fashion, food, music, art, rodeo, western culture, favorite places in Fort Worth, and a "behind-thescenes" look at their lives.

Professionally, you could say Kirbe Schnoor is hitting a home run as she works her way to each goal she has set forth for herself. On a more personal note, Kirbe got married in December of 2017 to her husband Rudy Weiser. They live happily in Fort Worth, Texas with their puppy, Lily.

Serving on the board meant something more than just

wearing the green jacket for a few events and shows. "Those years as a young 20-something, being in Texas, being in the industry really shaped who I am today. But my experience on the board, my fellow board members, as well as the community of the Angus family as a whole - I am shaped by every person I encountered. From character traits to professional etiquette, personally and professionally I am where I am today because of the places I traveled and the people I was surrounded by through my time and experiences in the NJAA. Always learning and being educated is what truly promotes growth, self-reflection, and an overall commitment to being a better person not only for yourself but for others and the industries you care about and the Angus Association provided that on so many levels and I am forever grateful." Kirbe is an influential mentor to many as she took a different career path than most but wouldn't be there without her active involvement showing in the NJAA or her time on the junior board. She aspires to be to those as so many were to her in the agricultural industry.

— Kathryn Coleman, events director

Thank You: TWO WORDS THAT MEAN THE MOST

In our everyday lives, we all have someone we need to say thank you to. It may be your parents who took you to school or to a cow show. It may be a friend who gave you a gift for your birthday or to sponsor your state show. Whatever the occasion may be, saying thank you may only be two words but they could mean the world. With that being said, you may be asking, "How do I write a good thank you letter?" Below are a few tips and tricks that will take your thank you letter to the next level!

— Marcie Harward, foundation director

- **STEP 1:** Always start with a greeting such as Dear, (Mr., Mrs., Ms., Miss)

 Dear Miss Taylor,
- **STEP 2:** Thank the person for the gift, help, or whatever the occasion may have been.

Thank you for helping me with my schoolwork and taking the time out of your day to sit down with me and go over examples for Algebra.

- STEP 3: Explain why it matters to you or the organization. How did that event or gift help?

 Because of your help, I was able to pass my test. Your study tips helped me learn our new concepts as well.
- **STEP 4:** Reiterate your thanks and appreciation.

I just wanted to say thank you again and that I greatly appreciate your help.

STEP 5: End with a closing.

Sincerely, Marcie

Word Search

FIND THE **ANGUS WORDS**

NJAS FAMILY
ANGUS COMPETITION
WOOSTER HARDWORKER
CAB STJOSEPH
SHOWING LEADERSHIP

GREENCOAT FRIENDS

Answer key on page 10.

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Q&A: FROM THE JUNIOR PERSPECTIVE

After taking the time to ask a few of our junior members about their experience with the NJAA, I was truly able to see the impact our conferences and shows have on their lives, along with the many connections and friendships they create. This array of opportunities has allowed our juniors to further their knowledge within the breed and set them up for future success. — Jack Dameron, director

HOW HAS LEADERS ENGAGED IN ANGUS DEVELOPMENT (LEAD) IMPACTED YOUR LIFE AS A JUNIOR MEMBER?

Andy: The conference has helped me develop my understanding of what being a good leader is. It has also given me close friends that I will have for a lifetime.

Austin: The most impactful aspect would be the people I have met there and the influence they have in my life. I have traveled more attending LEAD than I would have otherwise. This has given me the opportunity to see how cattle operations across the country are run.

Ella: LEAD has always been an event I look forward to every year. I have learned a tremendous amount of valuable information and have made so many friendships along the way.

OF YOUR TIME IN THE NATIONAL JUNIOR ANGUS ASSOCIATION, WHAT HAS BEEN YOUR FONDEST MEMORY?

Andy: Even though the American Angus Association puts on amazing events and activities for us juniors to participate in, some of my favorite memories will always be the time spent at stalls, around the barn, or in populated spaces with good friends, long laughs, and smiles on our faces.

Austin: My fondest memory would no doubt be attending NJAS every summer. You can't beat the excitement leading up to it, knowing you will see people that you may not have seen since last year, showing at that level, the contests.... just all of it.

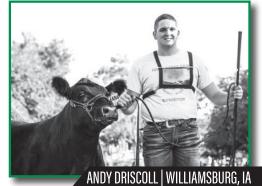
Ella: My fondest memories during my time in the NJAA are the times spent back in the barn with friends and family. Whether that be an intense card game or napping after a long show day, those are the people that have made my journey so memorable.

HOW HAS THE RAISING THE BAR CONFERENCE PREPARED YOU FOR THE FUTURE?

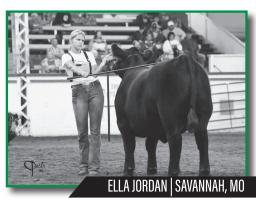
Andy: I have been able to experience all different types of careers in different places across the country. It has given me the opportunity to see a variety of options I could potentially pursue.

Austin: As I enter my junior year of high school it is the experience at Raising the Bar that I am reflecting on to help make decisions about my future. I have learned that I can be confident on college campuses away from home. I may not yet know what I want to do but attending these events has shown me many more job opportunities in the agriculture field and I do know my future is in ag.

Ella: The Raising the Bar conference has exposed me to so many new opportunities and experiences that I would have never gotten. I was able to learn about different colleges around the country along with touring other Angus ranches. I highly encourage any young junior to attend this conference.







Point of View: OFFICER ROLES EXPLAINED

Have you ever wondered what the responsibilities of the "old six" actually represent? During the second year of serving on the National Junior Angus Board of Directors, the "old six" go through an application and interview process for our six respective positions.

Starting at the top of the food chain, the chairman of our board is our main leader and spokesperson of our board. The chairman's main responsibilities are to organize and lead meetings, attend one adult board meeting, and keep a constant stream of communication between the Events and Junior Activities Department.

Next is my position, vice chairman. The vice chairman's responsibilities include

overseeing the operations and structure of our committees, representing the board in the absence of the chairman, and cochairing the by-laws committee.

The next position is communications director. The communications director must keep track of many different lines of correspondence including any communication between the states and our board, organizing the submission of the Angus Journal Next Generation articles, organizing the minutes of previous meetings, and maintaining the social media outlets of the National Junior Angus Association.

Our education director is in charge of all the educational contests at the National Junior Angus Show, the planning of Raising the Bar, and they are the chairman of the education committee.

The foundation director oversees the recognition awards and the display, coordinates Angus Foundation fundraising for the junior members, helps with the Angus Foundation Heifer Package, with assistance from the American Angus Association, and is the chairman of the foundation committee.

Last but absolutely not least, the events director. The events director's responsibility is providing educational activities for the junior members, planning the LEAD Conference both nationally and regionally,

assisting with Green Coats Coast to Coast, and serves as the chairman of the events committee.

If any of these positions interest you or you have more questions, feel free to reach out to any of the current National Junior Angus Board of Directors at shows, conferences, or other events. You can also contact the Events and Junior Activities Department at events@angus.org.



— Gordon Clark, vice chariman

Chronicles of the Coordinators:

PROGRESS OVER PERFECTION

If you are anything like me, you just rolled your eyes at this title. I mean, who doesn't strive for perfection in everything they do?

For the most part, you are totally correct. Everyone should work their hardest to be perfect in the show ring, on the basketball court, and in anything they do. However, what I want you to think about is the behind the scenes. What are you doing every day to work on your craft, whatever that might be?

As a new member of the Events and Junior Activities Department at the American Angus Association®, I have had to learn a lot about all of

you juniors and all the activities we host for you. I have had to take one day at a time and focus on the small accomplishments I make each day toward my end goal.

Giving yourself credit for all the small things you do is hard to learn. You might overlook the choice to get in the

barn and work hair after school. You might not think twice about the extra time you chose to stick your heifer during showmanship practice. But, every single one of those choices is progress, and I am here today to tell you GOOD IOB!

Something I have had to learn — and I mean painstakingly — is I am not going to be perfect. No one ever, and I mean ever, will be. Does that mean you are a failure for life? No, it doesn't. It means you will have plenty of opportunities to learn and grow and become the best version of yourself.

I challenge you today to focus on the journey you take every day to get to your end goal. I know it is awesome to be perfect, but I want you to give yourself credit for the progress you make along the way, too.

— Bree Taylor, events coordinator

Advocating Effectively

"How do I convince someone I have a policy approach that is the best?" says Dr. Scott Brown at the University of Missouri Food and Agricultural Policy Research Institute.

Dr. Brown works as a liaison between the agricultural researchers at the University of Missouri and elected officials who create policy. He provides data pertaining to the agricultural industry to elected officials in Washington, D.C. During his career, he has established relationships with many congressional officials and senators, allowing him to advocate for agriculture effectively.

Dr. Brown shares his advice on how to be the best advocate. "Listen first," he says. As experts in our field, it is easy to start forcing our arguments and reasonings on the opposing side without even listening to the other side. By listening first, we can understand and ultimately find a common ground where we can all work together on a resolution.

"Get comfortable getting critical feedback," Dr. Brown adds. To become the best you can be, you are going to have to constantly improve your own

abilities. By having this mindset, you and your ideas become perfected into the best version possible.

"Learn the industry," Dr. Brown says. The agriculture industry operates on a complexity of steps. The beef industry, for example, contains many different levels of production to get beef from pasture to plate. Dr. Brown adds, "It's hard to provide solutions if you can't identify the problem." Identifying and locating the issue is easier said than done within our industry. By learning all the different facets of agricultural production, you will be better equipped to advocate for relevant solutions.

Finally, build contacts. "There's something about having a network," says Dr. Brown. Building a contact base starts by going up to someone, introducing yourself and having an intentional conversation. As young people, it is essential to begin building our professional networks at a young age. Professional contacts will create benefits for individuals no matter what career path one lands in, even if it is not in politics.

— Lauren Gilbert, director

Knowledge & Speed

The competitive contests offered through the NJAA are an opportunity to enhance your education and gain knowledge about the Angus breed and beef industry. These opportunities can help you think on your feet and gain professional skills. I looked forward to competing in individual and team contests each year at our national show with the Quiz Bowl Contest being one of my favorites.

The Quiz Bowl Contest is a long-standing event at the National Junior Angus Show. This contest began as a way of testing a junior member's knowledge of cattle information and the beef industry, the history of the Angus breed, and the history of the NJAA. Teams consist of four members and states may enter as many teams as desired. The contest has two

parts, consisting of a written and a verbal round. In the first round, each member of the team takes a 50-question written test with five bonus questions. The scores of the four team members are added together to make up the team composite score. The top eight teams in each age division from this round proceed to the verbal round. The verbal round is a single elimination tournament, where two teams go head-to-head and answer questions. They are required to buzz in to answer, adding a speed element to the contest. The verbal round has two sections of questions, the one-on-one round and the tossup round. During this buzzer round, some of the questions might be what year was barbwire invented, what side of an animal do you puncture to

deal with a severe case of bloat, or name five current National Junior Angus Board members. Although knowledge is powerful for this contest, speed plays a critical role in determining the winning team.

I encourage you to start preparing now for the Quiz Bowl Contest! Do not wait until next May rolls around to explore your options to get involved. For more specific rules for this contest and other contests to participate in, visit www.angus. org/njaa/home/contests. After exploring your options, sign up for events that fit your interests and prepare to get the most out of these opportunities. I look forward to seeing each of you at an upcoming Angus event!

— Colter Pohlman, director

TO LEARN MORE ABOUT NJAA CONTESTS, VISIT: WWW.ANGUS.ORG/NJAA/HOME/CONTESTS

Word Search

ANSWER KEY

| NJAS | SHOWING | HARDWORKER |
|---------|-------------|------------|
| ANGUS | GREENCOAT | STJOSEPH |
| WOOSTER | FAMILY | LEADERSHIP |
| CAB | COMPETITION | FRIENDS |

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Memorable Moments: SHOW DAY

The darkness before dawn only adds to the crispness of the air as I see my breath. I softly pat my heifer on the back as I slowly untie her halter. We head to a grassy spot to exercise as we both start to wake up. It must be show morning.

We head back to the wash rack and then to our stalls. The hood of my sweatshirt tries to break the cool air blowing through the fans as I begin drying my heifer. She stands anxiously as I mix her show day feed. It is a little more than she usually gets, more fill, more of the tasty feed. As she enjoys her morning breakfast, I start gathering supplies for her beautification.

About an hour before her class, we begin. I've asked my fellow friends and skilled fitters for help. They've come with their boxes and bags of tools. Armed with full cans of glue, their favorite combs, and shiny clippers with three different sets of blades for the meticulous task of getting her perfect. It's like watching a well-oiled machine, everyone working separately on their own but then coming together to make sure she all matches and every hair is in place. Most beauty pageant contestants

would be jealous of the attention to detail, down to the ball of the tail.

Finally, her class is called, I put her show halter on and pull her out of the stalls for the long walk to the holding area. The closer we get to the showring, she gets a little more pep in her step, she carries her head a little higher, she knows what's coming, she's been bred for this. We enter the showring in perfect rhythm, of course this is what we've been practicing at home for the last several months. She shows perfectly by responding to my touch, walking into her show stance, and leading around the ring.

My heart beats rapidly as we wait for the judges' placing, knowing that whatever the outcome, we've done the work. Grand Champion! She's done it, our early mornings and late nights have paid off. Elation and joy as we walk back to our stalls and get congratulated by friends and family. I tell everyone thank you for all their help not just today but anytime in the past year.

Excitement soon turns to anguish as I realize it's now time to break my heifer down and wash her out. Admittedly, one of my least favorite

activities. Alas, it must be done. We head back to the wash rack and proceed to wash and cleanse my heifer's hair. Remembering that we need to make sure to get out all the product so that her hair and skin will stay healthy.

We go back to the stalls, and I let her airdry under the humming fans. We head out to tie outs. As I put the neck rope on, I give her a gentle pat on the head, an approving 'job well done' as she munches on her hay. Time to relax and eat a celebratory CAB steak.

— Jayce Dickerson, director





IMPORTANT DATES & DEADLINES

ENTRY DEADLINES

November 1 — Ft. Worth Ownership Deadline

November 15 — Cattlemen's Congress & Ft. Worth Entry

Deadline

November 20 — NWSS Entry Deadline

December 1 — Cattlemen's Congress & NWSS

Ownership Deadline

December 1 — Cattlemen's Congress Late Entry Deadline

December 10 — NWSS Late Entry Deadline

February 1 — MAJAC Ownership & Entry deadline

February 10 — MAJAC Late Entry Deadline

March 1 — Advisor of the Year & Honorary Angus

Foundation Nomination Deadline

March 1 — Western Regional Junior Angus Show &

Phenotype and Genotype Show Ownership & Early Entry

Deadline

March 15 — Western Regional Junior Angus Show &

Phenotype & Genotype Show Late Entry Deadline

SHOWS + EVENTS

November 13 — NAILE Junior Show

November 15 — Cattlemen's Congress & Ft. Worth Entry January 5 — Cattlemen's Congress Junior Show

January 12 — NWSS Junior Show

March 10-12 — MAJAC

March 30 - April 2 — Raising the Bar Conference

April 6-8 — Western Regional Junior Angus Show

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.