

# DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION

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Fall 2009

## Value Added

**V**alue added is a term thrown around a lot lately. Take any marketing, business management, economics or similar class and you will hear it. Just about any business owner or manager is touting their value-added products: products that are worth more than just their simple face value. They can be produced organically, have more data, include a service, or be just about anything that increases the value of the product that the purchaser is buying.

But what about the National Junior Angus Association (NJAA)? How can value be added to those people who “buy into” our Association, especially to those who help fund our Association through charitable donations? Clearly there is already value to a donation. It



Bob Norton, president of Biozyme Inc., makes a special presentation during the awards ceremony in Perry, Ga.

provides the business or individual making the donation an opportunity to support today's youth in an area that is certainly important to them, be recognized as a supporter, and provide a tax deduction. However, these benefits of donation are not unique and almost all donations provide them. How can we set the NJAA apart from the rest of the organizations in the world clamoring for support?

The answer to that question is a simple one that requires little effort: Write a thank-you letter. Studies show that the single most sought-after skill of an employee is communication. It stands to reason that someone who makes a donation would appreciate that same skill. Thank-you letters acknowledge those who have helped support our Association and prove to them that their gift has not gone unnoticed or unappreciated.

The NJAA is funded almost entirely through donations made by individuals or groups to the Angus Foundation. Certainly an organization that is comprised of so many individuals who benefit so much from these charitable contributions can find a few moments to thank those who have made our activities possible. Thank them for their support and tell them what it has allowed you to do. It doesn't take much time or effort on your part, but I guarantee that they will never forget opening that letter and finding a thank-you note from a junior member. It will mean much more than the tax write-off or seeing their name in the *Angus Journal*. It may even encourage them to give more in the future, in turn providing you with more opportunities.

Feel free to contact the Association, the Angus Foundation, or any member of the NJAA Board for a list of people who are very deserving of a thank-you. Or, simply write one to someone you know has helped make an activity or event possible. If each and every one of the junior members who reads this thanks one person who has helped shape this Association, I guarantee we can add value to their donation.

— Robert Myers

## National Junior Angus Association

# NJAA



# Chairman's Perspective:

## The Pursuit of Value

### Keep going, don't stop.

You're almost there, just keep going. Can you see the finish? — Because I can, I keep going. — Don't quit now.

Infamous words that continuously play in my head as I roll out of bed and step onto the track of my daily routine of life. It's the mind-set of a doer, a go-getter, a person who visions beyond belief and makes those visions turn into opportunities.

Everyone is capable of this thought, but in all honesty, if everyone thought this way the world



would stink. Through life we value success, we thrive off achievement and we admire those who do great things.

What I've learned from every experience and every walk in life is at the end of the day it's not what you have but who you are. That's why I value a quote from Albert Einstein in which he states, "Try not to become a person of success, but rather a person of value." Well, true story there. Success may come and go, but the value of the experience, the knowledge gained from it and the people you meet along the way are way more important than the success earned.

We all must realize that there's a reason why

some organizations are marked by honesty and integrity while others aren't. It's because the leader of that organization has set the tone and identified the core values for the team.

So, I don't hope for you to wake up ready to run in the race. I don't envision for you to want to get out of bed and go win all of your daily tasks. I would rather you smile, be glad you're out of bed and step foot on that track. Take a deep breath and look around. Realize what you have and what's surrounding you. Run with a friend or a few friends. Stop along the way. Value life and all it has to offer. Once you learn how to value it, then start running your race.

— Kirbe Schnoor

## Become an NJAA fan on Facebook!

We invite all junior members, parents and Angus enthusiasts to be fans of the National Junior Angus Association (NJAA) Fan Page on Facebook. Members of the NJAA Fan Page receive Association press releases, postings on internship opportunities and career development, and up-to-date information on conference and show dates, deadlines and coverage. Fans can network with each other while learning about management, show preparation and animal husbandry practices.

To locate the page and become a fan, simply visit [www.facebook.com](http://www.facebook.com) and type "National Junior Angus Association" in the search window.

## NJAA BOARD OF DIRECTORS

### TERMS UP IN 2009

**KIRBE SCHNOOR**, California, **chairperson**, [schnoor@yahoo.com](mailto:schnoor@yahoo.com)  
**CHRISTOPHER CASSADY**, Illinois, **vice chairman**, [ccassady@neo.tamu.edu](mailto:ccassady@neo.tamu.edu)  
**LINDSAY WAUGH**, Minnesota, **communications director**, [lindsay.waugh@ndsu.edu](mailto:lindsay.waugh@ndsu.edu)  
**ROBERT MYERS**, Oregon, **Foundation director**, [myersro@onid.orst.edu](mailto:myersro@onid.orst.edu)  
**ANDREW ROGEN**, South Dakota, **membership director**, [ajrogen@jacks.sdstate.edu](mailto:ajrogen@jacks.sdstate.edu)  
**ASHLYN CARTER**, Indiana, **leadership director**, [acarter@purdue.edu](mailto:acarter@purdue.edu)

### TERMS UP IN 2010

**BRITNEY CREAMER**, Colorado, [britney\\_creamer20@hotmail.com](mailto:britney_creamer20@hotmail.com)  
**DANIELLE FOSTER**, Michigan, [fostdani@umich.edu](mailto:fostdani@umich.edu)  
**CLINTON LAFLIN**, Kansas, [claflin@butlercc.edu](mailto:claflin@butlercc.edu)  
**CODY SMITH**, Missouri, [cody\\_bball1@hotmail.com](mailto:cody_bball1@hotmail.com)  
**JENNIFER ANN SMITH**, Texas, [jenniferann.smith@yahoo.com](mailto:jenniferann.smith@yahoo.com)  
**JACLYN UPPERMAN**, Pennsylvania, [jupperma@su.edu](mailto:jupperma@su.edu)

## Your Personal Brand

**W**hat's your personal brand? No, I'm not talking about your ranch brand, I'm referring to your reputation, your image and your behavior. Your personal brand is given to you by the public based on their perceptions and opinions of you.

Everything associated with your name and everywhere you go, people are forming opinions of you and giving you your personal brand. People judge you by the way you dress, the way you speak, the way you act and even off of what you post on Facebook. Do your photos, quotes, actions and gestures represent you? How do you look to people who are on the outside of your circle of friends?

As many of you are growing into young adults and looking into part-time jobs, honor societies, colleges and even careers, you have to realize that your talent, your skill



and your ability to meet a potential employer or client's needs and expectations are based off of the personal brand they associate with you.

Creating and marketing your personal brand can be very challenging as you grow up because you are faced with pressure from your peers, your parents and even your best friends. Please keep in mind, first impressions do count!

Always remember to dress to impress, know your online reputation, and watch your language when discovering who you want to be.

Let's start working on our personal brands. Evaluate yourself with a straight-up honest opinion and begin working on creating a strong brand for yourself. You never know who is forming an opinion of you.

What do you have to lose? Your reputation. Your image. Your everything.

—by Robin R. Ruff, director of junior activities

# Auxiliary Notes

## Where can you find 166 chefs from 23 different states?

At the All-American *Certified Angus Beef*® (CAB®) Cook-Off last July in Perry, Ga. Once again the National Junior Angus Association (NJAA) juniors outdid themselves with their cooking and presentation skills. Congratulations to everyone who participated.

Now is a great time to begin developing recipes and skits for next year's Cook-Off. Help celebrate and promote Angus cattle producers who have worked to produce the most flavorful, tender and juicy beef available by getting involved in the All-American *Certified Angus Beef* Cook-Off. Participating in the Cook-Off presents a wonderful opportunity for you to work as a team with fellow junior members, learn more about CAB, make friends and have fun. Please plan to be a Cook-Off participant as we "Rush to the Rockies" for the National Junior Angus Show (NJAS) in July 2010.

## Auxiliary scholarship news

We have been gathering data on the Auxiliary scholarship program. Did you know that from 1956 through 2009, the American Angus Auxiliary has presented \$310,600 in college scholarships to 360 junior Angus members? NJAA members from 39 different states have earned scholarships. Members from Kansas (30) have received the most scholarships, followed by Missouri (25), and then Iowa and Texas (tied at 22 each).

The Auxiliary Scholarship Committee has suggested proposed changes to the Auxiliary Scholarship Application. Be watching the Auxiliary web site at [www.angusauxiliary.com](http://www.angusauxiliary.com) for the updated and perhaps modified application in late December.

## Get involved in the Auxiliary

It's the ideal time to get involved in the Auxiliary as we are updating our image, increasing communication with our members, and moving the organization forward. We would like to encourage mothers, grandmothers, aunts and sisters of NJAA members to join our organization to assist with carrying out our purposes. The American Angus Auxiliary consists of individuals interested in the welfare of the Angus breed.

The Auxiliary is organized for

educational, promotional, social and other purposes appropriate to the Angus industry.

Key to our "purpose" is to provide educational activities for junior Angus members, such as the scholarship program and award competitions. We sponsor Miss American Angus, the *Certified Angus Beef* Cook-Off, silver pitcher, extemporaneous speaking awards, Leaders Engaged in Angus Development (LEAD) Conference scholarships, national showmanship awards, and Crystal and Achievement awards. We rely on the support of Angus breeders through their membership and via the sale of promotional items and gifts through the Angus Sale Barn. If you haven't shopped the Angus Sale Barn, I encourage you to visit us online at [www.angussalebarn.com](http://www.angussalebarn.com).

Auxiliary membership dues are just \$10 per year, or a lifetime membership can be purchased for \$100. Our membership year runs from Oct. 1 through Sept. 30. Membership information can be found at [www.angusauxiliary.com](http://www.angusauxiliary.com) or by contacting our membership chairman, Pam Patterson, at 406-445-2332 or at [blkcow@hotmail.com](mailto:blkcow@hotmail.com). Together we can achieve great things for the Angus breed and Angus junior members.

—Michelle Rieff, president, American Angus Auxiliary



# Meet the New NJAA Board of Directors

## Key:

- |             |                                   |
|-------------|-----------------------------------|
| 1. Name     | 4. Favorite NJAA contest          |
| 2. Hometown | 5. Most memorable NJAA experience |
| 3. College  | 6. Name of first show heifer      |
|             | 7. Favorite song                  |

### 1. Jaclyn Upperman

- Chambersburg, Pa.
- Shenandoah University
- Cook-Off
- Being a Board member — Dream come true
- Babydoll
- “Take Me Home Tonight” — Eddie Money

### 1. Clinton Lafflin

- Olsburg, Kan.
- Butler Community College
- Team Sales
- Showing my division-winning bull at the 2006 NJAS
- Barb
- “Learning to Fly” — Tom Petty

### 1. Britney Creamer

- Montrose, Colo.
- Oklahoma State University
- Photography
- Watching my brother get elected to the NJAA Board
- Snowflake
- “That Girl is a Cowboy” — Garth Brooks

### 1. Danielle Foster

- Niles, Mich.
- University of Michigan
- Cook-Off! Who doesn't love it?
- So many memories! Serving as Miss American Angus, back-to-back NJAS champions, and being elected to the NJAA Board is all so exciting!
- Sugar-Baby
- “You Make Me Smile” — Uncle Kracker

### 1. Cody Smith

- West Plains, Mo.
- Missouri State
- Team Sales
- Getting on the NJAA Board
- Boot Hill B 329
- “Party in the USA” — Miley Cyrus

### 1. Jennifer Ann Smith

- Elysian Fields, Texas
- Texas A&M University
- Cook-Off
- Winning the NJAS showmanship contest in 2008
- Eye Candy
- “Big Green Tractor” — Jason Aldean

— Andrew Rogen



1 bale of hay  
+ 1 hungry steer  
= 0 bales of hay

## Angus Aptitude in the Classroom

Fall has started, and school is back in session. We are getting closer to that time when boredom and lack of time management catch up to us. I know it has hit me already. It is important that we stay focused on our education and grades so that we can continue to have fun at the shows. I am in my third year of college and still trying to find ways to stay on track. Below are a few of my tips to stay ahead of the game:

### Write a “to do” list.

A list will help prioritize your time to get work accomplished.

### Turn off the cell phone during study time.

You will pay more attention and retain more information.

### Study difficult subjects first, then your favorite ones.

Difficult subjects take more effort. Once you're done the others will go faster.

### Use a regular study area.

Our minds and body relate themselves to where we study. This will help us focus.

### Be aware of your best time of the day.

Study when you're most alert and awake. Having a snack handy is important, too.

### Get ready the night before.

Organizing materials the night before and picking out clothing will help you to not misplace items in the morning.

I use these tips in helping me be prepared and focused on my studies. I encourage you to use these, as I'm sure it will help you with your work. Make sure to always let your teachers know well in advance when the shows are so that they know you're staying on top of the game. Using these tips will allow you to succeed in your studies and have ample time for Angus activities.

— Jaclyn Upperman

# Angus Internship, Scholarship Applications Being Accepted

**The American Angus Association,**® Angus Foundation and Certified Angus Beef LLC (CAB) are offering several opportunities this fall for college students hoping to further their education and gain valuable real-world experience with the world's leading beef cattle association and branded beef program.

Available internships offer goal-oriented students an opportunity to build upon writing, editing, photography and organizational abilities while developing knowledge of agriculture and the beef industry. Deadlines, requirements and application details for the paid internships follow, in addition to scholarship opportunities also being offered through the Angus Foundation and CAB.

## Internships:

**The Association Junior Activities Department** is offering college sophomores, juniors or seniors the opportunity to assist with the planning and execution of junior shows and leadership events, and gain experience in association work. Applicants must be enrolled in an agriculture-related major and should be self-starters who are detail-oriented, outgoing and have the ability to work well with all types of people. Travel to the National Junior Angus Show (NJAS), Leaders Engaged in Angus Development (LEAD) Conference and other shows should be expected as part of the internship.

The internship spans approximately late-May to mid-August, with specific starting and ending dates depending on applicant's availability. Applications are due Feb. 1, 2010.

Applicants may send a cover letter, résumé and references to: Robin Ruff, Director of Junior Activities, American Angus Association, 3201 Frederick Ave., Saint Joseph, MO 64506.

For more information contact Ruff at 816-383-5100 or [rruff@angus.org](mailto:rruff@angus.org).

**The Association Communications and Public Relations Department** is now accepting applications from college juniors or seniors studying communications or agriculture communications. Applicants with strong writing and editing backgrounds who have completed coursework in news and feature writing, as well as editing and photography are encouraged to apply. Travel is likely.

The internship spans approximately late-May to mid-August, with specific starting and ending dates depending on applicant's availability. Applications are due Feb. 1, 2010.

To apply, send a cover letter, résumé, references and writing samples to: Crystal Albers, Assistant Director of Communications/Web site Editor, American Angus Association, 3201 Frederick Ave., Saint Joseph, MO 64506.

For more information contact Albers at 816-383-5100 or [calbers@angus.org](mailto:calbers@angus.org).

**The Certified Angus Beef LLC (CAB) Industry Information Division** offers internships centered on written communications and cattle knowledge.

Interested college juniors and seniors pursuing degrees in agriculture journalism, communications or animal science are encouraged to apply by Dec. 1 for the summer 2010 and/or school-year 2010-2011 positions.

Students may work from the Manhattan, Kan., office, or from remote locations with director Steve Suther and specialists Miranda Reiman and Laura Nelson to write articles about Angus producers, feedlots, management ideas and CAB activities.

For complete job description or to apply online, visit <http://corporate.certifiedangusbeef.com/recruiting/> by submitting a brief cover letter, résumé and three writing samples.

For more information contact Miranda Reiman, CAB Industry Information Specialist, at [mreiman@certifiedangusbeef.com](mailto:mreiman@certifiedangusbeef.com) or 308-784-2294.

## Scholarships:

**CAB's Colvin Scholarship Fund** will award \$9,000 in scholarships to individuals who demonstrate leadership in the beef industry. Applications will be judged on activities and scholastic achievement, essay and verbal communication skills and reference letters.

The top applicant will receive a \$3,500 award; second place, \$2,500; and three scholarships of \$1,000 each will be awarded.

The application deadline is Nov. 16. For more information visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com), select Press Room and click on the Colvin Scholarship tab. Winners will be announced in January 2010.

**Angus Foundation** — In 2010, the Angus Foundation will make available general scholarships to students pursuing undergraduate and graduate degrees in higher education. Eligible Angus youth meeting the qualifications for the Angus Foundation's 2010 Undergraduate and Graduate Scholarship

Programs will be considered by the Angus Foundation's Scholarship Selection Committee. Two \$5,000 scholarships will be given in memory of former American Angus Association executive vice president Richard "Dick" Spader. In addition, a number of \$3,000 scholarships and \$1,000 scholarships will be awarded.

As in past years, other specific and special criteria scholarships administered by the Angus Foundation will also be available. Scholarship recipients will be recognized at the 2010 NJAS in July at Denver, Colo.

Applications will be available online beginning Nov. 1, 2009. Visit [www.angusfoundation.org](http://www.angusfoundation.org) for more information.

The American Angus Association is the nation's largest beef organization, serving more than 30,000 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.

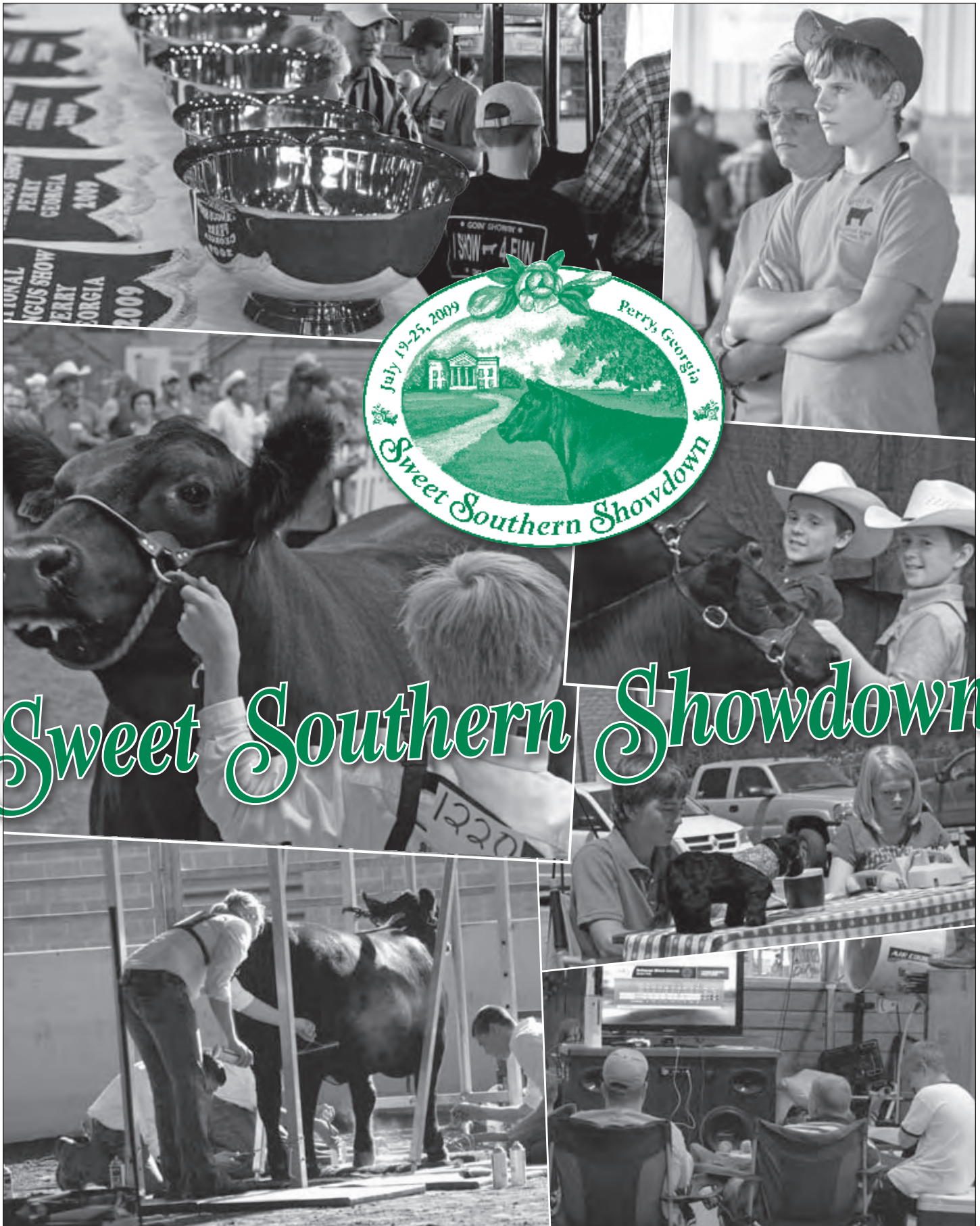
For more information about Angus cattle and the American Angus Association's programs and services, visit [www.angus.org](http://www.angus.org)

Certified Angus Beef® is the world's leading brand of fresh beef, with more than 15,000 licensees selling more than 600 million pounds each year. Since 1997, packers have paid producers more than \$250 million in value-based grid premiums for cattle accepted into the brand. Visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com), or [www.cabpartners.com](http://www.cabpartners.com) for producer information.

The Angus Foundation is the not-for-profit affiliate of the American Angus Association that was established in 1980 to fund and support programs involving education, youth and research in the Angus breed.

For more information contact:

- Crystal Albers, Association assistant director of communications, at 816-383-5100 or [calbers@angus.org](mailto:calbers@angus.org);
- Robin Ruff, Association director of junior activities, at 816-383-5100 or [rruff@angus.org](mailto:rruff@angus.org);
- Milford Jenkins, Angus Foundation president, at 816-383-5100 or [mjenkins@angusfoundation.org](mailto:mjenkins@angusfoundation.org); or
- Miranda Reiman, CAB industry information specialist, at 308-784-2294 or [mreiman@certifiedangusbeef.com](mailto:mreiman@certifiedangusbeef.com).



This year's National Junior Angus Show was a "Sweet Southern Showdown," held July 19-25 at Perry, Ga.

# New Age NJAA

Among the greatest benefits of involvement in the National Junior Angus Association (NJAA) are the friends made and the memories created. With that in mind, the NJAA Board is excited about the new NJAA that is emerging. For starters, if you want to take a walk down memory lane and watch bits and pieces of the National Junior Angus Show (NJAS), for example, go to Angus Productions Inc. (API) Creative Media's YouTube channel, [www.youtube.com/apicreativemedia](http://www.youtube.com/apicreativemedia). Not only will you be able to reminisce about the 2008 and 2009 NJAS, but you can see other incredible videos, including some within the "I Am Angus" series.

Another exciting way in which the NJAA has embraced the technology surrounding us is through Facebook. The Board has created an NJAA fan page, and made a goal of reaching 700 fans by our fall board meeting. We were incredibly excited when we not only met but

passed that goal. If you're not a member of the group, or know of anyone who is

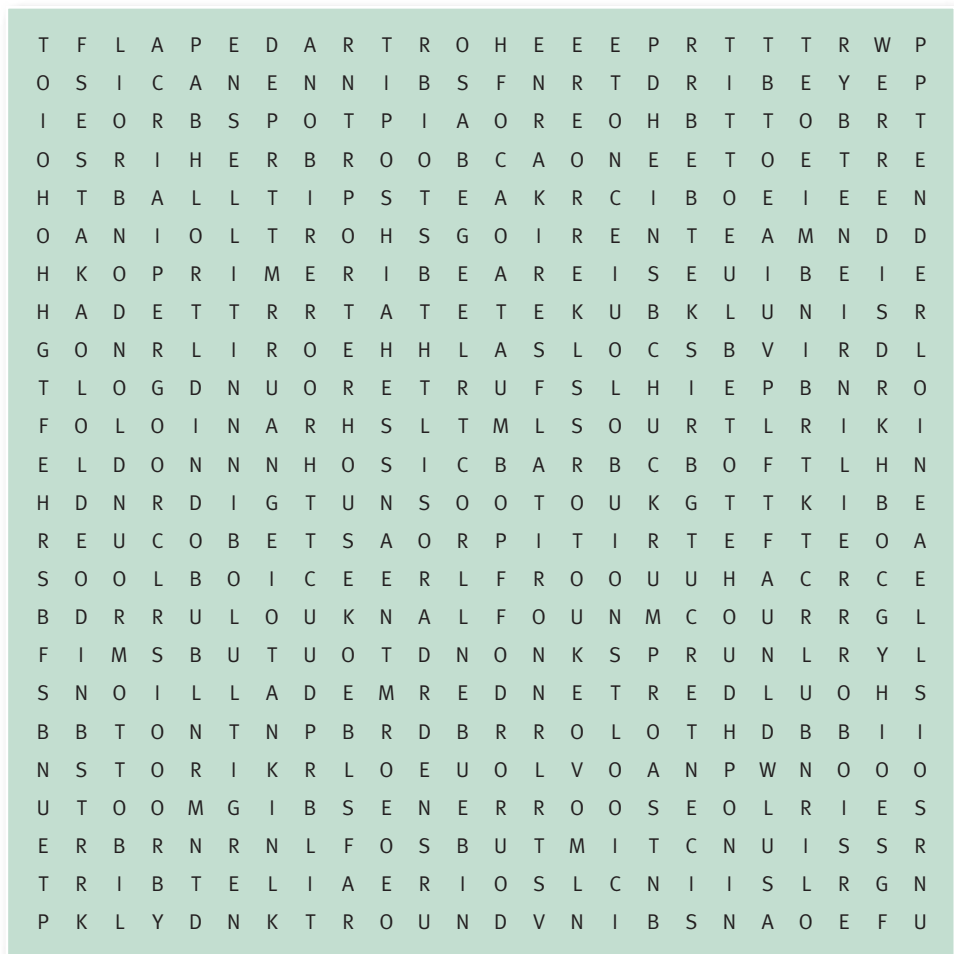
## facebook

not a member, please join or invite your friends. Within this group the Board will provide you with updates, pictures, and even a fun video of the group at our fall board meeting. Post your questions, comments, or even just random chitchat on the wall. We feel this group truly embraces what the NJAA is all about — the people. We hope all of you will join the group and chat with us and your fellow junior members. Finally, [www.njaa.info](http://www.njaa.info) is packed with information and a good place to find contest information, scholarships available, and contact information, among other things. Don't forget to check it out!

The juniors are not the only ones embracing the available technology. Through the American Angus Association® you can register and transfer cattle online, along with having access to herd records at all times. Online you can also sign up to receive e-classifieds or the *Angus Beef Bulletin EXTRA* straight to your e-mail. If you have some spare time, you can check out breeders' web sites and sale books that are posted on the web. All of these

# Word Find

Key on page 11



Chuck	Short Plate	Flank	Short Loin
Denver Cut	Short ribs	Flap	Tenderloin
Flat Iron	Rib	Sirloin	T-Bone
Shoulder Tender	Ribeye	Center Cut	Porterhouse
Medallions	Prime Rib	Coulotte	Hanging Tender
Round	Cowboy	Ball Tip Steak	Ground Beef
Rump Roast	Back Ribs	Tri-tip Roast	Loin
Bottom Round	Shank	London Broil	Brisket

tools make access to industry and Association information easier.

I encourage every one of you to use technology to further advance our breed. The availability of e-mail, social networking, YouTube, texting and cell phones allows us all to not only keep in touch, but to work even harder at spreading the Angus word. Please make it a point to embrace these communication advancements and work on bettering the communication within your state associations. As we all know, communication is something that can always be improved upon.

## YouTube

Show some friends the YouTube videos so they truly see what you do. Create a Facebook Fan Page for your state junior association and invite all the Board members to join so we can keep up with all the fantastic things you all are doing within your states. Finally, keep in touch. We want to hear from you. Let us know what you think, what you are up to or even an exciting story. Since the technology is there the NJAA is going to use it to keep enhancing our organization and to keep in touch with our "Angus family."

— Danielle Foster



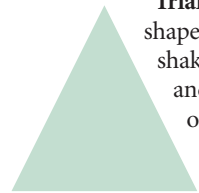
The 2009 LEAD conference, "Golden Gate to Opportunity," was Aug. 6-9 in San Francisco, Calif.



# What's Your Style?

**T**he fall meeting of the National Junior Angus Association (NJAA) Board of Directors took place in Saint Joseph, Mo., the last weekend of September. Each year at this meeting the Board goes through a team-building/leadership workshop. Kimberly Anderson presented this year's workshop. One of the exercises we did was to discover each of our individual leadership styles. Look at the shapes below and select which one you are most attracted to so that you can determine your leadership style.

jumping into action and being more open-minded.



**Triangle:** If the triangle is your shape, then you are a "mover and a shaker." You are all about action and holding authority. You focus on what is right now as opposed to the future. You are a go-getter and a get-the-job-done kind of leader.

As a triangle you are also a decisive, results-oriented and competitive individual. People look to you to take charge right off the bat with no hesitation. Some things you may need to work on as a triangle include patience, listening skills, thinking things through before



**Circle:** Your heart is the shape of a circle. You are the negotiator, the peacemaker and the supporter. You make everyone feel good about themselves and comfortable around you.

People rely on you to get the job done because you are so dependable. You are warm, sentimental, give everything you have and respect all. As a circle your state of mind is in the present, you embrace every moment as it happens without jumping ahead. Some things to work on as a circle include not conforming to others' opinions simply to keep peace, being more independent and taking more risks.



**Square:** If you picture yourself as a square then you are a "bottom liner." You are detailed and cautious to a fault. You focus on the past to dictate the present.

People appreciate your style for its consistency and precision. You're the person who gets the job done the right way the first time. However, your indecisive manner and need to always be right can hold you back when it comes time to take action. Things to work on as a square include being less critical and controlling, making quicker decisions and increasing your emotional connections with people.



**Z:** If the lines of the Z captured your eye then you are no doubt the "wild card" of the group.

Those who work with you describe you as original, personable, outgoing and proactive. You are all about the next big thing, what's to come, so you look ahead to the future. You are usually the "cheerleader" of the group and set a tone of excitement for others. You enjoy recognition for your hard work and a strong camaraderie with your team. Some things to work on as a Z include being less reactive, organization skills, time management and attention to detail.

Now that you know your leadership style can you guess what style each of the board members and Director of Junior Activities Robin Ruff fall under? (Key below)

— Ashlyn Carter

## Agriculture Wants You!

**A**re you wondering what you should major in during college? Are you trying to find the best fit for your communication skills? Do you want to see agriculture continue to succeed? If so, then agricultural communications wants you!

This degree covers many different forms of communication. Possible classes include communicating agriculture to the public, agricultural broadcasting and web design for agriculture organizations. These classes are designed to assist the student in becoming a well-rounded professional. Some schools currently offering a degree in agricultural communications include Kansas State University, Oklahoma State University, the University of Georgia, and Fresno State University.

Receiving your degree in agricultural communications gives you flexibility in your career choice. Possible career choices include public relations, writing for agriculture-based publications such as the *Angus Journal*, or broadcast journalism. Students with a degree in agricultural communications are highly valued in these job markets because of their ability to communicate the needs of agriculture to others.

As you know, many organizations such as the Humane Society of

the United States (HSUS) and the People for the Ethical Treatment of Animals (PETA) are attempting to destroy our way of life. Agricultural communicators often serve as the front line of defense against these organizations in political disputes. For those of you with political aspirations, an ag communications degree could be of benefit.

Kara Wilson, a former NJAA Board member and graduate of the University of Kentucky, believes that her degree in agricultural communications helped her realize her strengths.

"Agricultural communications is a great degree because it allows you to fine-tune the journalism skills necessary for today's communications world, while allowing students to focus in the agricultural realm. Now, more than ever, agriculture needs great, professional spokespersons, and agricultural communications helps to generate those." Wilson now works full-time at Certified Angus Beef LLC (CAB), in Wooster, Ohio.

There are numerous career opportunities within agriculture; I encourage you to research as many as possible to find your best fit. Just remember that agricultural communications is a great way to remain involved in agriculture and oversee the many changes within our industry.

— Clinton Laflin

## Showring Fashion: Hot vs. Not

As fall and winter show season approaches, not only are we trying to make our cattle stand out, but ourselves as well. Most of us have these concerns before any show: Have we packed everything we need in the trailer and what are we going to wear? While the American Angus Association does have a dress code, this doesn't mean we have to "dress it down" in the showring. Go ahead, spice it up. Angus is the most desired breed, so shouldn't you have the most desired look when showing your black beauties? I challenge you to be fierce this fall. Jazz it up a little and don't be afraid to show the true you.

### Hot

#### Square-toed or Designer Boots



Square-toed boots are a must have for most people, but there are a lot of new styles that look very nice and professional.

#### Button-up Collared Shirts

Solid-color or striped button-up collared shirts always look sharp and stylish in the ring.

#### Collared Shirt Under Sweater

As the weather gets cooler, combining a collared shirt with a sweater creates a crisp, stylish look.

#### Starched Jeans

Jeans should fit well and be clean; avoid wearing jeans with big holes. Starched jeans look crisp and are more stain-resistant.



A few more tips to complete your look include wearing a fashionable western belt with a classy buckle. Girls, you can add a special touch to your look with today's favorite accessories that include earrings, bracelets and necklaces.

Today's look for the showring can be found at various stores, including American Eagle, Old Navy, Hollister, Cavender's, Sheplers, Polo, Express and many more. Online searches of western wear stores can also help you create a confident, fashionable look that is you.

— Britney Creamer

### vs. Not

#### Displaying Undergarments

Make sure shirts are long enough to stay tucked in.

#### Sleeveless Button-ups

Although once thought of as "hot," the sleeveless look in the ring is a thing of the past.

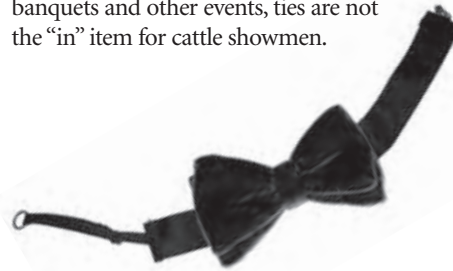


#### Flag Shirts

Wanting to stand out is understandable, but this look is taking it a bit too far; plus, it's a bit outdated.

#### Bow Ties & Neck Ties

Although an acceptable accessory for sales, banquets and other events, ties are not the "in" item for cattle showmen.



## The Use of Embryo Transfer in Beef Cattle

Today's beef cattle producers have access to many technologies in order to make genetic progress within their respective herds. The use of embryo transfer (ET) is one of the main reproductive advances many Angus producers utilize today. This tool not only allows producers to increase the number of genetically superior animals in their herds, but it is also used to enhance the number of head produced per cattleman. ET is an excellent breeding tool to maximize the number of high-quality cattle produced across the world.

ET requires intensive management practices to obtain successful results. The first and most important step in ET is to select the genetically superior donor females within the herd. Once a donor is selected, they are superovulated by injecting follicle-stimulating hormone (FSH) twice daily for four days. Once superovulation has occurred, the cow is brought back into estrus with the use of a prostaglandin (i.e., Lutalyse®), and is bred artificially to elite artificial insemination (AI) sires.

Seven days postbreeding, these fertilized embryos are recovered by inserting a plastic catheter into the uterine body and flushing saline solution into the uterine horns. This solution is then drawn back into the catheter and flows through a filter and is collected. After collection, the embryos are recovered under a microscope and either implanted fresh into a recipient female or frozen and stored for later use.

ET can be beneficial for all producer types, depending on their production goals. Elite seedstock producers utilize ET to provide higher numbers of superior animals to be sold as show prospects. On a commercial level, ET is utilized to maximize the number of head in their herd to meet marketing demands. ET also allows a breeder to generate more offspring from rare and valuable semen.

Embryo transfer is a relatively efficient and successful way to maximize the number of superior animals within our beef herds. The process of ET can be time-consuming and labor intensive, but the reward of a high-quality flush can easily outweigh the time and effort put forth by the producer. ET is an innovative technology that is available for anyone to use, and if utilized correctly, is extremely profitable in all aspects of production.

— Chris Cassidy

# Top 10 Best Moments at the 2009 NJAS

The showdown in Georgia was certainly a “sweet” experience, and anyone who was in Perry can attest to that. We should be appreciative to the folks in Georgia for creating such an immaculate and unforgettable show. These are only a few of the moments in Perry that were show-stoppers, although we had many “show-stopping” events.

10. “I thought the John Berry concert was incredible, and a good way to kick off the week!”  
— Clay Williams, Bishop, Ga.
9. “The ever-so-popular social area in the Arkansas stalls known as the “Cool-Down Station” was a very unique and attractive asset to the Georgia heat!”  
— Susan Taylor, Lavaca, Ark.
8. “Learning the entire process of the NJAA Board elections while serving as a voting delegate and being able to interact with all of the prospective board members firsthand.”  
— Mollie Lastovica, Fredericksburg, Texas
7. “I really liked the opening ceremonies, contests and making a lot of new friends.”  
— Lakyn Davis, Doerun, Ga.
6. “I had a great time meeting all of the fellow voting delegates and screening the NJAA Board candidates with questions.”  
— Cassandra Pfeiffer, Orlando, Okla.
5. “I thought the closing ceremonies were incredible and very enjoyable to see what everyone had accomplished throughout the week!”  
— Mallory Trosper, Hamilton, Mo.
4. “At closing ceremonies, Sure Champ presented a video that inspired us to continue to achieve success in future endeavors.”  
— Jaclyn Upperman, Chambersburg, Pa.
3. “I was very surprised and appreciative of the weather that we had! I was expecting it to be scorching hot, but it was very tolerable! Georgia must be living right!”  
— MacKenzie Flory, Baldwin City, Kan.
2. “My favorite moment was just seeing the people I only get to see once a year, and spending time with old friends reminiscing about the week and past times.”  
— Katy Satee, Montague, Texas
1. “I had heard of Southern hospitality before, but Georgia exceeded my expectations by leaps and bounds. What an unforgettable show from top to bottom. Thank you, Georgia, for all of your time and effort!”  
— Robert Myers, Yamhill, Ore.  
— Cody Smith

## NJAA Extended Forecast

National Junior Angus Association (NJAA) Director Jennifer Ann Smith, here to report to you the extended forecast of the NJAA. The sky is clear with a light wind gust coming out of the south and blowing right through our association.

Keep a watch out for our new NJAA logo as it will help elevate us to new altitudes.

Your Foundation director and committee will be shining down on new fundraising and scholarship ideas through the year. They are looking for a “big bang” to erupt with the sale of a great Angus Foundation Heifer Package and to continue raising money for the Vision of Value: Campaign for Angus. Expected arrival is Jan. 14, 2010, in Denver, Colo.

As we venture to the West for the 2010 National Junior Angus Show (NJAS) in Denver, the Rocky Mountains are sure to be inviting to Angus youth. Be aware of contest rule changes and new contest additions to the ever-exciting show.

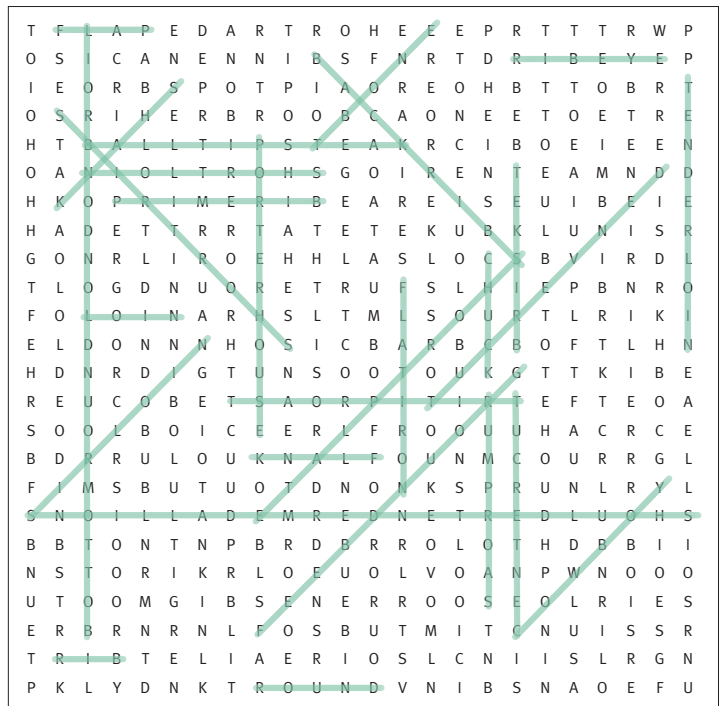
As you look toward the East, you might find where the 2010 Leaders Engaged in Angus Development (LEAD) Conference will take place. An exciting weekend in the Music Mountains is going to be a great time, leaving attendees with powerful insight about leadership and the Angus industry.

Heading north, there will be a great Raising the Bar Conference in Ames, Iowa. State officers will have an optimum environment to gain valuable leadership skills to carry on to their state association.

Angus youth are communicating more than ever with new media available to us each and every day. Check out the NJAA Fan Page on Facebook and invite all your friends. Scholarships, video, photos and updates from the NJAA Board will be posted.

The NJAA is a movin’ and a shakin’ all around. Keep in touch with other Angus juniors through Facebook and enjoy getting to know members who have the same passion as you: Angus cattle.

— Jennifer Ann Smith



Key to Word Find on page 7

# DIRECTIONS

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St. Joseph, MO  
Permit No. 2017

## Important Dates and Deadlines for Juniors

### JANUARY 2010

- 14 National Western Stock Show (NWSS) Junior Heifer Show, Denver, Colo.

### FEBRUARY 2010

- 1 Ownership and entry deadline for the Mid-Atlantic Junior Angus Classic (MAJAC) Show
- 1 Application deadline for the junior activities dept. summer internship

### MARCH 2010

- 1 Deadline for Honorary Angus Foundation and Advisor of the Year nominations
- 1 Ownership and entry deadline for the Western Regional Junior Angus Show
- 12-14 MAJAC Show, Harrisonburg, Va.
- 25-28 NJAA Board Meeting

### APRIL 2010

- 15 Ownership and entry deadline for the Atlantic National Junior Angus Show

- 23-24 Western Regional, Reno, Nev.

- 24 Raising the Bar, Reno, Nev.

### MAY 2010

- 1 Deadline for Gold Award applications
- 1 Outstanding Leadership Award applications due
- 1 Ownership and entry deadline Northwest Regional Preview Junior Angus Show
- 1 CAB/NJAA scholarship applications due
- 1 Angus Foundation scholarship applications due
- 15 Ownership and entry deadline Eastern Regional Junior Angus Show

- 27-30 Atlantic National Junior Angus Show, Timonium, Md.

### JUNE 2010

- 1 Ownership and entry deadline National Junior Angus Show (NJAS)
- 1 Entry deadline for NJAA Creative Writing, NJAA/AJ Photography, and NJAA Graphic Design contests
- 1 Entry and recipe deadline for All-American *Certified Angus Beef*® Cook-Off
- 10 Deadline for NJAA Public Speaking Contest speech outlines
- 15 Deadline for submitting names of state candidates and delegates for NJAA elections
- 15 LEAD registrations due (early registration deadline)

- 24-27 Eastern Regional, Bloomington, Ill.

- 25-27 Northwest Regional Preview Junior Angus Show, Prineville, Ore.

- TBA Entry & ownership deadline All-American Breeders' Futurity Junior Preview Show

### JULY 2010

- 11-17 National Junior Angus Show, Denver, Colo.
- 29-31 All-American Breeders' Futurity Junior Preview Show, Louisville, Ky.

### AUGUST 2010

- 1 All-American Breeders' Futurity Junior Preview Show, Louisville, Ky.
- 5-8 LEAD Conference, TBA