

DIRECTIONS

THE NEWSLETTER OF THE NATIONAL JUNIOR ANGUS ASSOCIATION

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The American Dream

*Don't miss the National Junior Angus Show,
July 1-7 in Tulsa, Oklahoma*

This year junior Angus members and their families will travel to Tulsa, Okla., for the National Junior Angus Show (NJAS), "The American Dream." For junior Angus members, the NJAS is the highlight of the summer. This year is coming together as one of the best yet. Make plans to be in Tulsa July 1-7.

The Oklahoma and Arkansas junior Angus associations have been working very hard together to put on this year's event. The NJAS is the world's largest single-breed beef show, and it is an amazing event.

As always, there are many exciting events and contests planned. Junior members can participate in the cattle competition, the national showmanship contest, and the various individual and state contests held throughout the week.

There are many opportunities for exhibitors to get involved in the events, even if they don't bring cattle. There are

popular contests — such as cook-off, photography, graphic design, writing, poster, public speaking, team sales, team fitting and quiz bowl competitions — that allow you the chance to participate beyond the showing. Other state competitions, such as the scrapbook contest, herdsmanship and sweepstakes, involve entire state associations.

The NJAS Mentoring Program is an opportunity for junior Angus members to utilize their experience at the NJAS to assist first- and second-time exhibitors. It gives juniors of all ages the chance to meet and interact with members from different states.

Please note that the new ownership, entry and contest deadlines are May 15, 2007.

I encourage each and every one of you to make plans to attend the 2007 NJAS and participate in "The American Dream." It is certain to be an unforgettable event.

— by Andrew Foster

NJAA BOARD OF DIRECTORS

TERMS UP IN 2007

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Chairman's Perspective:



The journey of life: Sometimes it can be fun; sometimes it's sad. Sometimes life is easy, and unfortunately sometimes life is hard. Life is many things, and it can prove to be a little different than we planned. Life is full of decisions. Some will work out in our favor, while others will serve as life lessons. No matter what life offers on the menu, we will be forced to order or to go hungry, and our priorities will help us make the right purchase.

As you grow older and become more involved with various activities, there will

be times when you will be forced to choose between FFA activities or the family reunion. You may be faced with the decision to go out with your friends or stay home to get the chores and homework done.

The first step in making the right choices is to establish a list of priorities. Priorities will allow you to look at what is most important and make your decisions based on order of importance.

Identifying and establishing priorities will allow you to make better decisions. It will make the process easier and will help you feel better about your decisions after they are

made. Priorities are essential to the decision-making process, and the earlier they are established, the easier it is to use them.

As I complete my final semester of college I am faced with tough decisions. My decisions will not come easy, and when they are made I will have to stand behind them. We will all be faced with tough decisions, and to make the best decision we need to hold true what we feel is important and always ask for and listen to advice.

Thank you juniors for allowing me to serve for the past two years as a board member. I wish you all the best.

— by Alex Tolbert

Introducing the New Royalty

On Nov. 13, 2006, a young lady from North Carolina became the first from her state to be named Miss American Angus. At the North American International Livestock Exposition (NAILE), Emily Tennant was crowned to serve the Angus breed and association for the coming year as an ambassador to the industry. National Junior Angus Association (NJAA) members will see her throughout the show season at various events.

For the junior members who do not yet know Emily, here is your chance to meet the queen.

Name: Emily Tennant

Parents: Stan and Maggie Tennant

Hometown: Greensboro, N.C.

Age: 19

College: North Carolina State University (NCSU)

Major: Animal Science and Nutrition

Extracurricular activities: I am a member of NCSU's Animal Science Club and the Raleigh Civic Symphony. I also participate in a service project that distributes food to the hungry in Raleigh.

Favorite food: Corn, grapes and M&Ms.

Hobbies: I like to go running and swimming, play my violin, cook and read.

Favorite song: I like almost anything that is country, but two of my favorites are "Run" by George Strait and "Just to See You Smile" by Tim McGraw.

Favorite quote: "Be joyful in hope, patient in affliction and faithful in prayer." — Romans 12:12



If you could trade places with an influential person for one week, who would it be and why? I'd trade places with Queen Rania, who is the Queen of Jordan. Aside from the queen connection that we share, I think she is inspirational because even though she lives in an area of the world that is volatile sometimes, she still does a lot of work for her community,

especially the youth. She also plays double duty as a mother for her own children.

What is your past experience in the NJAA?

I showed my first heifer, Suzy Q, in 1997; this is my 10th year showing Angus heifers. I've been to the past 13 Eastern Regionals, the last three Leaders Engaged in Angus Development (LEAD) conferences, and six National Junior Angus Shows.

What are you most looking forward to about Miss American Angus (MAA)? It really is an honor to be the first Miss American Angus from North Carolina. I'm really looking forward to all of the traveling that I will be privileged to do because there are so many places and shows that I've never been to, but now I have a great reason to go.

So far, what is your most memorable experience as MAA? Five days before I went to the *Certified Angus Beef*® (CAB®) Building Blocks seminar at the headquarters in Wooster, Ohio, I had my tonsils taken out. I couldn't really talk while I was there, and I was still a little loopy from my medicines.

What are your goals during your reign?

I really hope to reach out to some local steakhouses and other places where CAB is sold or served. I want to get in contact with them and try to educate the public that not all beef, even Angus beef, is the same, and quality is worth the cost. I can see that none of my friends or their parents understand that, so maybe I'll be able to educate them a little bit more.

— by Kara Wilson

Foundation Female

At the 2007 National Western Stock Show (NWSS) I had the opportunity to help with the Foundation Heifer Package. This year as a National Junior Angus Association (NJAA) board member, my duty as Foundation director has been to help with the Angus Foundation.

Riverbend Ranch, Idaho Fall, Idaho, donated the Foundation Heifer to headline the Foundation Heifer Package this year. Also included in the package were 30 days of insurance by American Live Stock Insurance Co., Geneva, Ill.; transportation to the buyer's farm or ranch donated by Lathrop Livestock Transportation, Dundee, Ill.; and a flush and three embryo implants into the buyer's recipient cows by Trans Ova Genetics, Sioux Center, Iowa.

The package they donated raised funds for the Angus Foundation; that money goes to education, youth and research. John Downs of Southern Cattle Co., Marianna, Fla., purchased this year's Foundation Heifer Package for \$135,000.

It was a very exciting moment — not only for the Angus Foundation, but also for the juniors — to see there are people who are giving and want to help support the Angus Foundation. As juniors of this Association, we should be thankful for their support and for the support the adult Association gives to us. Without the purchase and the donation of



The 2007 Angus Foundation Heifer Package sold for \$135,000 during the National Western Stock Show. Proceeds will benefit education, youth and research.

gifts or other forms of support to the NJAA, we would not be fortunate to have the No. 1 junior breed association and to receive all the opportunities that we get being involved within the NJAA.

The Foundation Heifer Package helps with many different items. For example, it helps with the scholarships given out at the National Junior Angus Show. It also helps with the Leaders Engaged in Angus Development

(LEAD) Conference every year. The Angus Foundation does so many positive things and is so helpful to the juniors and to the Association.

So, thank Riverbend Ranch for the donation, because a lot of time and effort goes into the female. Also, a big thank you to Southern Cattle Co. for the purchase of the female. As part of the NJAA, we need to be thankful for the support the Foundation gives to the juniors.

— by Amanda Schnoor

Giving Back

Since the first junior Angus association was established in Missouri, more than 65 local, state and regional junior Angus associations have formed across the country. These associations were established with the help of junior and adult members working together toward a common goal.

Adult members are willing to commit their time and money for the benefit of juniors. Adult members also realize junior members gain lifelong skills through their involvement in junior associations. These skills will play a crucial part in the future success of junior members.

The adult members make these commitments for various reasons. Some adults

donate because they remember the friendships and the skills gained by showing Angus cattle and participating in their own state junior associations. Others contribute as a way to give back to a breed and/or association that has provided them with their livelihood.

Adult members are often willing to assist junior associations in different ways, such as judging various contests, serving as advisors, or helping organize a fundraising event.

Junior members benefit greatly from the scholarships that adult members have provided. Last year alone more than \$100,000 in scholarship money was awarded to junior members. At the 2007 National Western Stock

Show, the Angus Foundation Heifer Package headlined by the female donated by Frank and Belinda VanderSloot, owners of Riverbend Ranch, Idaho Falls, Idaho, sold for \$135,000 to John Downs, Southern Cattle Co., Marianna, Fla.

This package was purchased to help support the activities of NJAA members across the nation. Without the help of the adult associations on both the state and national level, junior associations across the country would certainly not have the continued success that we have enjoyed as a junior association.

— by Rebecca Tokach

The Retiring Six

For the past two years you have probably seen a lot of these next six individuals. They have been sporting their green jackets in style, doing an amazing job of representing all the juniors and organizing many events. I hope you have had a chance to get to know these six outstanding individuals.

If you haven't I have two pieces of good news: 1) they are still going to be around at upcoming National Junior Angus Association (NJAA) events, and 2) I've done a little digging to get you a head start on getting to know them.

Tracee Veenstra



Tracee graduated in December from Minnesota State University–Mankato and started working for a company called RSC as a Manager Trainee. After her 18-month training program, she hopes to have a full-time position with the company. In the future, Tracee plans to have a family and settle down in the country.

Favorite Board memory: My first Leaders Engaged in Angus Development (LEAD) Conference on the Board in Boise, Idaho. All the National Junior Angus Shows (NJASs). Everything!

Most valuable lesson: Make sure you treat people and act in the utmost manner. You never realize how many younger juniors look up to you. It is so important to be a positive role model. You can hope that one day they will respect the way you treated them and do the same thing to someone else. Be sure to go out of your way when someone needs your help.

What is something that you've learned/experienced being on the Board that you feel is often overlooked by junior members? The hard work and dedication performed behind the scenes to make the show/event the best it could be.

One word to describe James Fisher: Energetic.

Who would play you in a movie about your life, and what would be the title? Julia Roberts. "The Road Continues."

Kindra Wood



Kindra is a senior at Auburn University who plans to apply to vet school in the fall of 2007 with hopes of graduating with a degree in veterinary medicine. Upon completion of vet school, she plans to open a clinic specializing in large animal care.

Favorite Board memory: Actually, the day I was elected to the Board because that day has opened up so many opportunities for many other memories with the Angus industry and my amazing fellow Board members.

Most valuable lesson: I have learned to work as a team with a variety of individuals from different backgrounds.

What is something that you've learned/experienced being on the Board that you feel is often overlooked by junior members? I think one thing often overlooked by junior members is how large our association is in numbers, and how much time and work individuals of this breed put into our association every day to continue to improve the association.

One word to describe James Fisher: Matchmaker.

Who would play you in a movie about your life, and what would be the title? Reese Witherspoon, because she has the style, grace and mannerism of a true Southern belle. The title of my movie would be "Small Town Girl in a Big Time World."

Zeb Gray



Zeb is a senior animal science major at Iowa State University who plans to apply to law school and raise cattle.

Favorite Board memory: Attending the Magic of the Vine fundraising event in California.

Most valuable lesson: How to deal with the variety of personalities people have.

What is something that you've learned/experienced being on the Board that you feel is often overlooked by junior members? Most junior members haven't lived long enough to realize how quickly life goes by. My two years on the Board has flown by, and I have tried to take advantage of each opportunity that presented itself. I encourage each junior member to embrace every opportunity they encounter, whether it is a chance to help somebody, learn something new, or have fun, because once it passes, you won't ever get that chance back.

One word to describe James Fisher: Tolerant.

Who would play you in a movie about your life, and what would be the title? John Candy. "The Farmer Who Wanted to be a Cowboy."

Amanda Schnoor



Amanda is a senior at Oregon State University and plans to attend grad school. She is also thinking about getting her doctorate, and would like to get a job in marketing.

Favorite Board memory: I really don't have one because every time we all get together as a Board, I enjoy every memory. I think I would have to say the friendships I have encountered is a favorite memory because I will have them forever. And also the time Alex sat in gum.

Most valuable lesson: Stay clean. But also that there are eyes always watching, and little eyes look up to me and that's special.

What is something that you've learned/experienced being on the Board that you feel is often overlooked by junior members? The work and dedication we as a Board put in to make sure the juniors enjoy themselves.

One word to describe James Fisher: Loving.

Who would play you in a movie about your life, and what would be the title? Kristen Oaks. "The Girl Next Door."

Kristen Oaks



Kristen is a junior at Louisiana State University. This year will be her last as a junior in the NJAA, but it won't be the end of her show career. She hopes to continue showing regularly on a national level. Career wise, she hopes to finish school in the next two years and pursue a career with public relations and advertising for an agriculture company.

Favorite Board memory: Dressing up Alex and Casey for the "Womanless Beauty Pageant" at YBIC (Youth Beef Industry Conference).

Most valuable lesson: Our group could not be composed of six people more diverse than we are. We each have a totally different personality, and we all come from six very different places. But our differences have served to help complement each other and learn to function as a team. This has challenged me and taught me to listen and respect everyone's opinions and visions, not just with the Board, but in all facets of life.

What is something that you've learned/experienced being on the Board that you feel is often overlooked by junior members? Acquiring the skill of multitasking that is necessary to do this job. We must balance all of our duties with the Board and keep up our schoolwork as well as our other organizations and commitments.

One word to describe James Fisher: Multifaceted.

Who would play you in a movie about your life and what would be the title? Kate Hudson. "Little Miss Sunshine."

Alex Tolbert



Alex is a senior at Oklahoma State University and upon completion of school he plans to work with the USDA Livestock and Grain Market News. Eventually he would like to migrate back home to work with youth livestock programs in Georgia.

Favorite Board memory: My favorite memory on the Board would be whitewater rafting at the LEAD Conference in Boise, Idaho.

Most valuable lesson: The most valuable lesson I have learned while serving as a junior Board member is the value of a

good team — knowing that when I need help, someone is always willing to lend a hand.

What is something that you've learned/experienced being on the Board that you feel is often overlooked by junior members? Being on the Board is truly a rewarding experience; however, it comes at the cost of time. Time spent with family, time spent with friends, and time spent with other juniors, especially at Angus functions.

One word to describe James Fisher: Dedicated.

Who would play you in a movie about your life, and what would be the title? A young Robert Duvall. "The Journey of a small town Georgia Boy."

— by Dana May

Juniors: Make Your "American Dream" Come True

Attention Angus youth: Is performing a musical talent in front of thousands of your friends a dream for you? If so, you have the opportunity to make your dream a reality. This year, for the first time, the National Junior Angus Show (NJAS) will feature an opportunity for Angus youth to make their dreams come true by showcasing their musical talents. The 2007 NJAS Opening Ceremonies will feature Angus youth and their musical talents.

Talented Angus youth will be selected from those submitting an audition video or DVD to perform as a part of the opening ceremonies. The submission may be an individual or a group and must be submitted by May 1, 2007. A limited number of acts will be selected to be a part of the opening ceremonies. These acts may also be requested to perform at other times throughout the NJAS, as well as to present the national anthem prior to the start of the cattle show each morning.

Talent submissions should include their name, address, phone number, e-mail address and member code. Submit contact information with a three- to five-minute video or DVD of the act along with any other supporting materials.

Audition materials should be sent to Gaye Pfeiffer, Attn: NJAS American Dream, Rt. 2, Box 131, Mulhall, OK 73063. Questions about "The American Dream" auditions can be answered by calling Gaye at (405) 880-1993. As with all entries, postmark deadlines should be met, as exceptions are not made.

For more information about the 2007 NJAS, visit www.njas.info.

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wants bright NJAA members between the ages of 14 and 21 who are talented writers, editors, proofers, graphic designers, photographers, cartoonists, puzzle wizards, humorous columnists, sales people and managers to APPLY for STAFF POSITIONS on the FIRST EVER National Junior Angus Show **DAILY NEWSPAPER!**

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A Q & A With the Auxiliary President

Mary Greiman grew up in Lehigh, Iowa, a small town split in half by the Des Moines River about 20 miles southeast of Fort Dodge. Her roots come from a long history of Angus involvement.

Her father, a veterinarian, had a love for horses and cattle, which began the showing streak for Mary. She showed her first Angus heifer at a local county fair and received reserve champion. However, due to a change in office locations for her father, they were forced to sell their herd. Yet, she continued to show steers at the county fair and a few other shows.

Mary later married Ted Greiman, an Angus breeder with a long family history with the breed. Ted's great-grandfather bought his first Angus bull in 1894. His grandpa, Addis, later took over the cattle in 1923 and began Greiman Angus Farms.

Ted's father served on the American Angus Association Board in the late 1970s. Ted's brother and cousins were all very involved, showing at the National Junior Angus Shows (NJAS). Mary has two sons, Kyle and Cole, who have been showing Angus since they were about 4 years old, and she would love to see them both end up in green jackets.

Mary recently took on the role of American Angus Auxiliary president. When asked what her main role as president would entail she replied, "To make sure everything gets done. In addition, try to keep our finances on track, make sure scholarships are moving along, support Miss American Angus, the cook-off, and giving awards at the NJAS." I recently asked Mary the following questions to better understand her role within the Auxiliary.



Mary Greiman

How did you get involved with the Auxiliary?

I was dating a guy in college who was in his last year of being an Iowa junior member, and I went to several shows and some meetings with him. Everyone was so nice, and it was exciting to be around people who have such a passion for youth and Angus. It was easy to want to stay involved. After we went our separate ways, I met Ted, who was a junior advisor and an officer for the Iowa Angus Association. I joined the Auxiliary and have been there ever since.

What made you want to be part of the Auxiliary?

The fantastic people who have Angus.

What do you want to accomplish during your time as president?

I would love to see our membership double and to see more people get involved with our committees.

Does the Auxiliary have anything exciting and new planned for the upcoming year?

As always, we are hoping to make more money and gain new members. We are having an officers' and committee chairs' retreat this spring, and we usually get some really great ideas from that meeting. Of course, we always

like to hear from Angus enthusiasts if they have any ideas or suggestions.

What is the most challenging part of your role as president of the Auxiliary?

I think one of the most challenging things is keeping a group that is large and scattered over a great distance involved. Another would be drawing in new people. We only meet a couple of times a year and this makes it difficult sometimes to get new people interested and active.

What is your favorite movie?

I have several favorites. I love the first three *Star Wars* movies and two of the *Indiana Jones* movies. I also love the movie *Rat Race*; it's a riot.

What is your favorite song?

The main one would be Garth Brooks' "The Dance." I really like most anything from Garth, Keith Urban, Toby Keith, Rascal Flatts, Tim McGraw and Faith Hill.

What is your favorite food?

A filet, bacon wrapped of course, medium with a nice big broiled lobster tail. A close second is a meat lover's pizza with extra, extra cheese.

What is your favorite pastime?

Going to all my boys' events and riding my horse.

What is your favorite National Junior Angus Association (NJAA) event?

The Auxiliary-sponsored *Certified Angus Beef*® (CAB®) Cook-Off is always fun, but the fitting contest this last year was cool to watch as well. Of course, the LEAD Conference was really cool, too.

What is your favorite NJAA show?

Well of course my favorites are the ones that Iowa hosts, and I think 2008 will be the best ever. But each one has been more fun than the last because Kyle and Cole get more involved with the different activities.

Since I'm an officer, the last three have been really interesting because I've had the opportunity to attend some events that I normally would not be able to, like the delegate's dinner, the queen's luncheon, and the best seat in the house for the awards program.

What is your most memorable thing/event from being involved with the NJAA?

I loved the CAB Building Blocks seminar I took part in as soon as I was elected. It was great to get to see their facilities and meet all the people who work there. It was also a great chance to get to know the incoming NJAA Board members. Lots of fun and good food!

Our "Excellence, No Exception" Conference we held last year was very productive and a great time! I got to know lots of new friends in the Auxiliary. I guess that's what would be the most memorable — all the new friends I have made.

Best advice to a junior member?

Make the most of your years in the junior Angus association. You have some truly *great* opportunities to learn, grow and, most importantly, have some fun. Try a new contest every year, try to make one new friend each year, and smile and say "hi" to everyone you meet.

I love my Angus friends, and getting involved in their Auxiliary was one of the best things I have ever done. Now I have lots of Angus friends all across the country.

Be sure to contact Mary with any questions you may have. She is a wonderful, bright and sincere person, and we are so fortunate to have her as part of the Auxiliary.

— by Tracee Veenstra

Test your knowledge on these current events!

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

What is new with these topics? Then find the word in the puzzle!

Topics

(CAB) specifications
 Food safety
 Open borders
 Dollar Value (EPDs)
 Vision of Value

(AAA) Webcast
 Synchronize
 BSE
 Premise ID

AngusSource®
 (Cattleman's) Boot Camp
 Southern Cattle (Co.)
 American Dream

NJAA Member Spotlight



Name: Madeline Taylor
Hometown: Lavaca, Ark.
Age: 12

Favorite subject in school: science

Favorite food: chocolate cake

Favorite restaurant: Chili's Grill & Bar

Favorite month of the year and why: June, because it's my birthday.

First show heifer's name: Betty

What's your favorite NJAA activity? Team Sales

What National Junior Angus Show (NJAS) was your favorite and why? Kansas City, Mo., in 2004, because it was my first NJAS, and I had a really great mentor.

Since Arkansas is helping co-host the NJAS, what are you looking forward to the most? Raising money for the embryo lottery. We are selling 1,000 tickets for \$100 a piece, and there will be 22 embryo winners.

Who has been your greatest influence throughout your career showing cattle? Jeana Sankey is because she put on a showmanship clinic at Belle Point Ranch for the Arkansas Junior Angus Association members.

What is one goal you want to accomplish while involved in the NJAA? I want to be a green jacket (NJAA Board member) one day.

— by Kristen Oaks

Scholarship/Gold Award Deadlines

Each year at the National Junior Angus Show (NJAS), there are multiple scholarships available to junior Angus members who plan to pursue a postsecondary education. Last year, organizations such as the Angus Foundation, Certified Angus Beef LLC and the American Angus Auxiliary awarded more than \$100,000 in scholarships to deserving junior members.

To apply for scholarships, you must be a senior in high school and plan to enroll in college in the fall, or be currently enrolled at a college or university. Detailed information on the scholarships and downloadable application forms are available at www.njaa.info. Deadline for the scholarship application is May 1.

The National Junior Recognition Program for Bronze, Silver and Gold awards, as it is commonly known, recognizes juniors for their hard work in producing and showing Angus cattle and participating in contests, leadership programs and other activities offered by the American Angus Association and the NJAA.

The Gold level can only be obtained during your final year of junior membership, and you must have received both your Bronze and Silver awards prior to the start of that calendar year to be eligible. Bronze and Silver awards can be applied for at any time, but the Gold Award application must be submitted to the Junior Activities Department of the American Angus Association by May 1.

— by Joe Epperly

Brosey's Top 5 Things to do in Tulsa

If you find a free moment while at this year's National Junior Angus Show (NJAS), dubbed "The American Dream," in Tulsa, Okla., these are some of the cities treasures:

Philbrook Museum of Art. This art museum is unlike many. Housed in an old mansion, it holds numerous amazing works of art from all around the world. To learn more, visit www.philbrook.org.

Cain's Ballroom. Cain's Ballroom was voted as the best music venue in Tulsa. It showcases up-and-coming music singers and bands. It's a great place to go and listen to some awesome music.

Visit www.cainsballroom.com.

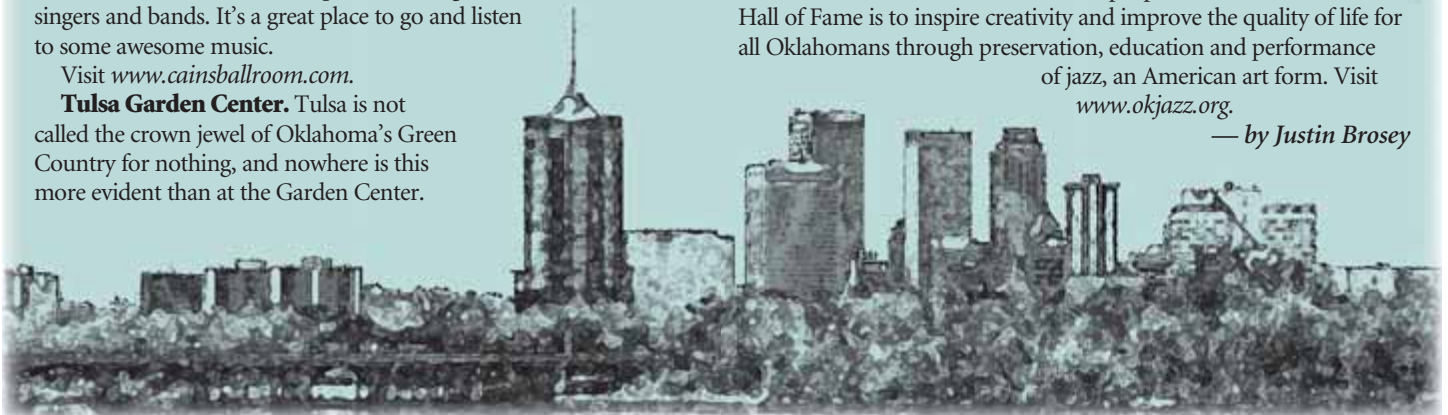
Tulsa Garden Center. Tulsa is not called the crown jewel of Oklahoma's Green Country for nothing, and nowhere is this more evident than at the Garden Center.

This garden houses more than 9,000 rosebushes. See www.tulsagardencenter.com.

Tulsa Zoo. Spread over 70 acres within Mohawk Park on the northern edge of Tulsa, the Tulsa Zoo is home to more than 1,500 animals. The beautifully landscaped paths provide views of tigers, elephants, bears, chimpanzees and many other species. See www.tulsazoo.org to learn more.

Oklahoma Jazz Hall of Fame. The purpose of the Oklahoma Jazz Hall of Fame is to inspire creativity and improve the quality of life for all Oklahomans through preservation, education and performance of jazz, an American art form. Visit www.okjazz.org.

— by Justin Brosey



CAB® Under New Leadership, New Rules

For only the third time in the 28-year history of the *Certified Angus Beef*® (CAB®) brand, a new executive has been named. On Nov. 11, 2006, John Stika was appointed president of Certified Angus Beef LLC (CAB) by its board of directors during the American Angus Association's annual convention in Louisville, Ky.

Stika follows in the footsteps of Jim Riemann, who retired last fall. Stika is originally from Lincolnville, Kan. He attended Kansas State University, where he earned his bachelor's and master's degrees in animal science and industry and meat science. He then attended the University of Kentucky, where he earned a doctorate in meat science.

Stika has been with CAB since February 1999. Most recently, he was the vice president for business development.

As Stika takes the reins as president, CAB has implemented new rules to increase uniformity

in the product. The brand's original Yield Grade (YG) 3.9 limit will be replaced with three new uniformity specifications, including:

1. ribeye area of 10 to 16 square inches (sq. in.);
2. hot carcass weight less than 1,000 pounds; and
3. external fat thickness less than 1 in.

The new rules went into effect Jan. 29, 2007. The rules were implemented for a variety of reasons, particularly in response to a trend toward heavier cattle, closely trimmed fabrication of cuts, and other technical advances since the brand was founded in 1978.

Heavier cattle tend to have larger ribeyes, which have presented several big problems



for foodservice operators. Most ribeyes are sold as a certain weight. An example would be an 8-ounce ribeye. If a ribeye is 17 sq. in., it would have to be cut very thin in order to weigh 8 ounces.

Thin steaks present several problems. First, they are very hard to cook and prepare to the customers' request. Second, most foodservice operators have designated a certain area on the plate for the steak. If an operator

designates space for a 12-sq.-in. ribeye on the plate and they receive a 17-sq.-in. ribeye, the steak will be taking up too much room. The end result is an inconsistent plate presentation.

The new specifications will allow for a more consistent product that will be more satisfying for restaurant owners and consumers.

Life's a Peach ... So, Eat it Up!

“Leadership and learning are indispensable to each other.”

— John F. Kennedy

The LEAD (Leaders Engaged in Angus Development) conference for 2006 boasted record attendance. This year's conference, to be Aug. 2-5, promises to be yet another record-setting event for the National Junior Angus Association (NJAA), as well as being the best LEAD yet. The LEAD conference will be in Athens, Ga., better known as The Peach State.

The schedule for this year's event is packed with fun activities involving leadership, friendship and Angus. Conference highlights

include tours of scenic Athens, workshops by the NJAA Board and unique guest speakers. The participants will be treated to Southern hospitality and Georgia Angus heritage as they visit Three Trees Ranch and Shoulderbone Plantation.

There will also be time set aside for roundtable discussions to allow for sharing of ideas among members. This will allow participants the opportunity to gain new knowledge and ideas that they will be able to use and share with their state associations.

Of course, LEAD isn't all work and no play. Participants will be exposed to “Life's a Peach” through fun activities and events that allow everyone to

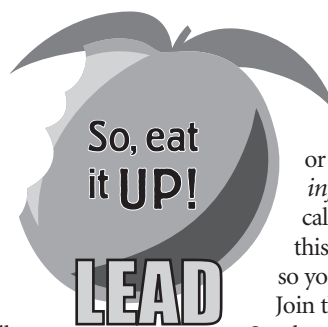
get to know each other while making lifelong friends from across the United States and other countries. Yes, that's right, there will be participants from other countries.

LEAD is open to all NJAA members who are 14 years or older, as well as parents and state advisors. Look for more information in the green entry booklet or on the web site at www.njaa.info. Remember to mark your calendar and sign up early for this important and unique event so you're sure not to miss it.

Join the NJAA for some true Southern hospitality as we enjoy “Life's a Peach — So Eat it Up!” See you in Georgia, my friends!

— by Kindra Wood

Life's a Peach...



So, eat it UP!

LEAD

2007

Athens, Georgia

Important Dates and Deadlines for Juniors

APRIL 2007

- 15 Ownership and entry deadline for Atlantic National Junior Angus Show
- 27-28 Western Regional Junior Angus Show, Reno, Nev.

MAY 2007

- 1 Deadline for Gold Award applications
- 1 Outstanding Leadership Award applications due
- 1 Ownership & entry deadline Northwest Regional Preview Junior Angus Show
- 1 Certified Angus Beef LLC (CAB)/National Junior Angus Association (NJAA) Scholarship applications due
- 1 Angus Foundation scholarship applications due
- 15 Ownership & entry deadline Eastern Regional Junior Angus Show
- 15 Ownership & entry deadline National Junior Angus Show (NJAS)

- 15 Entry deadline for NJAA writing, NJAA/AJ photography and NJAA graphic design contests

- 15 Entry & recipe deadline for All-American *Certified Angus Beef*® Cook-Off

- 25-27 Atlantic National Junior Angus Show, Timonium, Md.

JUNE 2007

- 1 Ownership deadline All-American Angus Breeders' Futurity Junior Angus Show
- 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)
- 20 Entry deadline All-American Angus Breeders' Futurity Junior Angus Show

- 20-22 Northwest Regional Preview Junior Angus Show, Prineville, Ore.

- 22-24 Eastern Regional Junior Angus Show, Harrisburg, Pa.

JULY 2007

- 1-7 NJAS, Tulsa, Okla.
- 26-29 The All-American Angus Breeders' Futurity Junior Preview Show, Louisville, Ky.

AUGUST 2007

- 1 Ownership deadline (issue date) for North American International Livestock Exhibition (NAILE) Junior Show and American Royal Junior Show
- 2-5 LEAD Conference, Athens, Ga.

SEPTEMBER 2007

- 1 Entry deadline for American Royal Junior Heifer Show
- TBA NJAA Board Meeting, Saint Joseph, Mo.

OCTOBER 2007

- 1 Entry deadline for NAILE Junior Heifer Show
- 21 American Royal Junior Show, Kansas City, Mo.

NOVEMBER 2007

- 1 Ownership deadline (issue date) for National Western Stock Show (NWSS) junior competition
- 15 Entry deadline NWSS
- 11 NAILE Junior Heifer Show, Louisville, Ky.

JUNE 2008

- 20-22 Eastern Regional Junior Angus Show, Lewisburg, W.Va.

JULY 2008

- 13-19 NJAS, Des Moines, Iowa

Note: American Royal, NAILE & NWSS ownership deadlines are ISSUE DATES. All other deadlines are POSTMARK DATES.

Each household with one or more active NJAA members is to receive one copy of each semiannual youth-oriented issue of the ANGUS JOURNAL (May and September) and one copy of each semiannual NJAA DIRECTIONS newsletter (Spring and Fall). If you, a brother or sister do not receive these issues, contact the ANGUS JOURNAL Circulation Department or the American Angus Association Membership Department.

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