



The Hinrichsen Reign

The Hinrichsen name bears no need for introduction, as this family of four is well-versed in advocating for the Business Breed. Eva Hinrichsen — now a titled advocate in her own right — will bear the noble red jacket as Miss American Angus.

by Lindsay King

Hailing from Westmoreland, Kan., Hinrichsen was crowned Miss American Angus on Nov. 4 during the 2019 Angus Convention hosted in Reno, Nev. She's not the first of her family to serve the breed in the spotlight.

Her brother, Cale, finished his year as the Angus Ambassador just moments before his sister was crowned. Perhaps leadership runs in the family? Or maybe it's the innate behavior of any Angus member to strike out as an advocate by taking on new challenges.

"I really want to work on increasing transparency between consumers and producers," she says. "I think that's a big problem in our industry today."

Contestants for the 2020 title included Hinrichsen; Claire Stevenson, Hobson, Mont.; Mardee Sadowsky, Eagleville, Mo.; Hailey Roye, Fayetteville, Ark.; and Morgan Knapp, Bloomfield, Iowa. The five competed via a written quiz, an interview and a prepared speech before a panel of three judges.

The Miss American Angus platform will give Hinrichsen the place she needs to use her voice. Hinrichsen's title-winning speech made her skills and intentions clear when it comes to communicating her

passion for the industry in the coming year.

"By wearing the red jacket in hotels and taxis, I'm sure I'm going to get the question of 'who are you, what do you do?'" Hinrichsen says. "Just reaching those one or two people could really go a long way."



Eva Hinrichsen, Westmoreland, Kan., will reign as Miss American Angus in 2020.

Now a freshman animal science major at Oklahoma State University (OSU) in Stillwater, Okla., Hinrichsen has her work cut out for her with a

packed travel schedule ahead. Her first event? As always, it's the North American International Livestock Show (NAILE) in Louisville, Ky.

"There are a few shows out East — like Atlantic Nationals — that I haven't ever attended before, so I'm real excited to go to those," she

says. "Miss American Angus also attends the CAB (Certified Angus Beef®) conference and is able to promote the breed rather than just stand in the ring at a show, though that is also important."

A dream is a wish

Finding her stride as a leader came naturally for this Kansas Junior Angus Association (KJAA) member. She is a fourth-generation Angus breeder, following in the footsteps of her parents, Ron and Lynne Hinrichsen, and their parents before them.

"I've had an Angus membership since the day I was born," Hinrichsen says. "My brother and I started showing when we were 7 years old. We haven't stopped since. We've always had a strong passion for Angus."

Hinrichsen developed an attitude of servant leadership growing up that was further cultivated through various officer positions for both

the KJAA and the Northeast District Angus Association. The 18-year-old has also stepped up in the family operation over the years.

After becoming a certified artificial insemination (AI) technician, Hinrichsen took the reins for breeding the Angus herd at home. It's safe to say this queen isn't afraid to get her hands dirty.

It's fitting though, as Hinrichsen has her sights set on studying reproduction and genetics in graduate school. She has also contemplated getting a medical degree so she could practice in rural communities. The sky is the limit for this leading lady.

Those who came before her — and certainly those who will follow in her footsteps — paved the way for Miss American Angus to reach for the stars. Paige Wallace left a long-

standing impression on Hinrichsen.

“Ever since I was little I've always watched Miss American Angus and really wanted to be her when I got to this point,” she says. “As a little girl watching [Miss American Angus] I always loved how elegant and graceful she was and is. I've always dreamed of being that girl.”

Look for your 2019-2020 Miss American Angus at cattle industry shows and events in the coming year.

For more information about this American Angus Auxiliary-sponsored contest, visit www.angusauxiliary.com.



Presented by the American Angus Auxiliary, Hinrichsen is the 52nd Miss American Angus to serve as an ambassador for The Business Breed.

The Winning Speech: Honoring Tradition, Creating Change

Baseball, hot dogs, and apple pie are traditionally loved by most Americans but in my family, it would sound more like cattle shows, steak and raising Angus cattle because I mean, who has time to eat dessert anyway?

Being a fourth-generation member of a ranching family has a long list of traditions and ways that have brought me to this point in life. Every year, I enjoyed working side by side family members to AI, vaccinate or feed cattle, pick out the new show string and survive halter-breaking as well as the long discussions as to what our family could do differently to enhance the natural resources, our cattle and create a better bottom line. In Kansas it is also the spring burning of pastures to help control brush and boost the growth of grass before we turn cattle out for grazing. To me there is no better sight than black cattle on the bright green grass in May. These traditions built a foundation of life skills in me that include a strong work ethic, faith and the knowledge to find solutions when faced with a challenge.

For the Angus breed, changes created traditions. We can go

back to 1873 with George Grant bringing the first Angus bulls to the plains of Kansas and putting them on his traditional Longhorn cows. Grant created change by producing a polled animal with hybrid vigor. It continued into 1883 with the formation of the first Angus breed association, followed in 1952 with establishment of the American Angus Auxiliary and then in 1978 with the development of the *Certified Angus Beef*® (CAB) Program. All of these entities continue growing today with over 332,000 registrations of Angus cattle and a future focused on customer service, education and business expansion.

Mick Colvin and his progressive colleagues honored tradition by utilizing the Angus bull to create *Certified Angus Beef*. In 1978, the specifications were outlined for the CAB program with the main goal to increase the demand for Angus bulls. This has morphed into the greatest branding opportunity for what was once considered a commodity product.

Traditionally, most producers turn out a bull to service their cows and hope for a good calf crop.

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Creating change through technology can be applied in our cow herds beyond matching pedigrees between bulls and females.

As cattle producers, we are able to utilize genomics as genetic predictors within our herds. The utilization of sexed semen can dictate whether a bull or heifer is born, allowing producers to capitalize on what they prefer to market. Taking a biopsy of an embryo determines the genetic value before it is even implanted into a cow. These are examples of creating change in the way we propagate superior genetic progress.

Outside of cattle, I strive to increase progress in those around me. Personally, I had the opportunity to create change for my own peer group. During my senior year of high school, I became the Northeast District FFA President. My officer team and I organized the district Greenhand Conference, which is a series of workshops for all first-year FFA members. There were over 350 students present at the Conference. For my workshop, I encouraged the Greenhands to step out of their comfort zone and get involved within their FFA chapters. During the workshop, I had the participants explain what they were passionate about in agriculture. I explained all the wonderful opportunities FFA has to offer through Career Development Events, or CDE's. In addition, I matched their interests with a specific CDE and encouraged them to attend that event.

Afterwards, one of the advisors called to say the Greenhands could not stop talking about my presentation and how much I impacted them to find their passion and connect it to a CDE. He said they expressed an interest to attend several CDEs as well as to listen to me speak again. I agreed to design a leadership and team-building workshop for this group. I facilitated several group activities, expressing the importance of being good role models and serving others as well as the agriculture industry. Furthermore, they learned to work as a group to serve the mission of the FFA. Being requested by the group reaffirmed my goals of motivating others to embrace their passions and make changes to see a greater result.

Sometimes thinking differently can be scary and exciting at the same time. It should not stop us from taking a chance to create an opportunity to improve the situation we are in. So go attend that cattle show, eat all the apple pie you want and take the chance to create something more. Most importantly, when we understand past traditions, are aware of the present, then we can look forward to creating change for the future.



The 2020 Miss American Angus, Eva Hinrichsen, aspired to the role from a young age. Pictured is 10-year-old Eva dressed as Miss American Angus for Halloween.

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