

Compiled by Megan Silveira,
assistant editor

POSTCARD FROM A JUNIOR



Eric Schafer

Building a bridge to success

Today there are many different ways to connect with people, whether that be online, through social media, over the phone or by text message. However, in my opinion, the most powerful way to connect with someone is still through everyday conversation.

With the advent of technology, the power of conversation has taken a back seat to things like social media. Our younger generation can sometimes forget a conversation can be far more powerful than any post.

In order to truly “build bridges,” it is vital to be able to communicate effectively in a face-to-face interaction. Not to discount the importance of social media in our culture, but I think we can all agree a face-to-face interaction means a whole lot more. Even in a society with Facebook, a firm handshake and a quality conversation are vital whether you’re a businessperson or a student. Conversations are the materials by which bridges are made and connections are forged.

The importance of conversation is even more important today, when agriculture is under constant scrutiny from the public. Conversations with

consumers about where their food comes from are one of our biggest weapons against opposition to animal agriculture. It is absolutely vital we form a bridge and connect with consumers beyond a screen when given the opportunity to do so.

These conversations can be as simple as a one-on-one conversation with a local at your county or state fair. Even though we all get annoyed with the “Can I pet your cow?” requests, these are often the best times to interact with people outside of agriculture on face-to-face level. As our world changes, it is still important to have that face on the internet and social media, but these face-to-face interactions can certainly influence people’s choices at the grocery store.

Another important thing we often forget about is how important it is to build bridges with new members to our Angus family. Our breed

association does a great job of recruiting new members, but it is our job as a membership to welcome them into the Association. The importance of a conversation cannot be overstated when it comes to making a first-time Angus customer a return customer.

I would encourage all National Junior Angus Association (NJAA) and American Angus Association members to spark up a conversation next time they see a new family, whether that be at a state convention, conference or at a show. These connections aren’t only important in bringing people into the Association, but they can also be extremely valuable for you because you never know who you might meet.

You never know, a simple conversation might lead to a lifetime of friendship.

— Eric Schafer

Bronze and Silver Awards

Charlie Armstrong, Owatonna, Minn.; Brady Ford, Lake Wilson, Minn.; Taylor Ford, Lake Wilson, Minn.; and Joe Severeid, Owatonna, Minn., have earned the NJAA’s Silver award, according to Jaclyn Upperman, events and education director of the American Angus Association.

The Bronze and Silver awards

are the first two levels of the NJAA Recognition Program that began in 1972. Junior Angus breeders must apply for the awards, then meet point requirements in many areas of participation before receiving the honors. Applicants are evaluated in areas of junior Angus association activities and leadership, participation in showmanship, contests and shows, using

performance testing to improve their herd, and their progress in producing and merchandising Angus cattle.

Aaron and Amanda Armstrong’s son, **Charlie Armstrong**, is from Owatonna, Minn. The 19-year-old currently attends Kenyon-Wanamingo High School.

He is a member of the NJAA and the Minnesota Junior Angus Association (MJAA), where he is

North Dakota Angus Ass'n Annual Meeting and Banquet, Nov. 12-13, Bismarck

Angus royalty (from left) are Medora Ellingson, Saint Anthony, North Dakota Angus princess; Karlee Sailer, Golden Valley, Miss North Dakota Angus; and Kelsey Vandeberghe, Cleveland, North Dakota Angus princess.



presently serving as secretary.

Armstrong has shown at the state and national level. He has attended the National Junior Angus Show (NJAS), where he has participated in the photography, quiz bowl, team fitting and skill-a-thon contests. He has also served as a voting delegate.

Brady Ford is the 16-year-old son of Angie Ford. The Lake Wilson, Minn., native currently attends Murray County Central High School.

As a member of the NJAA and MJAA, he has participated in local and state shows. At the NJAS, Ford has also participated in the team fitting contest.

Brady's 17-year-old sister, **Taylor Ford**, also attends Murray County Central High School. She is a member of the NJAA and MJAA, where she has served her state as a director and royalty.

In addition to participating in local and state shows, Taylor has also submitted weight data to the Angus Herd Improvement Records (AHIR®).

Owatonna, Minn., local **Joe Sevareid** currently attends Kenyon Wanamingo Middle School. The 16-year-old is the son of Aaron and Amanda Armstrong.

Sevareid is a member of the NJAA and the MJAA. He has shown at all levels and participated in the photography contest at the NJAS.

Evenson Angus

42nd Production Sale
Thurs., March 17, 2022

1:00 PM (MST) • Free Meal
Lemmon Livestock Auction
Lemmon, SD

SELLING 115 ANGUS BULLS

55 Fall Bulls and 60 Spring Bulls • 40 Heifers
Can be registered

40 Commodore-Sons-&-Grandsons-Sell



BW	-.1
WW	88
YW	155
M	23
CW	63
MRB	.78
REA	.54

KESSLERS COMMODORE 6516

Reg. AAA 18545936 • BD 1/2/16 • Tattoo 6516
Sire: Connealy Comrade 1385 • MGS: Summitcrest Complete 1P55
One of the hottest trending bulls in the Angus breed.



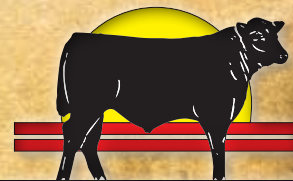
BW	0.7
WW	68
YW	130
M	29
CW	57
MRB	.67
REA	.72

EVENSON EVEREST 964

Reg. AAA 19576675 • BD 2/18/19
Sire: Kesslers Commodore 6516
MGS: TW Ela Image Maker 406X
A powerful Commodore son
who is making his own mark.

OTHER SIRES:

HA Added Value 7578 • Musgrave 316 Exclusive
HA Prime Cut 4493 • Baldrige 38 Special C040
Jindra Acclaim 134 • ET Incredible 0368
Evenson Black Granite 837
Ridls Appearance 707 • Basin Rainmaker 4404
Evenson Stetson 100X 730



EVENSON ANGUS

Box 1089 • Hettinger, ND 58639
Rod: 701-567-3358
revenson@ndsupernet.com
Bill: 701-567-2861
beverson@ndsupernet.com

WWW.EVENSONANGUS.COM

[A]