

Getting "BACK TO THE BASICS"

To be an all-star basketball player, one must know the basic rules, techniques and plays of the game. Coaches drill into their players the idea of remembering and using the fundamentals. These basics lay a strong foundation for an individual to build upon and use to become more precise and skilled.

This concept is applicable in everyday life. For members of the National Junior Angus Association (NJAA) the concept applies to our part in the beef industry and underscores how we need to hone our skills and become all-star beef industry leaders.

The 1999 Leaders Engaged in Angus Development (LEAD) conference will focus on getting "Back to the Basics." The site for this year's conference will be St. Joseph, Mo., home of the American Angus Association — where, you could say, it all begins.

NJAA members and advisors who attend will be reminded of basic skills to help them become effective leaders and successful cattle producers.

The schedule is jam-packed with activities that will challenge, excite and involve all participants. Conference highlights will include workshops and presentations by the NJAA Board and well-known industry and motivational speakers. There also will be time set aside for roundtable discussions to allow participants to exchange ideas with members from other states.

A tour of the American Angus Association headquarters and the *Angus Journal* is scheduled for the group. Participants will have the opportunity to learn about Association programs and history and to meet the people who make those programs possible.

Of course, LEAD isn't all work. There will be fun activities to allow everyone to get to know each other better and to kindle new friendships. These will include games, a dance, vespers and an evening adventure.

The conference is open to all NJAA members who are 14 years of age or older, state advisors and parents.

Just as it is important for athletes to apply the basics to become all-stars, it is also essential that we as key players

It is essential that we as key players in the beef industry remember our fundamentals to become leaders in the food market.

in the beef industry remember our fundamentals to become leaders in the food market. I encourage each of you — juniors and adults — to take advantage of this unique opportunity to get "Back to the Basics" this July in St. Joseph.

Look in future issues of the *Angus Journal* and *Directions* newsletter for a more complete schedule. For more information or to request registration materials, contact the Junior Activities Department at (816) 383-5100 or any member of the NJAA Board.

— Diana Covell
NJAA leadership director

(tentative)
St. Joseph, Mo.

THURSDAY, JULY 22

2-4 p.m.	Registration
4 p.m.	Icebreakers
5 p.m.	Motivational speaker
6:45 p.m.	Dinner
8:05 p.m.	Speaker
9:10 p.m.	Roundtable discussion
10:35 p.m.	NJAA Board presentation
11:30 p.m.	In-room curfew

FRIDAY, JULY 23

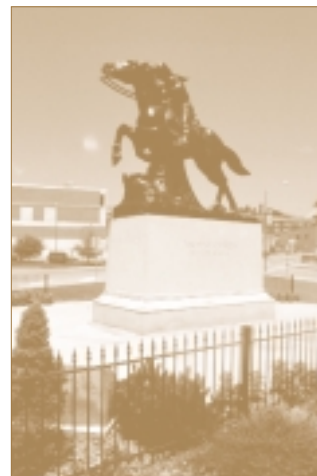
8 a.m.	Breakfast
8:45 a.m.	Load buses for AAA
9 a.m.	Tour American Angus Association and <i>Angus Journal</i>
noon	Lunch
1:30 p.m.	NJAA Board workshops
3:30 p.m.	Break
3:45 p.m.	Workshops
	Evening dinner and fun activity followed by vespers
11:30 p.m.	In-room curfew

SATURDAY, JULY 24

8:30 a.m.	Breakfast
9:05 a.m.	Activity
9:30 a.m.	Speaker
10:35 a.m.	NJAA Board activity
11:05 a.m.	Speaker
12:10 p.m.	Lunch
1:10 p.m.	Speaker
	Afternoon activities and tours
8 p.m.	Dance
midnight	In-room curfew

SUNDAY, JULY 25

8:30 a.m.	Closing remarks
10:30 a.m.	Departure



LEAD participants will have a chance to tour the American Angus Association and the *Angus Journal* and to learn more about each division and how it works to serve the members.

Right: St. Joseph is home to the Pony Express, Stetson Hats, Cherry Mash candy and the American Angus Association.