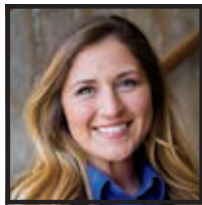


by Sydni Lienemann, 2018
Angus Ambassador



Angus Ambassador opportunities

Fellow Angus producers, it is my great honor and privilege to serve each and every one of you as the 2018 American Angus Ambassador. My name is Sydni Lienemann, and I am from Princeton, Neb. — “The Beef State.” I am currently a sophomore at the University of Nebraska–Lincoln studying agricultural economics and animal science with minors in entrepreneurship and beef industry scholars. I am a first-generation Angus producer.

My family’s registered Angus seedstock operation began about 25 years ago with the purchase of six cows from the local sale barn. Our herd began as more of a hobby, but it has since grown to a successful, sustainable operation. Early on, I learned the value of hard work, respect and integrity. Additionally, through my involvement in organizations like 4-H, FFA and the National Junior Angus Association (NJAA), I was able to grow and develop as a leader and industry advocate. I’m so incredibly grateful for the opportunities I’ve been presented through these organizations.

The contest was hosted in conjunction with the National Angus Convention in Fort Worth, Texas. Five finalists from across the country were selected to compete. The contest consisted of an interview process and a 5- to 8-minute presentation on a relevant topic in the industry, followed by 5 minutes of questions from a panel of judges. I decided to present on the new Angus

GS™ test and single-step genetic evaluation. The contest provided a great opportunity to research and dive into a hot topic in the industry.

Travels

Since being selected in November, I have had the opportunity to travel both nationally and internationally. I first went to Fort Worth, Texas, to compete in the ambassador contest itself. My first official stop as ambassador was to the Certified Angus Beef LLC (CAB) headquarters in Wooster, Ohio, for the Youth Beef Leaders Seminar. Next, I traveled to Phoenix, Ariz., for the Cattle Industry Convention & National Cattlemen’s Beef Association (NCBA) Trade Show. My most recent trip was

to Winnipeg in Manitoba, Canada, for the Guiding Outstanding Angus Leaders (GOAL) conference hosted by the Canadian Junior Angus Association. The next event I will attend will be the Beef Improvement Federation (BIF) conference in Loveland, Colo., in June.

One of the aspects of the position that I really enjoy is the flexibility to choose what areas to focus on within the industry and the Association. I have a few internal and external goals for the year. Within the Association, I would like to see more junior members apply and participate in the contest. It truly is a once-in-a-lifetime opportunity to get to travel, learn and network. Outside of the Angus Association, I hope to reach

and educate a larger consumer base.

In the remainder of my year as Angus Ambassador, I look forward to continuing to represent the nation’s largest beef cattle breed and getting to interact with people from all sectors of the industry.

AJ

Editor’s Note: Photos provided by Sydni Lienemann.



Sydni Lienemann (left), Torri Lienemann and Maci Mueller