

# Meet Your Staff

BY LANCE ZIESCH

**Editor's note:** As part of our "Family Ties" theme this year, we want to introduce you to your Association family — those here at the American Angus Association dedicated to giving you the best service in the seedstock industry. Part 8 of this series features the Activities and Junior Activities departments.

## Activities and Junior Activities Departments

**Bryce Schumann, 1 year**  
*Director of activities*

**Responsibilities:** Plans Association meetings, conferences, corporate-sponsorship activities, Angus Foundation fund-raising and Association participation in competitive livestock events. He also serves as the secretary to the Activities Committee of the Board of Directors and provides staff support to facilitate and coordinate the selection and recognition of inductees to the Angus Heritage Foundation.

Bryce grew up on a diversified crop and livestock farm outside Powhattan, Kan. He raised and showed purebred seedstock, mostly Polled Herefords. He graduated from Kansas State University (K-State) in 1983 with a degree in animal sciences and the University of Kansas (KU) in 1987 with a master's of business administration (MBA) degree.

After completing his MBA, Bryce worked as a loan officer for Farm Credit Services and later as the coordinator of industry relations for the Kansas Beef Council. Before coming to the Association, he worked for more than a year as an assistant director of Feeder-Packer Relations for the Supply Development Team of Certified Angus Beef LLC (CAB).

Bryce and his wife, Gina, have been married for nearly 10 years. They have three sons: Wyatt, 7; Dylan, 4; and Jessye, 8 months.

Currently, he manages a commercial cow herd with his wife and a small seedstock operation with his family. He is also starting an Angus project for his children. In his spare time, he enjoys making up new words and definitions.

**Linda Campbell, 4 years**  
*Administrative assistant for activities and public relations*

**Responsibilities:** Correspondence for open and junior show participation; ROV show correspondence and awards; Denver bull sale entries, receipts, expenses and awards; Angus Heritage Foundation correspondence; National Angus Conference registrations; coordinates list of suggested judges; maintains Historic Angus Herd awards; regional manager ad correspondence; secretary to the Activities Committee at the Board meetings in Saint Joseph; orders show awards and ribbons for ROV and national Angus shows.

Linda enjoys working with the Association members, regional managers and staff to get information to the members, addressing questions and problems, and seeing the ROV awards and bull sale functions finish with positive results and reactions.

Linda has lived on a farm most of her life and has had Angus cattle ties due to backgrounding steers and taking care of a cow-calf herd.

Linda enjoys the outdoors and works most of her hours away from the office in her yard and flower gardens. "I love horseback riding and going dancing. All of these are good stress releases and good for the soul," she says.

"The members have all had a hand in making [the Association] what it is today — the best in the industry," she says. "The employees are caring people and great to work with. The Association is not afraid to make changes to remain No. 1 in the beef cattle world."

**James Fisher, 9½ years**  
*Director of junior activities*

**Responsibilities:** Coordinates the junior programs for the American Angus Association and National Junior Angus Association (NJAA). Works with the NJAA Board and state and regional Angus associations in developing, promoting and



The staff of the Activities and Junior Activities departments includes (front row) Bryce Schumann, (back row, from left) Linda Campbell, Monica Jordan and James Fisher.

## Tips for Better Service

- Use e-mail whenever possible when corresponding with the Association.
- Send in applications early—don't wait until the deadlines.
- Follow instructions closely, and return information in a timely manner.

executing junior programs and activities.

James says the part of his job he enjoys most is watching the junior members grow and change through their involvement in various junior programs. "It's very rewarding to see these young people take on responsibility in the local, state and national associations."

James grew up on a small farm. When he was younger, his father had some commercial Angus cattle. He showed steers in 4-H and FFA and worked for a neighbor who had commercial and purebred cattle of other breeds. James was involved in 4-H on the local, county and state levels. He has a bachelor's degree in animal sciences and agricultural economics. He currently owns a small herd of Angus cattle that are on the family farm about 20 miles from Saint Joseph.

James says he likes working with positive people. He also enjoys singing. He often sings at his home church and local churches in the area, as well as in a men's barbershop chorus in Saint Joseph that competes and ranks in the top 20 choruses internationally.

"Each year, I develop special friendships with many of the juniors and their families

involved in planning the shows and events across the country. These individuals become special friends from working so closely to make these events happen. The national junior Board [members] are very special to me. Working with these young people very closely for two years is challenging for me in a positive fashion. The quality and caliber of these young people keeps the NJAA moving forward because of their drive to achieve and improve the industry."

### **Monica Jordan, 10 months**

*Junior activities administrative assistant*

**Responsibilities:** Processes regional and national shows, new junior members, new officer and advisor lists by state, National Junior Recognition Program, show premiums, scholarship applications, National Junior Angus Showmanship Contest correspondence, awards and registration; Leaders Engaged in Angus Development (LEAD) conferences, and all other correspondence for junior activities and the Angus Foundation. Also handles all merchandise sales and other miscellaneous projects.

Working in the Junior Activities Department is rewarding, Monica says. "I thoroughly enjoy interacting with the juniors and state associations. I had the opportunity to travel to the national FFA convention this past fall for the very first time. It was extremely motivational, and it was wonderful to see a few junior Angus members excel in their respective projects."

Monica grew up on a farm in Taneytown, Md., raising cattle and hogs. She was a 4-H member and an NJAA member. Today, she still owns an Angus herd.

She graduated in 1998 from K-State with an animal science and industry degree. Her first year out of college, she worked for the Michigan Beef Industry Commission as director of promotions.

Monica and her husband, Matt, have been married for a year. She enjoys traveling.

