

AUXILIARY NOTES



by Leslie Mindemann, American Angus Auxiliary

Auxiliary events and support at NJAS

"If you want to be successful, it's just this simple. Know what you are doing.

Love what you are doing, and believe in what you are doing." — Will Rogers

The National Junior Angus Show (NJAS) is all about Angus, but participation in this great event is not limited to the showring. The American Angus Auxiliary sponsors awards for many of the contests that show off youth knowledge of Angus cattle, their love of the experience, and the belief that Angus is the premium breed.

The first non-showring educational contest, the Cook-Off began in 1983.

"With nine junior and four adult teams, the outdoor arena was a very busy place. It was a pretty humble beginning, but *what fun!*" said Ardyce O'Neill, 1983 beef education chair. Reaching a milestone, the 35th All-American *Certified Angus Beef*® (CAB®) Cook-Off joins to celebrate the 40th Anniversary of Certified Angus Beef LLC (CAB), a partnership that has expanded since 1988.

Through the years, 4,367 chefs representing 907 teams from 38 states have entertained, sung, danced and cooked to spread the *Certified Angus Beef* brand and Angus message, competing for the coveted Black Kettle Award that goes to the top-scoring team over all ages and categories. Named in memory of Paul St. Blanc who expressed his passion for cooking, love of family and Angus youth by participating in the first

contest's adult division in 1983 and thereafter. His passion carries on today in this highly energetic event.

Inspired by shows like *Iron Chef*, the Chef's Challenge competition was developed in 2010 with the help of Chef Michael Ollier from CAB. Adult and NJAA members ages 18-21 must prepare and serve a unique entrée using a specified cut of CAB and secret ingredients provided the day before competition. Join the fun and display your own expertise in this exciting, challenging and fun event.

"The Cook-Off was intended to give youngsters a chance to become comfortable talking about *Certified Angus Beef* brand," said Anne Patton Schubert, beef education co-chair. It takes a team who knows, loves and believes. We couldn't do it without the extensive team of parents, volunteers, the *Angus Journal* to publish the recipes, the Events and Education Department to help organize, National Junior Angus Board members keeping things rolling, and the Association's communications group for webcasting, photography and video of the teams.

Awarding achievement

The American Angus Auxiliary strongly believes in the importance

of the educational contests by presenting the Richard Spader Senior Extemporaneous Speaker Award, top two intermediate extemporaneous speaker awards, and Grote LEAD (Leaders Engaged in Angus Development) Award to the top intermediate steak Cook-Off team.

Additionally, we sponsor the prestigious Crystal Award, created to promote and encourage participation in educational events. Points are earned for placing and participation in the following contests: career development, photography, poster, graphic design, extemporaneous speaking, prepared public speaking, team marketing, team sales, creative writing, quiz bowl, skill-a-thon, and the Cook-Off. These contests allow all juniors, even those who might not show cattle, to participate in the NJAS. Two awards are presented, one to the high-point boy and one to the high-point girl.

So, whether the kids have an Angus animal to show or not, there's so much more at NJAS. The Auxiliary is proud to be a part, expressing in our own way, "Know what you are doing. Love what you are doing, and believe in what you are doing."

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