

What's Your Bid For the

FUTURE?

Members of the National Junior Angus Association Board attended the Youth Beef Industry Conference to learn more about the beef industry and forge their future.

Photo Story by Angie Stump and James Fisher

What would you give for the future of your breed, your industry or your junior programs? Twelve enthusiastic National Junior Angus Association (NJAA) Board members are willing to give two years of themselves to serve the young members of the American Angus Association.

On March 21-24 board members attended the Youth Beef Industry Conference (YBIC) in Denver. YBIC is a program designed to motivate and educate young people in preparation for their roles as future agricultural leaders. Junior board members and officers from 18 breed associations and two state cattlemen associations had the opportunity to listen to industry leaders about current issues facing the beef industry.

Attendees also had the opportunity to participate in tours on Saturday afternoon. Their first stop was Maverick Meats. At Maverick participants learned about the different types of branded product they offer as well as a tour of their facility.

"The most interesting aspect of the conference was the tour of Maverick Meats," says Monica Feeser. "I had never heard of them before. It was interesting to hear about their products, which are low in cholesterol and free of pesticides. I'd like to be able to try the meat and compare it."

After touring Maverick, participants traveled to the National Cattleman's Beef Association (NCBA) and CattleFax offices. At NCBA they learned more about the merged association which represents the beef industry from the gate to the plate. Participants were able to see a demonstration of the Internet and were taken on a tour of CowTown America, NCBA's web site.

"There were lots of good speakers: Kevin Ochsner is really good. He and his wife spoke at our first LEAD Conference. He is very motivational and inspirational and gets me thinking about what needs to be done."

Monica also liked the presentation by Bonnie Green, Colorado State University. He talked about research in genetics and DNA mapping. "It would be great if the

Angus association could start using this technology to help with the Certified Angus Beef Program," she says.

Other current issues presented and discussed were animal welfare, the competition within the beef industry, low-input management, branded beef programs and value-based marketing.

Wrapping up the conference was John Edwards, executive vice president of the North American Limousin Foundation. Edwards reminded participants of the important points of each presentation they had heard during the conference. He commended the young cattle producers for their participation within the conference and the industry.



The green jackets invade Denver.

NJAA Board members pose for a group photo at YBIC. After the conference the board traveled to the mountains and spent three days working on NJAA business. Of course, they also found time to ski the slopes.

ATTITUDE is a small thing that goes a long way.



I'm glad I could entertain you.

Wynn Dalton talks with other NJAA Board members between rotational workshops, Leadership, making investments and marketing were the focus of Saturday morning workshops.



Your attention please!

During the conference attendees had the opportunity to improve their speaking skills by introducing speakers. NJAA Board member Jill Sommers introduced Kevin Ochsner.



Live from Heritage Square Dinner Theater.

On location at the new supermarket, Will Grote danced with Carmen Miranda's cousin. Thursday evening YBIC participants attended the "1940s Radio Show."



Leadership is not about perks, it's about principles.



That's not Sonny Lubick.

Inclement weather kept Colorado State University football coach Sonny Lubick from delivering the keynote speech Sunday morning. Filling in was our very own James Fisher,



What will you give me for?

Kevin Ochsner inspired YBIC participants with his presentation on values and leadership. He said life is like an auction—it is your bid to see how much you will get out of it. He told YBIC participants that to reach success in leadership they must do three things: define their values, develop their vision and make good decisions.



It's time to wake up.

Jill Sommers, Scott Pohlman and James Fisher led the "Singing in the Rain" activity between presentations on Friday night. Presenters during the Paradigms Within the Industry discussion were Gregg Simonds, Deseret Ranches; Tim Schiefelbein, Monfort; and Tracey Erickson, Certified Angus Beef Program.

Leadership is not

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something you're born

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with, it's something

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you develop.