

Embracing New Perspectives

Meet the nine summer interns at the American Angus Association and Certified Angus Beef.

by Elizabeth Rosson, editorial intern

As the heat of summer encourages growth in the the fields, the American Angus Association and Certified Angus Beef (CAB) welcome a dynamic group of interns, injecting a breath of fresh air into the cattle world.

Brooklyn Botterman



Brooklyn Botterman of Genoa, Ill., joins the Association as one of two events and education interns.

Botterman is a junior at Iowa State University studying agricultural communications with a minor in animal science.

Having grown up raising and showing cattle, she developed a deep appreciation for the industry from a young age. Involvement as a member of youth agricultural organizations cultivated her interest in event planning.

“Through various leadership roles and experiences in FFA and 4-H, I gained teamwork and networking strategies,” Botterman says, “which will help me to connect with parents, youth, the junior board and staff to successfully execute my role as an activities and event intern.”

During her summer, Botterman



Six new faces join the American Angus Association for summer internships. Pictured (from left) are Katelyn Engel, Galesburg, Ill.; Elizabeth Rosson, Louisa, Va.; Brooklyn Botterman, Genoa, Ill.; Will Todd, Columbus, Ohio; Taylor Edwards, Brierfield, Ala.; and Maddie Templeton, Van Buren, Ark. Not pictured are the three Certified Angus Beef interns, Savannah Peterson, Gothenburg, Neb.; Maddy Rohr, Elbert, Colo.; and Will Todd, Columbus, Ohio.

will assist with various National Junior Angus Association (NJAA) shows and leadership events.

“It is a rewarding experience to give back to the youth exhibitors and be a relatable role model since I was once in their shoes,” Botterman says. “Now I get to help them feel comfortable and prepared, whether it’s their first time in the ring or their last.”

Looking ahead, she hopes to be a leader in the agricultural industry

and have a positive influence on the younger generations to keep the industry thriving.

“I am looking forward to diversifying my experiences by traveling to new states and engaging in agriculture across the world,” Botterman says. “During my time at Angus, I am also excited to work with the youth exhibitors and serve as a role model to the younger generations.”

Taylor Edwards



As the *Angus Beef Bulletin* intern, Taylor Edwards, a Brierfield, Ala., native, is most excited to expand her network within the

industry.

Edwards is set to graduate from Auburn University this December with her bachelor's in agricultural communications and an animal science minor. In the future, she hopes to work for an agricultural publication.

"After interviewing and meeting the Angus Media employees, I knew this was the perfect place to continue following my passion for the beef industry," Edwards says.

Having grown up on a small commercial cow-calf operation, Edwards developed a deep appreciation for the agricultural industry from an early age. She looks forward to putting practical information in front of commercial producers.

"Working for the [*Angus*] *Beef Bulletin* will allow me to create digestible, important information cattlemen can easily include in their day, whether it be through podcasts, the EXTRA or short informational stories," she explains.

This summer she will assist in the production of the *Angus Beef Bulletin* through writing and editing, and have a hand in the production of the *Angus at Work* podcast.

"I hope to expand my digital knowledge and learn more about the process of creating and hosting a podcast," Edwards says. "I've been blessed with the best team, and

they have already helped me expand my network so I look forward to continuing this through the summer and absorbing as much as I can from everyone at Angus."

Katelyn Engel



The American Angus Association's communications team welcomes Katelyn Engel from Galesburg, Ill.

As a current junior at the University of Illinois, she is studying agricultural leadership, education and communications with a minor in food and agribusiness management.

Though she's new to Saint Joseph, Mo., Engel is well-acquainted with *The Business Breed*.

"Angus is in my DNA," Engel says. "My mom grew up on an Angus operation, and my whole life, it is what I have known."

Engel says this internship is the perfect combination of her agricultural passions and previous experiences, and has hopes of expanding her communications skills. Past involvement in agricultural-focused extracurriculars helped lead her to the path she walks today. In the future, she hopes to work within the agricultural industry as a communications specialist.

"I have been giving oral reasons and judging livestock since I was 8 years old," Engel says. "Over time it built my confidence and made me realize I had potential to be a strong communicator within the industry."

Throughout her summer, she will gain valuable experiences in a diverse range of the communications

field, including print stories, video, photography, graphic design and more.

"I cannot wait to discover new places and gain meaningful experiences while learning from the exceptional Communications team at Angus," Engel says. "I am beyond excited to be a part of the Angus family and part of the Communications team."

Savannah Peterson



Growing up on her family's fifth-generation cow-calf and feedlot operation near Gothenburg, Neb., Savannah Peterson has an

understanding and appreciation for the agriculture industry. A senior in agricultural communications at Kansas State University (K-State), she was drawn to the public relations internship at CAB. The brand's reputation captivated her, fueling her desire to learn more about what it takes to maintain and uphold such an image consumers trust.

"To me, 'Certified Angus Beef' means the best," Peterson says. "On my family's operation, we strive to hit the premium with our cattle, so I am excited to get to experience what premium means on the back side of the story."

This summer she will collaborate with staff on projects to gain public media traction. She says she is excited to experience crafting efforts like live chef events with cooking segments or nurturing relationships with influencers to authentically represent the brand.

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Peterson aims to uncover the art of brand image-building, while showcasing CAB's premium standards.

"In public relations, there are a lot of media mishaps and backlash that the industry faces," Peterson says. "I am excited to learn how the Certified Angus Beef team tackles those issues to shine a more positive light on their products."

She plans to apply the experience gained from her academic studies and internship in the field of agricultural communications and public relations, forging a path where her skills can flourish.

Pedro Ramos



Ramos joins Angus Genetics Inc. (AGI) as a summer intern from Rio de Janeiro, Brazil. After obtaining

his undergraduate and master's degrees from the University of Viçosa, Ramos is now in the midst of acquiring his doctorate.

"I came to the United States as a part of my Ph.D. to spend seven months at the University of Georgia as a research scholar," he explains. "During my time in Athens, I worked on a project in partnership with the American Angus Association, which is what led me to apply for the internship."

With a farming background and time around beef cattle in his undergraduate career, Ramos says he greatly values this industry.

"I have been familiar with the Angus breed and its significance since I was a child, but my initial direct involvement with Angus cattle was at an artificial insemination company,

choosing bulls for insemination," he adds.

During his internship, Ramos will focus his research on leveraging phenotypic, pedigree and genomic information to enhance livestock production. He will participate in various areas such as large-scale data analysis, quantitative genetic and genomic analysis, estimation of variance components, and implementation of genomic selection techniques.

"I am fascinated not only by the genetics, but the beef cattle themselves," Ramos says. "Angus is the most important breed on a global basis. The database present at Angus is unparalleled to other beef breeds."

Maddy Rohr



Hailing from Elbert, Colo., Maddy Rohr, a senior at K-State, brings experience and a passion for the agricultural industry as she

assumes the producer communications intern role with CAB in Wooster, Ohio.

Rohr's strong agricultural roots are evident through her upbringing. She actively showed Angus and Charolais cattle and was a member of those organizations in her youth.

Determined to step out of her comfort zone during the internship, she says she will embrace the opportunity to learn, make connections and expand her communications skills in an industry she deeply cares about.

"The opportunity to learn from one of the best communications teams in the industry was one I could not pass up," Rohr explains. "I hope

to grow and learn how to capitalize on my strengths in projects and improve my weaknesses to be a more well-rounded communicator."

She is enthusiastic about storytelling through journalism, videography and photography.

Rohr is also eager to make meaningful connections and gain hands-on experience in the field.

"The Certified Angus Beef brand means building demand for Angus genetics, helping Angus producers receive premiums for raising quality beef and promoting quality beef to consumers," Rohr says.

Looking ahead, she envisions a future career in the beef industry, working alongside cattle producers in a communications role.

Elizabeth Rosson



Elizabeth Rosson of Louisa, Va., joins the Angus Media team as an editorial intern for the *Angus Journal*. Rosson is a rising senior at

Oklahoma State University where she is pursuing a double major in agricultural communications and animal science.

She says this internship at the American Angus Association provides the perfect platform for her to combine an academic background with practical experience and contribute to the growth and development of the Angus industry.

Raised in a family deeply rooted in farming, she carries a strong desire to uphold the legacy. However, her ambitions extend beyond the boundaries of her family's operation. Rosson's aspiration is to bridge the gap between consumers and cattle

producers by communicating the value, practices and stories associated with Angus cattle.

“Communications in this industry is vital to the success and future prevalence of agriculture as a whole,” Rosson says. “I aim to tell compelling stories to establish a mutual connection and highlight the hardworking producers of America.”

Working with the Angus Media team, Rosson will develop print, web and audio content as well as expand her photography and graphic design experiences.

“I am incredibly grateful for this opportunity,” Rosson says. “The Angus staff is truly exceptional, with unmatched knowledge in their perspective fields. As an intern at Angus, I feel like a valued and trusted member of the team.”

Maddie Templeton



Originally from Van Buren, Ark., Maddie Templeton brings a passion for youth and the cattle industry as she joins the

American Angus Association as an events and education intern.

“I grew up showing livestock and being involved in agriculture, so this industry has been my whole life,” Templeton says. “While I did not show cattle specifically, the cattle industry is something I have always had a passion for, and working for a large breed association is a dream.”

Currently in her senior year at The University of Arkansas, Templeton is pursuing a degree in agricultural leadership, with dual minors in agricultural communications and event management.

“This internship is super cool because the roles are reversed,” Templeton says. “I once was on the other side of it, and now I get to support these young exhibitors and see livestock shows from a completely different perspective.”

This summer she will play a role in planning and executing youth events hosted by the NJAA. Her duties include assisting with event preparations, managing correspondence, and coordinating junior shows and events.

“I am most looking forward to traveling to shows throughout the summer,” Templeton adds.

She says she hopes to better understand the intricacies behind these large youth events and put problem-solving skills to use.

“I would love to be an events coordinator in the agricultural industry someday, so I am grateful for this opportunity to grow and develop my skills,” Templeton says.

Will Todd



Columbus College of Art & Design senior, Will Todd, is embarking on a summer internship at CAB, driven by a deep-rooted

passion for advertising and graphic design, as well as a love of food.

With a major in advertising and graphic design, he aims to merge the world of culinary delights with brand communications.

Born and raised in Columbus, Ohio, Todd’s exposure to agriculture was limited. He became fascinated with the preparation of diverse foods across different cultures while visiting local farmer’s markets,

an experience that led to years of freelance food photography and recipe development.

“Even though I grew up in the city, I have always been of the mindset you should eat food you can trust,” Todd says. “The Certified Angus Beef brand has years of industry expertise under its belt, and it shows.”

Taking on the role of communications intern, he will focus on engaging the brand’s consumer base. This includes creating social media content, developing photography and design assets, and crafting compelling stories.

“Being able to work with a team is a very valuable skillset, and I hope to create meaningful relationships while I’m here,” Todd adds.

He aims to gain a clear understanding of the brand’s voice and visual style.

Looking toward the future, Todd aspires to continue working with branding in the food industry.

He says he would love to have the opportunity to collaborate with restaurants and retailers, helping new food brands discover their unique identities in an increasingly competitive market. 