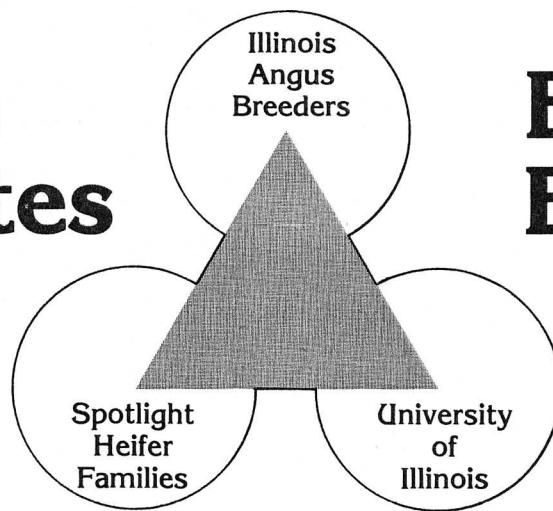


Everyone Contributes

Everyone Benefits



by Ann Gooding

The time, June 13-14. The place, University of Illinois, Champaign. The spotlight is on youth . . . and Angus . . . and education. Angus breeders, youngsters and their families, the state Angus association, the junior association, the university—all are involved. It's Illinois Spotlight Weekend. And because it does so much for so many, this program deserves special attention.

About two years ago, the idea for Spotlight Weekend hit Bill Eaton, Huntsville, then president of the Illinois Angus Assn. His intention was to devise a program that would involve a lot of people, generate enthusiasm and create interest. It would be a program to which everyone involved would contribute and from which everyone involved would benefit.

If this year's Spotlight Weekend was any indication, Eaton's idea is working.

First Day

Participants checked in Friday morning, watched a freeze branding demonstration, then devoted the afternoon to animal science mini-courses presented by university staff members. Dr. John Romans talked about meats, Dr. A.L. Neumann dealt with beef cattle nutrition, Doug Hixon discussed reproduction and estrus synchronization. Dr. Jim Gibb wrapped up the session by relating Spotlight activities to the beef industry.

Tests were given following the lectures and each participant was to receive a certificate. Then those who earned top scores

in each of three age groups were to be introduced in front of the large show-day crowd the next day, where they received Angus Scholar Awards—plaques and two animal science textbooks by University of Illinois staff members donated by a dozen Illinois Angus breeders. Incidentally, scores on those tests indicated that both adults and kids had listened and learned.

That evening, after a barbecue courtesy of the Illinois Angus Assn. and a university presentation on education and career opportunities, the crowd witnessed three rounds of Angus Bowl "impartially" moderated by American Angus Assn. regional managers Lyle Haring and Don Laughlin. (Angus Bowl, the game patterned after TV's College Bowl, involves two teams of four members each who earn points by being the first to answer questions related to the Angus industry.)

The Second Day

The first order of business Saturday morning was a fitting and showing demonstration put on by Illinois junior association members. Then the crowd, by now in the neighborhood of 200 people, toured the university Angus herd and its beef research facilities.

Saturday afternoon the Spotlight Heifer Show and a showmanship contest brought the event to a close. The university stock pavilion was at near capacity as 78 heifers were shown, 59 of them brought in by 50 first-time exhibitors. According to Bill Engelbrecht, Illinois Angus Assn. secretary,

60 head showed last year, 35 the year before, an indication of the increased interest in the Spotlight program. (This was only the second Spotlight Weekend, but the show portion of the program is five years old and started with 19 entries.)

Although the program is slated for June, it all begins during sale season, when Illinois breeders enter heifers in one of 13 designated Spotlight sales—the Spotlight Heifer Sale, the Illinois Futurity and all local association sales. A breeder must pay a \$10 nomination fee per Spotlight heifer and that money provides the June show's purse.

Ticket

With the purchase of a Spotlight heifer, a youngster and his or her entire family has a ticket to Spotlight Weekend. And that's the only ticket for the entire 2-day program, although anyone interested (buyer or not) may attend Saturday's events. Spotlight Show participation, although not mandatory, is encouraged.

Obviously, many activities are squeezed into two short days. But the program's importance goes far beyond the activities themselves. And that's because the event is based on the concept that the groups involved—Illinois Angus breeders, the University of Illinois, Spotlight families—all have incentive to participate and cooperate for mutual benefits.

The breeders contribute the framework of sales, the heifer consignments and the show's prize money. And they, along with the university staff, set up the weekend pro-

Photo by Gail Swartz



gram. The junior association helps by presenting part of the program.

The university supplies facilities (including low-cost dorm rooms) and staff for many of the activities.

The families provide potential customers, potential association members, potential university students.

And Everyone Benefits

The Illinois Angus breeders enjoy increased interest in and demand for their products—the Spotlight heifers. If their heifers end up being shown, they benefit from extra promotion. Breeders have an opportunity to cultivate new customers, and both state and local associations as well as the junior association gain access to potential members.


The university, a land grant institution, has the opportunity to show taxpayers its facilities, its staff, its programs. University staff and cattlemen have the added advantage of meeting in an informal situation. And the program puts potential students right on the university's doorstep.

The Spotlight families are presented with a weekend of family-oriented activity, including educational programs and a low-pressure show ring event. The kids get a taste of university life, the parents see their tax dollars at work. And it's a great chance to make friends with a lot of other Angus families and breeders.

It looks good on paper, but the test of any program's success is its acceptance by

people involved. How did those people feel about this Spotlight Weekend? Judging by participants' responses, good. Everyone felt they had benefitted more than they had

contributed.

And a Spotlight Committee spokesman says next year's program will be even better. 

The success of a program like the Spotlight Weekend depends on a lot of people doing a lot of work. Spotlight Committee Chairman Bill Eaton, Huntsville, gives credit to committee members Joe Irle, Champaign; Dave Gibb, Piper City; John Janssen, Talullah; Brian Swartz, LeRoy; and Dan Block, Broadlands. The state association and its President John Hamm, Adair, its Treasurer Gene Murphy, Girard, its secretary and his wife Bill and Helen Engelbrecht, Henry, and auxiliary members and President Janet Maher, Princeville, contributed to the program as did junior Angus association Advisor Bob Herriott, Champaign, and junior President Christy Yordy, Morton, plus John Kiesewetter, Farmington, Lori Pierce, Creston, Connie and Rhonda Reeser, LeRoy, Barb Baylor, Hanna City, and other members. Dr. D. Eugene Becker, chairman of the Dept. of Animal Science, and his staff members Doug Parrett, Doug Hixon, Dr. Jim Gibb and Mrs. Nettie Henry, department secretary, were instrumental in setting up the on-campus program. (In fact, according to Eaton, they supplied a large percentage of the work.) University students Rick Graff, Bob Garber and Jay Vantress made up the 3-man judging team, and Jan Herriott, Champaign, stepped in for the showmanship contest. Mrs. Brian (Gail) Swartz provided photography throughout the event.

Of course, the list would not be complete without the names of the youngsters who earned recognition during the event.

There were the Angus Scholar Award winners: Lisa Nordman, Oregon, placed first; Kirk Ekena, Elmwood, second; and Teresa Turnbull,

Griggsville, third, in the grade school division. Fred Helms, Belleville, won first, Dennis Eastin, Tuscola, was second and Sandy Lindell, Jacksonville, placed third in the high school division. And first in the post-high school group was Jeff Gaither, Stanford, followed by Kurt Krum, Mt. Carroll, second, and Linda Thode, Broadlands, third.

And in the show, Sherry Johnston, Decatur, took grand champion honors with WAF Susie 947, also the show's junior champion. Reserve grand championship went to the show's intermediate champion HiWay Trim Lass 1179, shown by Nicole Fesler, Galesburg.

Rounding out the champion list were Kim Carroll, Elmwood, with Bock Marshall Erica 98B, champion senior yearling; Tracey Miller, New Holland, with HF Georgina H69, reserve champion senior yearling; Bill Fraker, Marshall, with WAF Rose 945, reserve junior champion; and Ann Lebeque, Dwight, with Fruhling Elga Erica, reserve intermediate champion.

Additional class winners included Rodney Morris, Champaign, with Miss CJ Northern Dynamo 51; Scott Reel, Congerville, with GAF Marlamaemere 7109; Phyllis Becker, Petersburg, with Queen Jettie CAF; and Dennis Easton on Revolutions Blackcap 4679.

The South Central Illinois Angus Assn. won the group of three competition, with Bureau County placing second.

Junior showmanship was won by Shawn Johnston, Decatur, with Paul Britton, Pekin, second. Barb Baylor, Hanna City, placed first in senior showmanship and Rodney Morris stood second.