



The Definition of a Showman

National Junior Angus Association members are drawn towards the cattle industry by more than just a desire to gain a new champion banner.

by Megan Silveira, editorial intern

Thump. Thump. Thump.

The loud pounding of your heart is abundantly evident in your chest, adrenaline pumping through your veins, excitement racing across your mind. But the strongest feeling of all, as you take the first step and lock eyes with the man standing in the middle of the show ring, is the true love for cattle you feel in depths of your soul.

There's something addictive about showing cattle. And, believe it or not, it's not the echo of the "champ slap"

on your heifer's hide or the flash of the cameras taking your picture in front of the backdrop that draws you back to the ring time and time again.

"A showman is an extraordinary person," says Austin Vieselmeyer, a sixth-generation Angus breeder and 20-year-old member of the National Junior Angus Association (NJAA). "We have a drive and a competitive spirit about us that pushes us a lot harder than most people push themselves."

While Vieselmeyer always

appreciates the chance to show off his cattle and showmanship skills in the ring, he finds other aspects of the industry the most rewarding. From the leadership opportunities to friendships that are second to none, he knows there is more to being a showman than just the show ring.

"It always seems like it's about the banner and the buckles, and that's what drives a lot of people," he explains. "But it's more than that. It's more than just a cattle show."

Above: Junior exhibitors at the NJAS know the show ring is where they can showcase the end product of their hard work and dedication to the Angus breed.

Even though he loves the behind-the-scenes work and the social aspect of the Angus world, Vieselmeyer finds his competitive spirit drawing him back to the show ring.

Tyler Bush, a 12-year NJAA member, is another showman all too familiar with the thrill of the show ring. He smiles as he describes the feeling of entering the arena, halter and show stick in hand.

"It's the moment that you know everything you've been working towards prior to stepping in the ring potentially will pay off," he says. "You're working as hard as you can to make the animal look as best as you can and, really, that's what I enjoy."

Bush can see a burning passion for the Angus breed in showmen positioned alongside him whenever he enters the show ring.

"Juniors in our association really exemplify hard work and love for the breed, no matter how they



place," Bush explains. "All showmen are absolutely spectacular, so you definitely have to outwork everyone when you're out there."

Being surrounded by these juniors is what calls Olivia Heltsley, another 12-year member of the NJAA, to stay involved with the Angus industry.

"If I'm being honest, I really don't think there is any other way to go other than Angus cattle," she admits. "I would not trade my Angus family for anything."

While Heltsley loves the feeling of excitement and competition she describes accompanying the anticipation of entering the show ring, her passion stems from more than the thrill of chasing a banner. Heltsley fell in love with the breed because of the other young showmen competing alongside her.

"I have always loved the breed, but I really fell in love when we started traveling to more shows across the country and when I started meeting a lot more people," she says. "I love nothing more than to be surrounded with Angus cattle and people who love the breed as much as I do."

For better or for worse

When on the receiving end of a champ slap, Vieselmeyer describes experiencing true success as surreal.

"The feeling never gets old and it's something that I strive

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The gleaming buckle will catch the eye of every exhibitor, but a real showman knows winning is not the only way to feel success.

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for,” he explains. “It’s what my competitiveness certainly feeds off of.”

Success might be an addicting feeling, but Vieselmeyer knows it is the product of hard work. For each banner or buckle brought home, he has put in a fair share of blood, sweat and tears. But for as many good days this junior showman has had, he, like many others, is unable to outrun the fact that not every show leads to a new championship title.

“The winning is great, but we can’t win all the time,” he admits. “I’ve lost a lot more than I’ve won, and I think the same can be said about every other exhibitor in every species across the agricultural industry.”

Vieselmeyer describes getting beat in class as a humbling and eye-opening experience. He explains everyone has good and bad days, but it’s the ability to accept a loss gracefully and learn from past mistakes that marks a good showman.

“There are going to be bad days where nothing seems to go your way,” Heltsley says, describing the

ups and down of the seedstock industry. “But for me, that only makes me want to push myself and work a lot harder with the show cattle. It’s okay to mess up because that helps us learn and improve.”

She claims any successful day in

“If I’m being honest, I really don’t think there is any other way to go other than Angus cattle. I would not trade my Angus family for anything.” — Olivia Heltsley

the show ring is the result of work put in at the barn at home. To Heltsley, winning is recognition of her time and effort finally paying off.

While Heltsley loves to find success in the show ring just as much as the next showman, she knows there is more to showing cattle than just winning. She admits to being

addicted to the thrill of achieving the “winning slap.”

However, she also appreciates competing against quality cattle, even if those animals beat her. This rare ability is desired in all good showmen.

“Everyone likes to compete,” Bush explains. “Not everyone likes to lose, but everyone likes to win.”

Like all cattlemen, Bush sometimes struggles with finding motivation during those bad days. Despite having difficult days, he learns more in challenging times than the successful ones.

“Anything that knocks you down should only teach you something,” he says. “You can learn from that to build yourself back up in a better manner and move forward.”

Bush finds motivation to tackle those challenges in knowing the other NJAA members across the country are all fighting to claim the same titles of success as he is.

At the end of the day, Bush’s love for livestock serves as the driving force behind the hard work



Kathryn Coleman, Modesto, Calif., and Shayne Myers, Colusa, Calif., might celebrate winning grand and reserve grand champion owned female, but know there’s more to showing than buckles and banners.



In the lineup at NJAS, there is not a single exhibitor lacking a passion for the Angus breed.

he exhibits. He claims he finds motivation in the task of always pushing himself to improve.

The Angus difference

“I was sitting in the back of a pickup with my dad, in a pasture, looking at cattle at that age where I knew what I was looking at. And I said, ‘I want to raise some awesome Angus cattle,’” Bush says, pinpointing the exact moment when he knew the breed had captured his heart.

While Bush might be the sixth generation to walk the land of Bush Angus, he found his own love for the industry. Experience in the NJAA kept him focused on cultivating this passion and growing as an individual.

“I think the NJAA does a fantastic job of creating members to put into the world, not only when they’re juniors but also when they leave the junior association and potentially join as adults,” he explains. “That’s what I really like about our Angus breed and the cattle industry as a whole.”

Despite loving the rush of the show ring, Bush says the NJAA ensures its members have skills they can take anywhere in life. He believes the

junior association creates members with outgoing personalities, capable of making a good first impression, no matter the circumstance.

Vieselmeyer says showing and leadership opportunities are the two halves of the NJAA. Responsibility, maturity and treating animals correctly are a few skills he has seen junior members of all ages exhibit. In fact, it was seeing the impact the NJAA and Angus cattle had on others that is responsible for creating Vieselmeyer’s love for the breed.

He finds the NJAS as the perfect merger for these two halves, appreciating all the opportunities the NJAA creates for its members to succeed. From the competitive cattle to the wide assortment of contests, the Angus industry comes second to none in Vieselmeyer’s head.

This NJAA-influenced self-confidence and inborn love for livestock creates the “showman attitude” we all know and recognize. When Bush mentions the word “Angus,” he says everyone gets a little bit sentimental.

“Whether you’re a first or a sixth generation, you’re going to feel

pride in what you do,” he explains about the cattle industry. “I think it’s how close you hold it to your heart. That’s what separates our breed from others, the passion within.”

Heltsley has also found showing cattle to be her passion in life, rather than just a hobby. She proudly calls the Angus industry her home and knows breeding high-quality, black-hided cattle will continue to be her biggest endeavor of her life.

She believes the NJAA helps cultivate this passion in its members. From the show ring to conferences held for junior members, Heltsley sees this same passion for cattle reflected in the eyes of every NJAA member she meets.

This passion Heltsley speaks of trumps everything else in life, giving all cattlemen, young and old, the strength to get up and face each day, living the life of an Angus breeder to the fullest. With hearts nearly bursting with love for the Angus breed, it’s not difficult to see why NJAA members flock back to the show ring time and time again. 🐮

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16	-1.6	66	112	0.13	1.31	27	13.7	15	23	7	0.1	-4.53	43	0.94	0.47	0.049	74.48	68.26	40.45	136.70
.37	.53	.46	.43	.25	.40	.35	.24	.30	.31	.30	.34		.41	.38	.37	.35				
1%	10%	15%	15%		20%	10%	10%	1%						10%			3%	20%	20%	25%



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CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MW	MH	SEN	CW	MARB	RE	FAT	\$W	\$F	\$G	\$B
9	-0.2	63	123	0.33	1.46	17	8.9	12	41	28	0.4	-34.94	61	0.69	0.83	-0.005	77.55	93.93	41.88	172.95
.34	.53	.46	.42	.22	.48	.43	.19	.28	.30	.28	.33		.39	.35	.36	.33				
20%	20%	20%	10%	2%	15%			15%	1%				4%	25%	10%	25%	3%	4%	20%	2%

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Dbl R Bar Blackcap May E328

Sire: AAR Ten X 7008 SA
Dam: Dbl R Bar Blackcap May Z118
Dam is a full sister in blood to
SAV Resource, SAV Renown,
SAV Recharge, and she sells!



Double R Bar Juanada Z181

Sire: SAV First Class 0207
Dam: OCC Juanada 768J
A beautiful-uddered female in
the prime of her life, she sells!



Shady Brook Rita 1042

Sire: HF Kodiak 5R
Dam: GAR 616 Rito 784
A featured Rita that is built
for power sells!



Lawsons Elba C683

Sire: Rito 707 of Ideal 3407 7075
Dam: SAV Elba 918
A maternal gem from the Elba
1094 family who sells along with
her Upward heifer.



Tanner Everelda 2753

Sire: WMR Timeless 458
Dam: Three Trees Everelda 2548
Maternal genetics at their
finest, she sells!



Seven T Rita 3041

Sire: EXAR Upshot 0562B
Dam: Deer Valley Rita 1233
Proven genetics with big number
scheme and in her prime, she sells
along with her SydGen Exceed
heifer calf!



Double R Bar Rito E345

Sire: Rito 707 of Ideal 7075
Dam: SAV Blackcap May 6530
A full sister in blood to SAV Resource,
SAV Renown, SAV Recharge, she sells!



SAV Resource 1441

A full sister in blood to Double R Bar Rito E345.



Double R Bar Abigale B107

Sire: Coleman Juneau 044
Dam: Bohi Abigale 6014
Maternal Sister to
Coleman Charlo 0256, she sells!



Coleman Charlo 0256

A maternal sister sells!



QV Emblynette 5004

Sire: SAV Final Answer 0035
Dam: SAV Emblynette 7411
A Full Sister to the Double R Bar herd sire,
SAV Thunderbird 9061, a daughter sells!



SAV Thunderbird 9061

A Double R Bar herd sire who is a full
brother to QV Emblynette 5004.