



Leading by Learning

The National Junior Angus Association 2019 Outstanding Leadership Award was presented to a Kansas junior.

by Kate Ryan, American Angus Association

The National Junior Angus Association (NJAA) recognized Cale Hinrichsen, of Westmoreland, Kan., as the 2019 recipient of the Jim Baldrige Outstanding Leadership Award for his skills, service and involvement in the NJAA. Hinrichsen was recognized during the closing ceremonies of the 2019 National Junior Angus Show (NJAS) in Louisville, Ky.

As a part of this leadership award, Hinrichsen will receive a \$2,500 scholarship. Each year, an outstanding NJAA member is recognized for his or her involvement and contribution to the Association. In 2014, the award was named the Jim Baldrige Outstanding Leadership Award, in memory of Jim's lifetime of service to the Angus breed.

"The Baldrige family is remarkable, and knowing this award comes from them truly means a lot," Hinrichsen says. "It's great that they see a need to recognize Angus juniors who are involved in activities outside of the show ring."

A fourth-generation agriculturalist

who attended his first sale at just two weeks old and received an Association membership at birth, Hinrichsen has been involved in the cattle industry from the beginning.

recognized as one of OSU's Top 10 Freshman Men.

"One of the more unique events I get to help out with in my fraternity is the AGR Winter Bonanza," he says.

"It's a philanthropy jackpot show that we put on every December. So, not only do we get to host a show that brings in quality livestock, but we get the opportunity to give back. This year we wrote a check to a fellow AGR's uncle who is battling cancer, and it's just a really rewarding event to take part in."

Perhaps one of the most notable leadership

roles Hinrichsen heads is as the 2019 Angus Ambassador, where he represents the nearly 25,000 Angus breeders as he travels the country to industry meetings and events, advocating for the breed and educating producers and consumers.

He has traveled to New Orleans to represent Angus at the National Cattlemen's Beef Association (NCBA) Cattle Industry Convention



Cale Hinrichsen (right), Westmoreland, Kan., was named outstanding leader at the NJAS. Also pictured is Jake Tiedeman, Baldrige-Tiedeman Angus, North Platte, Neb., presenting.

He started his third year of college at Oklahoma State University (OSU) this fall and is majoring in agribusiness with a minor in marketing. Over the past two years while at OSU, he has been active in several on-campus organizations, including the Student Alumni Board, Oklahoma Collegiate Cattlemen's Association and Alpha Gamma Rho (AGR) Fraternity. He was also



and Trade Show; Canada for the Guiding Outstanding Angus Leaders Conference where he promoted American Angus genetics to the group of Canadian juniors; and Brookings, S.D., for the Beef Improvement Federation (BIF) research symposium and conference.

He will continue to travel this year to state association meetings, continuing to use this platform to advocate the use of Angus genetics within commercial herds and the importance of progressiveness within the Angus breed.

The opportunity to interact with and educate individuals outside of the cattle industry is another job perk.

“When I travel to these events across the country, and I’m flying on a plane, it’s not uncommon for me to get stopped just because I’m wearing a cowboy hat,” he says. “Once we start chatting, people ask questions and want to know more about what’s going on in the beef industry, or ‘Why Angus?’ and I think that’s cool.”

Being a better leader

Hinrichsen’s mature approach to being a great leader is among the many reasons for his recognition of this award.

“I’ve had great role models to look up to in our industry, and their success is one thing that’s always encouraged me to be a better leader,” Hinrichsen says. “I strive to be the kind of leader that people follow because they choose to and not the leader people follow because they have to.”

The most obvious path to this goal has presented itself in the form of continuous learning.

“I keep an open mind, I soak up

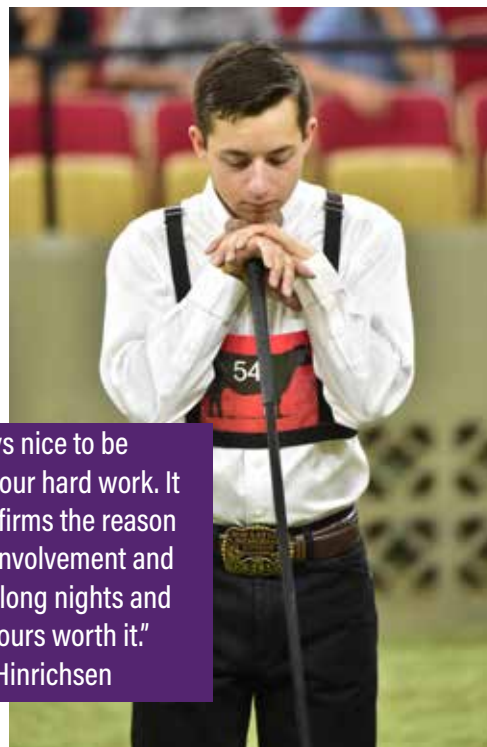
as much information as I can, and I just try to remember that no matter how much I learn, there is always going to be more to know,” he says. “The more I learn, the more information I can pass along to other people. We all have the same common goal in this industry, and I think that passing of information from one person to another will not only create better leaders, but help us reach our success potential as a group.”

Twenty-nineteen marked Hinrichsen’s tenth NJAS, and his recognition as the Outstanding Leader has made his junior Angus membership that much more memorable.

“It’s always nice to be rewarded for your hard work,” he says. “It really just reaffirms the reason for my heavy involvement and makes all the long nights and countless hours worth it.”

It’s clear Hinrichsen keeps himself busy while away at school, but that doesn’t keep him from staying as active as he can in the family operation back in Westmoreland.

“I make it home as much as I can,” Hinrichsen says. “It’s hard with everything I’ve got going on at school, but I still do whatever I can over the phone. I help make breeding decisions, talk about who we want to breed to, who we’re going to flush and when we want to sync everything up to AI (artificially inseminate).”



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— Cale Hinrichsen

Cale Hinrichsen’s strong work ethic was rewarded at the 2018 NJAS when he placed second in the National Junior Angus Showmanship Contest.

With plans to attend law school after graduating from OSU, Hinrichsen’s heavy load doesn’t seem to be slowing down any time soon. But he seems to be okay with that. With one year of NJAA eligibility left, he plans to make the most of it.

“Leadership, advocacy and integrity are things I have learned while being a member of the NJAA,” he says. “I’m hoping to reciprocate these skills back to the junior membership by being the best role model I can.” 