




LEAD.

follow or step aside

Leaders Engaged in Angus Development



The future is bright for the beef cattle industry. I can say this confidently after spending four days in Amarillo, Texas, with the future of our industry. More than 80 youth leaders from the National Junior Angus Association (NJAA) traveled to the plains of West Texas to participate in the 4th annual LEAD Conference, Aug. 3-5.

"We learned about the beef industry... from the gate to the plate... and the present and future roles we as junior members play," says LEAD participant Cathy Miller from Illinois.

During the conference several speakers

shared their views of the beef industry. Topics discussed included the feeding, packing and marketing industries. Time was also devoted to developing individual goals.

"The focus of LEAD is building leadership in our Angus youth," says Scott Pohlman, retired NJAA Board director.

The NJAA Board facilitated workshops focusing on values, self esteem and communication skills — all important traits a leader should possess. Following the board's workshops, conference speaker Donnell Brown encouraged participants to set goals and shared a seven-step process to

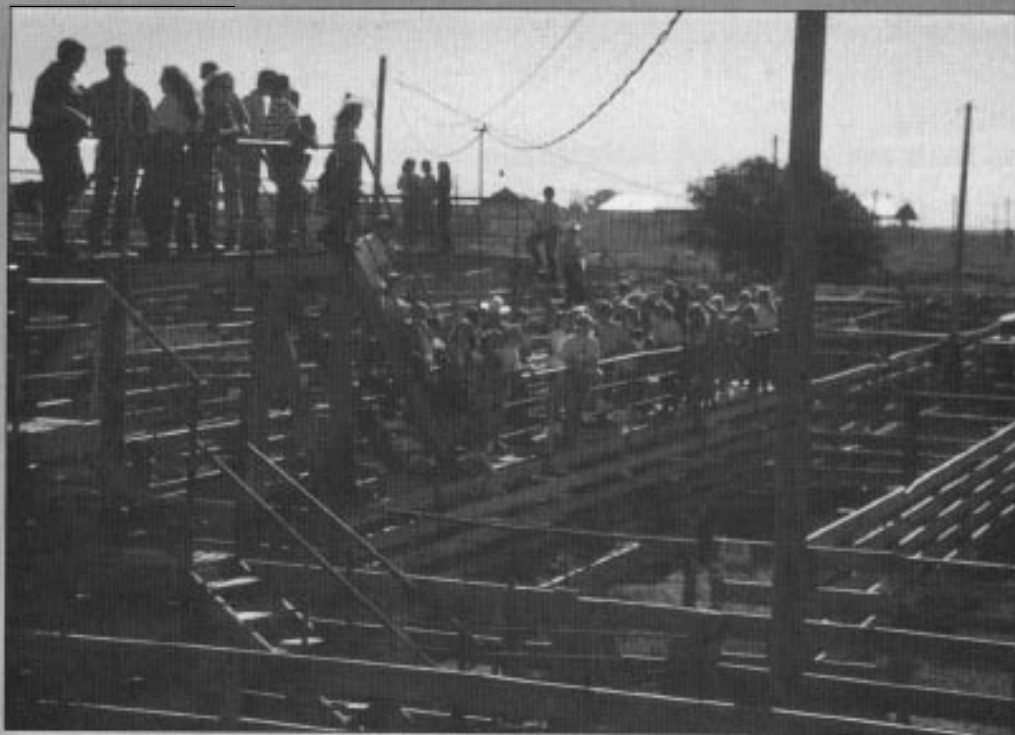
help make their dreams become a reality.

"With an abundance of positive energy, Brown encouraged junior members to set and achieve goals and dreams for themselves and the Angus industry. His stories and jokes made his workshop an exciting learning environment," says Lindsey Trospen from Missouri.

There is no doubt in this ag journalist's mind that the chicken and pork producers better step aside because the future of the beef industry is going to be in good hands with talented Angus youth.

-Angie Stump Denton

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Overlooking the pens.

Monday morning was spent at the Amarillo Livestock Market, they average \$90 million in sales per year. Topics discussed during the morning session were the operation and facilities of a stockyard, the packing plant industry and new technologies in the feedlot industry.

PHOTO: STAMP IDENTIFICATION



It takes a strong foundation.

Donnell Brown challenged participants to design and build the tallest structure out of straws. During this activity the group leaders played different roles demonstrating the three types of leadership—democratic, dictatorship and laissez faire.



A trip through the yards.

While touring the Randall County Feedyard and the Classic Co. Feedyard, participants learned about the cattle feeding industry. Feedlot personnel discussed current feeding trends and their operation during the bus tour.



Destination foreign consumer.

Lori Franklin, Certified Angus Beef Program food service marketing manager, explains the distribution steps from the U.S. processor to foreign markets. Franklin and Rebecca Thomas, assistant director of CAB Program's international division, discussed international marketing with participants at the Greater West Texas Field Day, Aug. 3.



Speaking out for the beef industry.

Board members Monica Feeser, Will Grote and Scott Pohlman demonstrate the wrong way to be interviewed at a country fair. During rotational workshops, Sunday morning topics covered included self esteem, values and dealing with the media in a positive, pro-active manner.



In the canyon.

Eighty-two Angus youth leaders and adult advisors from 21 states participated in the 4th annual LEAD conference in Amarillo. For Saturday evening entertainment, participants attended the musical "Texas" at the Palo Duro Canyon State Park.



Hello up there.

Before the play started courageous LEAD participants climbed the rocks that overlooked the amphitheater.



Managing diversity in cattle business.

Alan Jackson, Micro Chemical Inc., demonstrates the use of an Accu-Trac™ Cattle Management system. By using the system feedlots can take the guesswork out of feeding cattle.



The answer is . . .

Tuesday morning participants competed in angus games. Association, junior and breed history were a few of the challenging categories.



Filling your equipment bag.

Donnell Brown, conference speaker, encourages NJAA members to fill their bag with G.P.A. — goals, positive mental attitude and appreciation. Brown facilitated three workshops on Aug. 4. The first session focused on the beef cattle industry, the second on setting goals and vespers was his final presentation.



What it's all about.

"The outlying goal is for you to take this knowledge back to your state association. If you don't, the conference has failed," junior activities director James Fisher said in his wrap up.

