



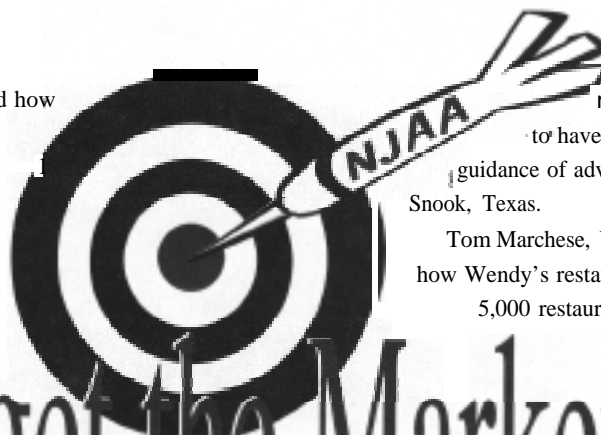
Seventy-four enthusiastic junior Angus members and advisors from 19 states and Australia joined in the fun at the 5th annual LEAD conference in East Lansing, Mich.

**M**ore than 70 National Junior Angus Association (NJAA) members learned how to “Target the Market” at the 5th annual Leaders Engaged in Angus Development (LEAD) Conference in East Lansing, Mich., July 31 -Aug. 1.

During the conference, speakers educated NJAA members on the best way to market seedstock, end products and value-added products. The group toured Michigan State University (MSU) including the University’s state-of-the-art veterinary school and viewed its Angus herd.

“The focus of LEAD is to encourage juniors to interact with fellow Angus enthusiasts, learn about the role of Angus cattle in the beef industry and to develop strong leadership skills,” says LEAD participant Douglas Dalton, Altavista, Va.

The NJAA Board facilitated workshops focusing on attitudes and images, dealing with difficult people and parliamentary procedure. In addition, this year they added a special workshop for advisors and offered them a discounted rate to participate in the conference.



# Target the Market

Story & photos by Suzanne Berry

“I learned that in life you must have leadership but in order to have that you need direction and the guidance of advisors,” says Creighton Jaster, Snook, Texas.

Tom Marchese, Wendy’s International, explained how Wendy’s restaurants market beef with nearly 5,000 restaurants in the United States and overseas. He said what it takes to be a good leader is: “Hard work, taking risks and maintaining balance in your life.”

“Value-added products — how to create the value,”

was the topic Jim Stickley, Certified Angus Beef (CAB) Program value-added products director, spoke about. He explained the importance of value-added products and helped the participants become more aware of the CAB Program.

“I was not aware of the total process of culling carcasses or of the measurements that they have to take to protect the trademark. The CAB Program should be commended for a job well done,” says Travis Lathrop, Nevada, Mo.

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# Target the Market

Susan Waters, American Angus Association public relations associate, kicked-off the conference Friday morning with her presentation, "Marketing — the Big Picture." Following Waters' program, a panel including Brian McCulloh, Larry Cotton and Julie McMahan discussed how to effectively market seedstock from an Angus breeder's, sale manager's and an advertising agency's perspective.

LEAD was initiated in 1993 by the NJAA Board with the purpose of educating and honing the leadership skills of junior Angus members. It was the Board's intent to have the state leaders who attended LEAD return to their states and share the information with their fellow members.

"I learned how to be a good leader and to set a better example for others," says Jessica Maxwell, Ponder, Texas.

The cattle industry and especially the Angus business will be in good hands with the leadership and direction of future generations, because of educational programs like the NJAA and LEAD.

Expect the unexpected... Emily Harsch, conference speaker, facilitated three workshops during the event. The first session focused on expecting the unexpected, the second on building champions, and send off to success was her final presentation. "Fear is a natural process of coming out of your comfort zone," says Harsch, during her building champions workshop.

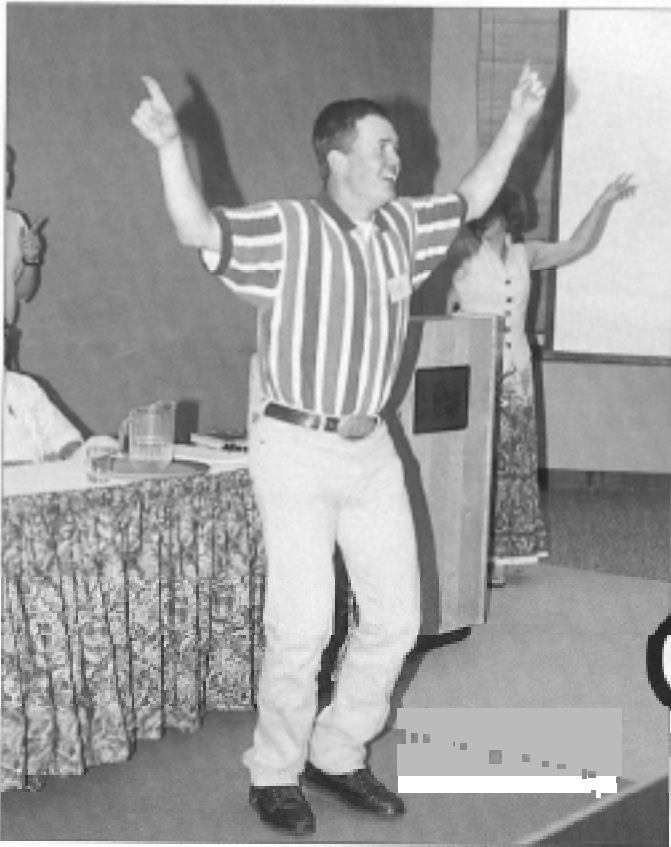
Marketing beef — Wendy's style. Tom Marchese, brand marketing director for Wendy's International, explained four ways to build strong brands — make the right promise, establish a vision, develop a strategy to achieve the vision and be flexible.



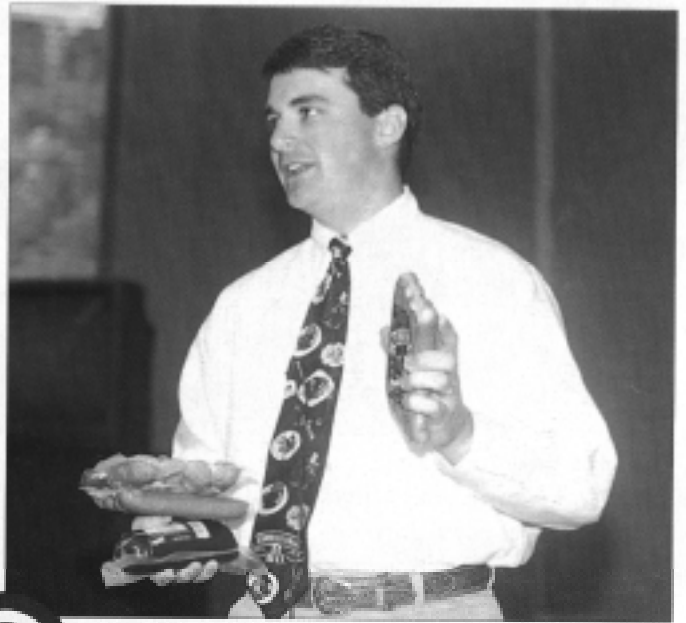
Parli pro here we go ... NJAA Board members demonstrated how to effectively run a meeting using parliamentary procedure. Other topics focused on during the rotational workshops included building leadership skills, dealing with difficult people and attitudes and images.



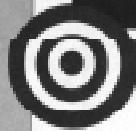
Down on the farm....  
While touring the MSU campus, participants were given the history of the MSU farm and Angus herd by David Hawkins, professor of animal science. MSU has been a member of the American Angus Association since 1912.



Banana, banana split...  
Junior Board member, Bob Stevenson, lead the group in an eye-opening activity during the early morning workshops.



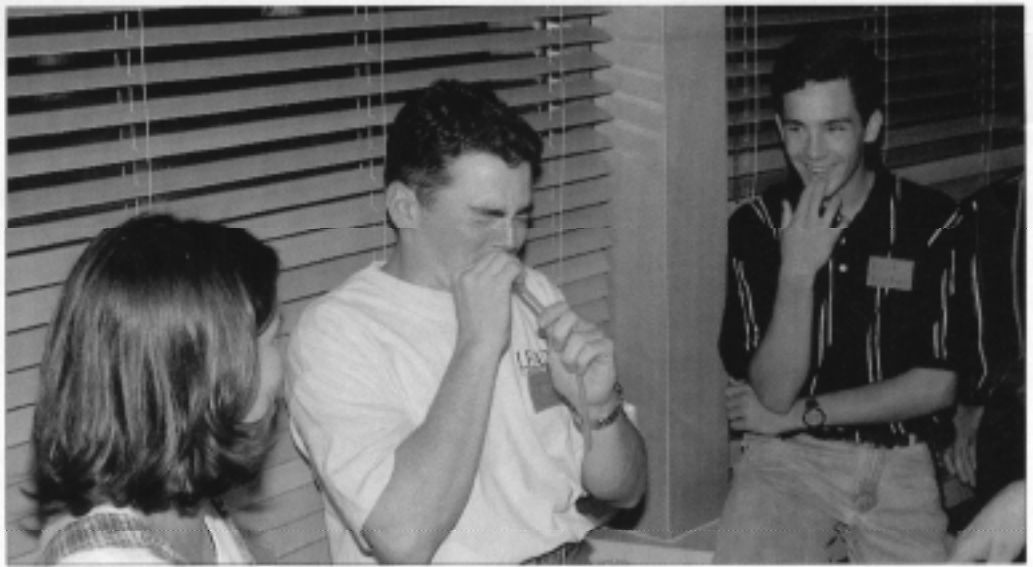
Bubba burgers anyone?  
Jim Stickley, Certified Angus Beef Program director of value-added products, talked about the different products as well as the new products that have been added to the Certified Angus Beef™ value-added product line, including Bubba burgers, summer sausage and hot dogs.





# Target the Market

Having trouble finding enough hot air? Emily Harsch challenged participants to design and build a rocket with a balloon, tape and a straw. This activity demonstrated the effort of teamwork among not-so-familiar teams.



### Bowling a strike....

Friday evening participants enjoyed a night of bowling at the MSU Student Union. The funny colored bowling shoes weren't the only thing to laugh about at this activity.



### Advisors aware.

An added attraction this year was the advisor workshop. Junior Board member facilitated a workshop that catered to the needs of advisors. Discussion included how to encourage juniors to participate and where to find information that is needed to help conduct a beneficial junior association.

