



# Next Generation

► Postcard from an NJAA director and state spotlights

## It's never too early to be a leader

The National Junior Angus Association (NJAA) Board of Directors met at the offices of the American Angus Association in Saint Joseph, Mo., the first week of September. In addition to board meetings and a leadership training session, the members of the junior Board were able to tour the office and learn more about the everyday processes and programs of the Association.

For many of us, this was the first time to visit the Association offices. It was interesting to see the computer programs that are used to register animals, the Frank C. Murphy artwork and past advertising campaigns that adorn the walls, and the offices of staff members. We have always known that 3201 Frederick Ave. plays a vital role in our cattle operations, and it was great to finally see where all of the registrations are processed and where the *Angus Journal* is planned and laid out.

After touring the offices, someone from each department gave us an overview of what their department does to serve the Association and its members.



**Brian Howell**

It is important that we, as members of the NJAA, learn as much as we can about the American Angus Association. As junior members we are eligible to take advantage of the many services that are offered to adult members, but at the cost of junior membership. This includes registering animals, participating in the AHIR (Angus Herd Improvement Records) program and setting up an online account to help us keep track of our herd inventory.

The better we understand how the Association works, the better prepared we will be to lead the Association in the future. One day, someone reading this article will likely hold a position on staff or on the Board of Directors of the Association. Even if neither of those things happens, you will always be an Angus breeder, and your voice will count.

Get to know the adult Board of Directors, the executive vice president and staff members. You are important to them, and they want to hear what you have to say. Read the *Angus Journal* and attend this month's Annual Meeting. If you are ever in western Missouri, stop by the office and take a tour. Knowledge is power, and the knowledge you gain now will help you lead the Association into the future.

— **Brian Howell, Union City, Ind.**

## National Cattlemen's Foundation to offer scholarships

Deserving college students who intend to pursue careers in the beef industry have a chance to supplement their 2003 education fund, thanks to the Chicago Mercantile Exchange (CME) and the National Cattlemen's Foundation (NCF). More than \$25,000 in cash scholarships and prizes will be awarded to students in the NCF's 13th annual CME Beef Industry Scholarship Program, which is now underway.

Twenty students will each be awarded \$1,250 in the program, with one student selected to also receive the top prize — an all-expense-paid trip to the 2003 Cattle Industry Annual Convention and Trade Show in Nashville, Tenn., Jan. 29-Feb. 1, 2003.

Students applying for the scholarship may pursue careers in agricultural education, communications, production, research or any other area related to the beef industry.

To be eligible, a student must:

1. Be enrolled as an undergraduate student in a four-year institution for the entire 2003-2004 academic year. Proof of enrollment as a full-time student will be required to receive the scholarship money.
2. Write a brief letter expressing/indicating future career goals related to the beef industry.
3. Write an essay of 750 words or less describing an issue confronting the beef industry and offering a solution.
4. Obtain two letters of reference from current or former professors or industry professionals.
5. Prepare a cover sheet to include: name, complete current mailing address and telephone number, school name, year in school, and permanent mailing address and telephone number.

Materials should be postmarked no later than Nov. 27, 2002, and submitted to: Chairman Donald Butler, National Cattlemen's Foundation, 9110 E. Nichols Ave., Suite 300, Centennial, CO 80112.

More information is available on the [www.beef.org](http://www.beef.org) Web site under quick links, then scholarship information, or by calling

## NATIONAL JUNIOR ANGUS ASSOCIATION BOARD OF DIRECTORS

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## ▶ NEXT GENERATION

Audrey Potts at (303) 850-3317.

The CME Beef Industry Scholarship Program recognizes outstanding youth in the beef community. The NCF will administer the program, read the essays and select the winners. Applicants will be notified of results in January 2003.

The NCF is a charitable institution whose mission is to preserve the rich heritage and to promote the future of the industry through research and education.



▶ Team USA No. 1 competed in the 2002 Royal Highland Judging Exhibition held in Edinburgh, Scotland, June 22. Team members pictured from Hamilton County, Ind., are (from left) **Charity Nolting**, coach; **Jonie Martin**; **Jamie Boone**; **Danny Zeller**; **Tyler Galloway**; and **Tom Younts**, coach.

CONTINUED ON PAGE 79

# Good marketing sells products

by *Cortney Hill-Dukehart*

If I told you that you could become rich selling pieces of clay pottery with grass seed glued on them, would you believe me? Every holiday season you see the phenomenon of the Chia Pet and the power of marketing. However, the best possible product can be produced but, without good marketing, the product will never be successful.

Marketing has always been a major problem for the beef industry. In the world of modern technology, with instant communication and sensationalist headlines, the problem has increased. Local, national and worldwide coverage of any trouble encountered in the industry concerning food safety immediately warrants feature story status. Unfortunately, the reports broadcast or published are not always accurate in their distribution of information. They cause confusion that creates a plummet in sales and a lack of confidence by the consumer that we are able to produce a safe, wholesome, high-quality product.

One of the greatest problems facing our market today is the continued spread of bovine spongiform encephalopathy (BSE) throughout Europe. Although the U.S. beef industry is considered safe from this devastating disease, the reports, which are viewed or read by the average purchaser, do little to instill confidence in the safety of consuming beef. This disease was once thought to be confined to the United Kingdom, where widespread use of ruminant protein as cattle feed was found to be the culprit. However, BSE has now been found in several European countries and most recently in Japan.

Japan accounted for the largest consumption outside the United States of *Certified Angus Beef*® (CAB®) product. Our exports to that country dropped dramatically after the discovery that a dairy cow in Japan was infected with the disease. All the steps that we had taken to ensure consumer confidence in a safe and reliable product were undermined as soon as the first news story appeared.

One of the solutions to the problem that will allow consumers to know that the meat they are consuming is from a BSE-free country is to voluntarily label the product with "Country of Origin." Since the United States is BSE-free, this will be a boost to our domestic market and act as an advertising tool that will increase export sales. By today's standards, the consumer is unaware of where the beef that he is purchasing originated. According to Eric Davis, president-elect of the National Cattleman's Beef Association (NCBA), in an article that appeared in the April issue of *Cascade Cattleman*, "Labeling would give consumers the ability to make informed decisions when purchasing beef products." He further states that, "I know that no country on earth can produce beef that is more safe or wholesome than [that from] the United States."

We faced similar problems that affected the marketing of beef when several people died as a result of consuming contaminated hamburger that had not been thoroughly cooked. That tragedy brought about a revolution in the food industry. Safety measures were instituted to ensure that all restaurant food is cooked to a high enough temperature

to kill dangerous bacteria. Additionally, the decision of the Clinton administration to require that every recall of meat and poultry be publicized adds to the difficulty producers face in generating a stable market.

Besides food safety, the beef industry faces the question of health concerning the relationship of beef and cholesterol. Every day new fad diets are flashed across the television screen, published in magazines and placed on bookstore shelves. One of the first food products to be assassinated is beef. Fast-food restaurants are now joining in by featuring vegetarian burgers in television advertisements, stating that they contain less fat than a real hamburger. With the foodservice industry comprising 40% of the beef market, it is important to make consumers aware that beef is a very nutritious product that provides essential vitamins and minerals necessary to keep us healthy.

In today's fast-paced lifestyle, the preparation of a home-cooked meal is often thought to be far too time-consuming. Foods that require very little preparation or cooking time are fast becoming the mainstay of the American diet. Certified Angus Beef (CAB) LLC has been on the forefront of this market by offering many precooked, easy-to-serve meals. They are constantly developing new products to test in the market place. "Marketing has to drive the product development," stated Keith Evans in an *Angus Journal* article on marketing.

The CAB program has a three-year approach to marketing. They target several cities according to geographical location and in the first year increase the number of licensed CAB outlets as well as research sponsorship opportunities. The second year they sponsor carefully selected major events to catch the attention of their targeted market, and the third year they revert to increasing the number of licensed restaurants and grocery stores. The CAB program has a target market of consumers who are willing to pay an additional premium for a product that they know will be consistent in taste, tenderness and quality. Through this program, the American Angus Association has created a market for the cattle produced by the members of their organization and brought worldwide recognition to the breed.

We must remember, however, that the holiday season Chia Pet approach won't work for us. The bottom line is that all of the advertising skills and all of the marketing tools are useless if we, as producers, are unable to supply a quality product. We are the first step in marketing, and the responsibility of supplying a high-quality, consistent and safe product rests on our shoulders.

**Editor's Note:** The essay above, written by Cortney Hill-Dukehart won the senior division of the first-ever National Junior Angus Association (NJAA) creative writing contest. Entries were received at the American Angus Association headquarters in June and judged prior to the 2002 National Junior Angus Show (NJAS) in Milwaukee, Wis., where the winners were announced.



## ▶ NEXT GENERATION

CONTINUED FROM PAGE 77

### Junior member judges in Scotland

Danny Zeller, Noblesville, Ind., was a member of the 2000 livestock judging team that won the opportunity to travel to Scotland to judge at the Royal Highland Exposition. The trip was cancelled in 2001 due to the foot-and-mouth disease (FMD) outbreak. Zeller and his three teammates raised \$20,000 to attend the contest in 2002.

Zeller's team won first in the American division of the Royal Highland Judging Exhibition held in Edinburgh, Scotland, June 22. As a member of Team USA No. 1, Zeller evaluated beef cattle with his partner, placing second in the beef division.

### ▶ 2002 Kentucky State Fair Junior Angus Show, Aug. 22, Louisville

▶ **Lauren Moss**, Lancaster (left), receives her Bronze and Silver Awards. James Fisher, American Angus Association director of activities and junior activities, presents her awards.



### ▶ 2002 Michigan Beef Expo



▶ **Thistledew Farm**, Webberville, Mich., donated embryo packages at the 2002 Michigan Beef Expo with proceeds going to the programs of the Michigan Junior Angus Association (MJAA). **Al Rietberg**, Hudsonville, Mich., purchased the embryo packages. MJAA members pictured along with the donors and the buyer are (from left) Ricka Boehmer, Williamston; Erika Boehmer, Olivet; Scott Heil, Berrien Center; Paige Tuggle, Ithaca; Christopher and Melinda Jeffrey, Thistledew Farm; Al Rietberg, buyer; Andrew Foster, Niles; Danielle Foster, Niles; Evan Boehmer, Olivet; and Nicole Heil, Berrien Center.



# Whitestone Heifer to Highlight Angus Foundation Heifer Package

**W**hitestone Farm, Aldie, Va., will donate a full sister of Connealy Dateline to headline the 2003 Angus Foundation Heifer Package. The package will sell at the 2003 National Western Stock Show (NWSS), Denver, Colo. All proceeds from the sale go directly to the Angus Foundation, which supports youth, education and research.

The sale of the package will begin the 2003 National Western Angus Bull Sale, set for 2 p.m., Thursday, Jan. 16, in the Beef Palace Auction Arena at the National Western Complex.

The package includes Eila Eila 755P of Whitestone, a Feb. 20, 2002, daughter of DHD Traveler 6807. Connealy Dateline, her full brother, was the eighth leading sire in number of progeny registered by the American Angus Association in fiscal year (FY) 2001, with 2,240 registered progeny. In FY 2002 to



date, Connealy Dateline has 2,473 progeny recorded.

In addition to the heifer, the buyer receives 30 days of free insurance from

American Live Stock Insurance Co., Geneva, Ill.; free transportation to the buyer's farm or ranch provided by Lathrop Livestock Transportation, Dundee, Ill.; a flush and three embryo implants into the buyer's recipient cows from Trans Ova Genetics, Sioux City, Iowa; and Ivomec® provided by Merial.

"We greatly appreciate Whitestone Farm for their heifer donation to headline the next heifer package," says James Fisher, Association director of activities and junior activities. "Mark Duffell has selected one of the best heifers they produced this year, with proven genetics behind her."

For more information about the Angus Foundation Heifer Package or how to contribute to the Angus Foundation, logon to [www.angusfoundation.org](http://www.angusfoundation.org), contact the American Angus Association at (816) 383-5100 or visit with any regional manager.

