

# Something for Everyone

## Angus juniors share tips on becoming active in the array of contests at the National Junior Angus Show.

by *Corinne Blender*

**T**he National Junior Angus Show (NJAS) has been known for being a “hot” vacation site for junior Angus members and their families. But the 2003 NJAS in Louisville, Ky., promises to be “Kool as Can Be” for a cattle show in July. The Kentucky Fair and Livestock Exposition premises provide an air-conditioned facility to cool the high temperatures and extreme humidity that can plague the state during the summer months.

Showing cattle will not be the only cool thing for Angus juniors to do at the event. If you are a junior, regular or life member of the American Angus Association and between the ages of 9 and 21 as of Jan. 1 of the current year, there are various ways to participate as an individual or as a group at this year’s NJAS.

Angus juniors from across the country offer tips and describe the competitions for junior members who may be traveling to an NJAS for their first time, or for members seeking to know more about the contests.

### **Carcass steer**

“Members can learn the major life skills of responsibility and hard work through this project,” John Pfeiffer, Mulhall, Okla., says of the carcass steer competition. “They also learn about how cattle are sold on the grid and the skills of how to properly feed a market animal.

“If they really want to be a beef producer, they will have a head start if they make the connection between seedstock and the carcass,” he continues. “They can also learn market terms such as yield grade and quality grade and how they apply to the success of their project.”

This competition allows juniors to compare their genetics for carcass merit to others from across the country, he says.

“The contest revolves around the youth’s ability to pick and feed a market-ready steer. The animal is raised by the

youth and brought to the national show where it is taken to a packing plant and processed,” Pfeiffer describes. “The carcass is then judged on the grid to determine a winner. You can gain a lot of information about your animal after it is harvested and really see which characteristics make a difference in your profit.”

Pfeiffer says that youth can gain a lot from using their own genetics in this competition. He recommends studying growth and carcass expected progeny differences (EPDs) to predict which calf may grade the best. He starts his steers on feed in November before the show in July.

Pfeiffer advanced his knowledge for this competition through the meats lab at Oklahoma State University (OSU). He says regional managers or producers who concentrate on carcass quality can be good resources for juniors wanting to learn more.



**CARCASS CONTEST**

### **Graphic design**

The graphic design contest is a creative outlet for Ashley Gillig, Aurora, Mo.

“This contest is a chance for me to pull together all of my knowledge and talents to make a final product that sends a message,” she says. “You get to be creative in thinking of a catchy theme and transfer that onto a brochure loaded with information.”

Gillig says that this project allows members to create a promotional piece that may be used to recruit members or to explain programs. Her brochure last year was designed to recruit members for the Missouri Junior Angus Association.

“In preparing for the graphic design contest, try to be creative and draw out your plans. Think of a positive phrase that represents what you are trying to advertise,” Gillig says. “I tried to use color and pictures and to choose something that I thought would set me aside from the rest.”

Gillig advises competitors to make sure all the needed information is covered on the brochure or flyer and to make sure it is attractive.

“This contest is a lot of fun; it’s different and worth the work,” she adds, though developing the message to portray can be challenging.

The contests allow juniors to become more familiar with things, such as computers, in which they may already be interested. “I actually learned how to use my computer better,” Gillig says.

“One thing that can be learned from the contests is how to work on a team,” the Missouri junior says. “I learned from this contest more about my state association. I learned a lot about the history and about many of its members.”

Entries to the graphic design contest must be postmarked by June 1 and are judged prior to the NJAS. The entries and placings will be displayed at the NJAS.

### **Creative writing**

Being a communicator is important in today’s technologically advanced

society. Garrett Lampe, Scott City, Kan., says the NJAS exposes juniors to written communication through the creative writing contest, which is judged prior to the NJAS.

"It gives juniors an opportunity to participate in different contests and to broaden their knowledge and perspective of the industry. For those who do not show or cannot attend the NJAS, it gives them an opportunity to take part," Lampe says. "Communication is very important to our industry, whether it be within [the industry] or to consumers."

One of the challenges of the contest, Lampe says, was staying within the word limit and still adequately covering his topic. He says, "After evaluating the topic given, approach it by writing about something you like, have experience with or really believe in.

"Teachers can help with the grammar. Parents and Angus producers can help you come up with topics that are interesting and current," he recommends. "Producers and industry leaders can give you quotes to use in the story."

He adds that it is nice it is a contest a junior can compete in and not have to worry about during the week of the show, since the deadline for entry is June 1.

### Public speaking

A lot of time can be spent researching for the public speaking contest, says Moneta, Va., junior member Joseph Epperly.

"The easiest part of the contest for me is actually competing in the contest," he says. "Delivering the speech is very easy compared to research and preparation."

Epperly says the steps he takes are to select the speech topic, prepare the speech, present it in front of the judges and answer questions following the speech.

"You should take every chance to present your speech to a live audience," Epperly says. "There are lots of groups who are willing to hear from juniors — county Farm Bureaus, state Angus boards and county supervisors. My agriculture teacher surprised me one day and had me give it in class with no warning. It was a good experience."

Epperly says it has been rewarding to participate in public speaking. It has built his self-confidence, and he enjoys being able to stand up in front of industry leaders and present a speech.

"Don't limit yourself. Ask lots of people for ideas — regional managers, state advisors, FFA and 4-H leaders, and other Angus breeders," he recommends. "Find out what issues are important to today's industry, and ask where to find information about them. There are lots of folks to help if you just ask."

CONTINUED ON PAGE 70

## National Junior Angus Show (NJAS)

- ▶ Divisions for competitions are:  
Junior: ages 9 to 13  
Intermediate: ages 14 to 17  
Senior: ages 18 to 21

### Carcass

- ▶ Entries must meet all show eligibility requirements.
- ▶ Steers must have been born Jan. 1 through July 1 of the previous year with a minimum live weight of 950 pounds (lb.).
- ▶ To qualify for placings and premiums, carcasses must be yield grade (YG) 3.99 or better and grade USDA Choice or Prime.

### Graphic design

- ▶ Theme: Design a recruitment brochure to promote the National Junior Angus Association (NJAA) and its benefits.
- ▶ Entries must be postmarked by June 1.

### Creative writing

- ▶ Each age division is assigned a topic:  
Junior — What is your first or most memorable Angus experience? (300-500 words)  
Intermediate — How will your NJAA involvement affect your future? (600-800 words)  
Senior — What characteristic are you known for or would like to be remembered for and why? (800-1,000 words)
- ▶ Entries must be double-spaced for all divisions. They must also be typed in 12-point type for the intermediate and senior divisions. Participants in the junior division may handwrite their entries.
- ▶ Entries must be postmarked by June 1.

### Public speaking

- ▶ A typewritten, double-spaced outline of all speeches must be received by the Junior Activities Department by June 25.
- ▶ Late entries are not accepted.
- ▶ Junior and intermediate competitors may select a topic of their choice.
- ▶ The senior topic is: Be innovative! If you had use of unlimited resources or technology, what product would you invent to "revolutionize" the cattle industry on the farm, local or national level?

### Photography

- ▶ Categories are: people, around the farm or ranch, Angus cattle, landscape.
- ▶ Photos are to be 8x10-in., mounted on 11x14-in. black poster board.
- ▶ Photos may not be altered or enhanced in any way.
- ▶ Each contestant is allowed a maximum of four entries, one per category.
- ▶ All photos must be postmarked by June 1.
- ▶ No late entries will be accepted.

### Team sales

- ▶ Presentations last five to 10 minutes (min.), including questions.
- ▶ Each individual on the team will be expected to speak.
- ▶ If a state lacks enough juniors to make a complete team, juniors may ask other states to lend them members.
- ▶ Teams must sign up during the registration period.
- ▶ The senior division will be provided with a scenario the day of registration.

### Extemporaneous speaking

- ▶ Each division will have 10 Angus topics from which to select.
- ▶ Participants have 30 min. for topic selection and preparation.
- ▶ Each speech must be between 2 and 6 min. in length, not including the 3 min. for judges' questions.

### Cook-Off

- ▶ Names of participants, ages, birthdates, addresses and recipes must be submitted to Anne Patton Schubert by June 1.
- ▶ Contest is limited to one entry per category and age division per state.

### Poster

- ▶ Turn in entries to show office at NJAS by 4 p.m. July 15.
- ▶ Do not mail entries to the American Angus Association.

### Showmanship

- ▶ Juniors must first place first or second at the state level to proceed to the NJAS showmanship contest.
- ▶ Contestant's date of birth must be within Jan. 1, 1982, through Dec. 31, 1988.

### Quiz bowl

- ▶ Sign up at the NJAS show office beginning at noon July 14. The deadline is 4 p.m. July 15.



“After you have your speech, practice and know it well. Know your issue well, and be prepared to answer questions,” he adds.

### Photography

“The photography contest at the NJAS is about expressing yourself through pictures,” says Haley Rieff, NJAA member from Bentonville, Ark. “This contest is about taking photos that represent the Angus and agricultural industries and sharing those pictures with others who may or may not be familiar with the farm lifestyle.”

Categories for the photo competition include: people, around the farm and ranch, Angus cattle and landscapes. See page 58 for a description of each. Judged prior to the NJAS, entries are due at the Association and must be postmarked by June 1, but Rieff advises juniors not to wait until a few weeks before the deadline to take pictures.

“You never know when you will come across the perfect subject for a winning entry,” she points out. “Practice taking pictures. Take each photo from a different angle. Take more than one shot of your subject. Don’t just wait until the contest deadline starts getting close — take pictures throughout the entire year.”

She says magazines are a good source for ideas for photos. She also recommends taking advantage of older junior members’ knowledge about the contest through experience.

“Cameras are now so easy to use. I use the ‘point-and-shoot’ type,” she says. “You don’t need a fancy camera or special equipment to enter this contest. You can even use disposable cameras to take pictures. If you have never entered an NJAS contest, the photography contest would be a great place to start!”

### Team sales

It takes group effort to compete in team sales, says Benjamin Winsor, Grantville, Kan. The objective of the competition is for each team to



## TEAM SALES

sell its heifer, bull or cow-calf pair to the judges, who assume the role of “buyers.”

“The team sales competition is one of the many contests that promote professionalism, communication skills and team cooperation. However, this competition is specialized,” Winsor says, referring to its focus on marketing. “Juniors

learn how to research information on pedigree and performance, analyze that information, transform the information into something useful, construct promotional materials, as well as network with buyers in order to make connections for potential sales.”

The most important first step, he says, is to find the right animal.

“Find an animal that has many exceptional characteristics that a person will be able to work from. Remember to be thorough and professional with the information,” Winsor adds. “Study every aspect of the animal, and be prepared for complex or straining questions.

“The judges, or ‘buyers,’ are very respected people in the business, with a vast knowledge of the Angus breed, and most often they will know when the competitor is wrong,” he says.

He adds that it is important to look the buyer in the eye and to be competent to secure the “buy.”

“Be professional, different and attentive,” Winsor says. “The ‘buyers’ must remember the team, and anything the team can do to achieve this, the better off they are.”

### Extemporaneous speaking

Callie Birdsell, Sparta, N.C., says the ability to think quickly is beneficial to Angus juniors who wish to participate in the extemporaneous speaking contest.

“This contest gives juniors an opportunity to use public speaking skills and quick thinking. Preparation in putting together a notebook with current topics for referencing assists in putting together an impromptu speech,” she says. “This contest uses more of your own personal knowledge and really zeroes in on natural speaking ability. There is no real preparation time, no rehearsal time, no time to practice gestures and mannerisms.”

Being knowledgeable about the beef industry requires a little studying, Birdsell says.

## State projects to be involved with

### ► Project of the Year

State junior associations display a special project conducted to strengthen their program or to promote the beef industry, the Angus breed or youth in agriculture.

### ► Scrapbook

State scrapbooks should be turned in to the show office by 4 p.m. July 15 at the National Junior Angus Show (NJAS). Do not mail entries to the American Angus Association.

### ► State Herdsmanship

Contest is judged during the duration of the show, based on appearance of the cattle, aisle, bedding signs, equipment and personnel.

A new division has been added to the 2003 event.

### ► Sweepstakes

Awarded to the state with the highest point accumulation from participation in contests and cattle competitions.



## SWEEPSTAKES

“Collect information on current issues and trends in the beef industry. This will help keep you informed as a cattle producer and as a contestant,” she points out. “The more information you collect and read, the more comfortable you will feel when it comes time to speak. Knowing your information and the relevance it has to Angus and the beef industry are the key components in delivering an extemporaneous speech.”

Birdsell is a junior majoring in agricultural communications at North Carolina State University. She says she has learned a lot about speaking to groups and shares these hints for improving a presentation:

“For any kind of public speaking, practice in front of a mirror [or video camera]. You can see yourself and what you do wrong. Let someone who you know will give you honest, positive, *constructive* criticism listen to your speech. There will come a day when you will have to speak in front of a group and not have time to prepare, whether it be at church, at a cattlemen’s or junior Angus meeting or at school. This helps you prepare for that. If you can deliver an extemporaneous speech, you should have no problem with a prepared speech.”

### Cook-Off

The Auxiliary-sponsored All-American Certified Angus Beef® (CAB®) Cook-Off has been a popular event at the NJAS, and it celebrates its 20th anniversary at the 2003 show.

Lana Phelps, Siloam Springs, Ark., says being able to work with friends and present a skit are the fun factors that draw a lot of juniors to the Cook-Off competition. The competition at the NJAS is the final step, but there is much to do to get to that stage.

“You have to prepare everything ahead of time and bring all of your costumes and your table settings, and you have to practice a lot before you go,” Phelps says. “We always practiced a couple of times in the hotel beforehand.”

Developing the skit is a big part of getting ready for the Cook-Off. Phelps says parents play a big role in helping her team with that part.

### Need a mentor?

If you are attending the National Junior Angus Show (NJAS) for the first time, you can get advice, meet new people and make a friend by participating in the mentoring program. This is the second year for the mentoring program.

Junior members who become mentors must be 14 years of age or older and must have attended the NJAS at least twice. They also must be able to check on their protégés at least once a day. Protégés are first-time exhibitors at the NJAS who indicate that they would like to have a mentor for the week.

Juniors interested in the mentoring program can sign up as mentors or protégés by checking a box on the entry form for the NJAS. Mentor-protégé pairs will be assigned before the event, and the mentor and protégé must be from different states.

Mentors and protégés will be able to find out to whom they are assigned when they go through the check-in process. A mixer will be hosted for all program participants.



“Most of our skits have come from movies,” she says. “See what the other people have done at nationals before. That will give you an idea of the directions other people have gone.”

CAB offers many options for juniors to develop recipes for both the Quick-N-Easy™ and fresh-meat divisions.

“The recipe has to fit what your skit is to a



### EXTEMPORANEOUS SPEAKING

certain extent. Usually it is not too hard to find a recipe that will go with whatever you want to do for your skit,” she says, “and there’s a lot of good recipes.” Knowing how the product is prepared, nutritional information and qualifications for CAB are all important in the complete presentation, she adds.

“It is a lot of fun and something that the kids want to participate in. You learn a lot because you have to have that information to include in your skit,” Phelps says. “You learn a lot about the qualifications for CAB and the preparation of the food and the different kinds of quick-and-easy foods out on the market that you wouldn’t necessarily know about.”

### Poster

“The poster contest is a way for junior members to creatively advertise a herd, promote the Angus breed, or recruit new Angus members without even entering cattle in the NJAS,” says Tammy Ettredge, Pilot Point, Texas. “In addition, the poster contest is another avenue by which members can accumulate points for the national recognition program to receive their Bronze, Silver and Gold awards.”

Ettredge adds that juniors can “learn how to enhance their organizational skills and attention to detail through the layout of their posters. They also learn how to convey their message to the judges through different and innovative techniques.”

The NJAS is proof that learning can be fun, and Ettredge says the poster contest is no exception. “When preparing their entries, the juniors should have fun making their posters and take pride in their hard work, no matter what other people think,” she says.

A difficult part of the contest may be developing a theme for each poster, she adds. But there are many ways juniors can find assistance.

“Juniors have many sources that they can use for help in the poster contest. They can view the entries at any NJAS they attend or they can utilize publications, such as the *Angus Journal*, for suggestions on layouts and themes of

CONTINUED ON PAGE 72

advertisements,” Ettredge says. “Slogans used on posters can come from almost anywhere. From a cliché to a catchy new commercial on TV; these sayings can be adapted to send the message they are trying to get across in their poster.”

### Showmanship

To compete in the National Junior Angus Showmanship Contest, juniors must first win the right to compete at the state or province level. Each state or province may have two representatives compete during the two-day national event.

Kara Claeys, Chalmers, Ind., won the right to represent her state at the 2002 NJAS. She says advancing from the state level in Indiana is a matter of entering a class at the state preview show and being selected as one of the top two individuals. She went on to win second in the national competition.

“It is very nerve-wracking, but it’s a very rewarding opportunity,” Claeys says. “You realize a lot of things about yourself; you can do more things than you think.”

Top showmen are picked using the following criteria: skill in handling the animal and response to the animal; proper use of equipment during the contest; showing courtesy and sportsmanship; and ability to follow instructions while participating in the contest. Claeys recommends asking an older junior member whose showmanship skills you may admire for advice.

“Most important is to be smooth and calm, make sure all of your transitions are very smooth, and keep eye contact with the judge,” she says. “Don’t try to be too flashy because that doesn’t ever help you. You are out there to show the animal, not yourself. Your stick transitions need to be smooth, too.”

“Practice at home,” Claeys advises. “It doesn’t matter if you are going to show at the national level or the county level, you always have to practice at home. If you don’t have the skills at home, you aren’t going to have them in the showing when you get to the show.”

### Quiz bowl

North Dakota junior Angus members Kris Petersen, Bowbells, and Nathan Spickler, Glenfield, say the quiz bowl is a



## COOK-OFF

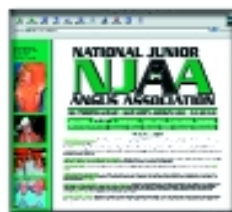


## SCRAPBOOK

### Find answers on the Web

The National Junior Angus Association’s (NJAA’s) Web site, [www.njaa.info](http://www.njaa.info), is a good resource for questions about the 2003 National Junior Angus Show (NJAS) in Louisville, Ky. It offers information on the contests and events, with detailed entry information.

Angus Productions Inc. (API) is hosting the official Web site for the 2003 event at [www.angusjournal.com/2003njaa/](http://www.angusjournal.com/2003njaa/). You can find information on lodging, event schedules, rules and deadlines, as well as learn about the auctions, events and merchandise sold to support the show.



good way for them to see how knowledgeable they are compared to junior Angus members from across the nation.

“The quiz bowl competition tests knowledge about all facets of the beef industry, as well as juniors’ knowledge of the American Angus Association,” Petersen and Spickler say. These young men represented their state at the 2002 NJAS and are now roommates at college. They say meeting people at the junior show is a great way to make lifelong friends.

Answering questions by racing to press the buzzer first can put junior members on the spot. “For us, the hardest part was the buzzer round. Answering quickly, and correctly, always seems to be challenging,” Petersen and Spickler say.

“The written essay was the easiest portion of the contest for us because we were able to see the questions in front of us and to take more time to logically think through them,” they say. Teams must pass the written test to qualify for the actual competition.

Petersen and Spickler offer this advice on how to prepare for the quiz bowl: “Try to stay current on industry issues by reading the *Angus Journal* and other beef publications. We also found it helpful to study questions from prior years, as they gave us an indication of what questions to expect.”

### Recognized for competing

The American Angus Auxiliary recognizes the importance and educational value of the various contests at the NJAS. The organization sponsors the Janet Castle Crystal Award (also referred to as the Crystal Award), which is based on an accumulation of placings in nonshowring educational events. The photography, poster, graphic design, extemporaneous and prepared speaking, team sales, and creative writing contests contribute points toward the award. Crystal Awards are given to the overall high-point boy and high-point girl. See Auxiliary Notes on page 48 for a breakdown of points for qualification.

The award was established in memory of Janet Castle, one of the founders of the scholarship fund.

# Live It Up in Louisville

Enjoy the sights of this legendary city this summer when it hosts the 2003 National Junior Angus Show.

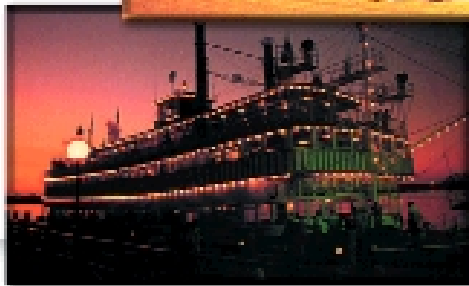
by *Kindra Gordon*

**A**s host of the North American International Livestock Exposition (NAILE) and National FFA Convention each fall, Louisville has always welcomed ag folks. Many Angus breeders also may be familiar with Kentucky's largest city because the American Angus Association conducts its Annual Meeting there during the NAILE each November.

But when Angus events take center stage in Louisville this July during the weeklong National Junior Angus Show (NJAS), it's also a chance for folks to discover this city's unique attractions under the rays of the summer sun. Here are highlights of the sights and scenes of this historic city.

Louisville is best known for the "most exciting two minutes in sports" — the Kentucky Derby, which always takes place the first Saturday in May. Horse-racing fans can still get the thrill of the race by visiting the Kentucky Derby Museum on the grounds of Churchill Downs. The interactive atmosphere includes a 360° surround video of past races, a "Riders Up" exhibit for wanna-be jockeys, as well as walking tours of Churchill Downs. For more information visit [www.kentuckyderby.com](http://www.kentuckyderby.com).

The city is home to another sports icon — the Louisville Slugger baseball bat. As a tribute to this legend, the entrance to the Louisville Slugger Museum boasts the largest baseball bat in the world, standing 120 feet (ft.) tall and weighing 68,000 pounds (lb.). The museum



offers a factory tour and personalized bats. For more information, call (502) 588-7228.

You'll also find several unique landmarks on the Ohio River (which winds its way through the city), including the Belle of Louisville, the oldest operating Mississippi-style sternwheeler in the country, and Caesar's Glory of Rome, the largest floating casino in the world. For information on daily sightseeing and sunset cruises, visit [www.belleoflouisville.org](http://www.belleoflouisville.org) or [www.staroflouisville.com](http://www.staroflouisville.com).

Other attractions youngsters may enjoy include the Louisville Science Center and its IMAX Theatre ([www.LouisvilleScience.org](http://www.LouisvilleScience.org)); the Louisville Zoo and its newest exhibits, Penguin Park and Gorilla Forest; or Six Flags Kentucky Kingdom, which boasts Hurricane Bay Water Park and seven roller coasters — including Chang, the tallest, longest, fastest stand-up roller coaster in the world.

For adults who are interested, Louisville stoneware is made in the heart of the city and features some of the most beautiful pottery patterns anywhere. The downtown area also brings together an array of glass artists and studios.

Getting around downtown can be an adventure in itself when you ride one of the city's free trolleys.

For more information about the city call 1-888-Louisville or visit [www.gotolouisville.com](http://www.gotolouisville.com).



## Fun foods

Angus enthusiasts will undoubtedly seek out superior steak houses while in Louisville, but here are some interesting food items that originated in this Kentucky town.

The cheeseburger was born at Kaelin's Restaurant in 1934 when Margaret Kaelin's husband asked her to put a slice of American cheese on his hamburger.

The "Hot Brown" originated at The Brown Hotel in downtown Louisville in the 1900s. The open-faced turkey and bacon sandwich is topped with a rich cheese sauce.

Chewing gum was invented by Louisvillian John Colgan in 1873. And, Modjeskas is a candy treat that's made of marshmallow dipped in liquid caramel. It was created in the 1870s by Louisville native Anton Busath.

Finally, don't leave town without treating yourself to Derby Pie®, a creamy, chocolate chip and walnut creation.