



# Next Generation

► Postcard from an NJAA director and state spotlights

## What's in a name?

*We have all heard the new string of commercials and promotions using "Angus" as their selling point. Hardee's says, "I can't make you sit down, but Angus can." Or a popular saying among my non-ag friends, "That's so Angus."*

### Angus labels

I was initially pretty excited to think that all these companies were using our breed as a common way to say "the best," but as I thought more about it, I became concerned. We all know that a Hardee's cheeseburger isn't the best possible burger you can eat; so what does that say about the Angus breed itself? I then began to think about what that meant for us as Angus breeders and even as members of the human race.

I can see this lowering of expectations on Angus meat as somewhat of an insult. We all know that a fast-food Hardee's "Angus" burger doesn't begin to compare to the high-quality products we work so hard to put on the market. At the same time, the use of these labels says "Angus is the best" is common knowledge. The comfort of that common expectation can lead to the possibility that we as breeders could hide behind the reputation that we have worked so hard to get, rather than continue to improve our quality. It opens the door for a once well-known premium product to

become mediocre meat hidden behind an outstanding name.

Within my industry concern, I realized there is a personal message as well. No matter what labels are placed upon us, which could be good or bad, it is our personal



**Dana May**

responsibility to strive and live to our fullest potential. Even positive labels such as "Angus" can limit us by giving the impression that we're at the top, when in reality we can always improve. Is it better to have less-positive labels? At least then we have the motivation to better ourselves to shed the label for a better one. So I think we cannot

let commonly used labels define who we are or what we accomplish, even if the labels are positive. Labels don't allow for our personality and unique strengths to be put to their best use.

### Learn from the past

Two examples of these ideas come to mind. I think back to the American Angus Association Annual Meeting where a candidate running for the Board of

Directors reflected on the reputation of the American Hereford Association. It was at the top of the industry 25 years ago but did not change with changing times. It was unable to maintain its high status because it no longer improved to meet the needs of a growing industry. Before long, it lost the label and its reputation.

I also remember my high school organic chemistry class. I received a very high score on my first exam. I had taken the time to study extra hard and got extra help on the concepts I did not understand. For the rest of the year, my teacher would call on me to help other students and answer questions in class.

Halfway through the year I started getting behind on my work and did not take the extra time that was needed. My final exam score reflected my diminished attention. After receiving my initial high score I assumed that I would continue to do well, but without the extra hard work, this was not the case. I learned the hard way that excellence cannot be maintained without continuous effort.

As the candidate warned, we as Angus breeders are now getting comfortable at the top of the industry. We must remember that we will maintain our reputation as we continue to strive for excellence. So the next time you hear the commercial that says "That's so Angus" or something similar, remember, it is up to us to be sure to keep up with our premium reputation, not only with our beef but also with our organization and with ourselves.

— Dana May, Wisconsin

### Brookhouser, Pfeiffer win FFA awards

Alex Brookhouser, Brunswick, Neb., won the Beef Production–Entrepreneurship award, and Kelsey Pfeiffer, Orlando, Okla., won the Beef Production–Placement award

CONTINUED ON PAGE 46

## NJAA BOARD OF DIRECTORS

### TERMS UP IN 2007

**ALEX TOLBERT**, Georgia, **chairman**, xanderjoe@msn.com  
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**AMANDA SCHOOR**, California, **Foundation director**, schoora@yahoo.com  
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**KINDRA WOOD**, Alabama, **leadership director**, woodkin@auburn.edu

### TERMS UP IN 2008

**JUSTIN BROSEY**, Ohio, justinbroz@aol.com  
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**REBECCA TOKACH**, North Dakota, rtokach@ksu.edu  
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► Northern International Livestock Exposition (NILE) Junior Angus Show, Billings, Mont., Oct. 19



► Kyla Olson (center), Saint Ignatius, Mont., received the Jamie R. Stevenson Memorial Youth Award, presented by Jenessa Monson, Montana Angus queen, and Steve Harmon, Montana Angus Ass'n president.

## ▶ NEXT GENERATION

CONTINUED FROM PAGE 44

from the National FFA Organization at the 2006 National Convention in Louisville, Ky.

**Brookhouser** manages and cares for 22 head of registered Angus cows. He has emphasized improving his herd through artificial insemination (AI) and breeding to high performance bulls. Brookhouser is a member of the Plainview FFA Chapter in Nebraska and plans to attend the University of Nebraska-Lincoln and pursue a degree in agribusiness. His FFA advisor is Chad Kment. The award is sponsored by Bayer HealthCare LLC's Animal Division and Nasco Division-Nasco International Inc.

**Pfeiffer** works on the family beef operation. He helps manage 500 commercial cows and 100 registered cows. The operation also has 2,000 stocker cattle. Pfeiffer is involved in vaccinating, breeding and recordkeeping as well as nutrition. He is a member of the Mulhall-Orlando FFA Chapter in Oklahoma. He plans to attend Oklahoma State University. His FFA advisor is Allen Miller. The award is sponsored by Ariat International Inc., Fort Dodge Animal Health, Midwest Precision Molasses Supplements and Pfizer Animal Health.

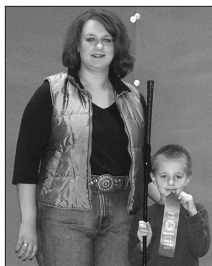
### Summer internship deadline Feb. 1

The Association and Angus Productions Inc. (API) will offer four summer internships to college students who want to learn more about breed association work. The paid internships begin the end of May and conclude in mid-August. The application deadline is Feb. 1.

The Association's Communications Department is looking for two junior- or senior-level students majoring in ag journalism or ag communications who have an interest in the livestock industry. A public

CONTINUED ON PAGE 48

### ▶ Arkansas State Fair Junior Angus Show, Little Rock., Oct. 15



▶**Nicholas Pohlman**, Prairie Grove, is pictured with Judge Amy Horn after winning pee-wee showmanship.



▶Horn (left) is pictured with junior showmanship winners (from left) **Caitlin Haley**, Quitman; **Katlyn Tunstill**, Fayetteville; **Will Pohlman**, Prairie Grove; **Taylor LaCour**, Berryville; and **Carson Alsop**, Gravette.



▶Horn (right) is pictured with senior showmanship winners (from left) **Brandi Cromer**, Lamar; **Paige Tribble**, Pochontas; **Elizabeth Williams**, Van Buren; and **Brittanee Vaught**, Horatio.

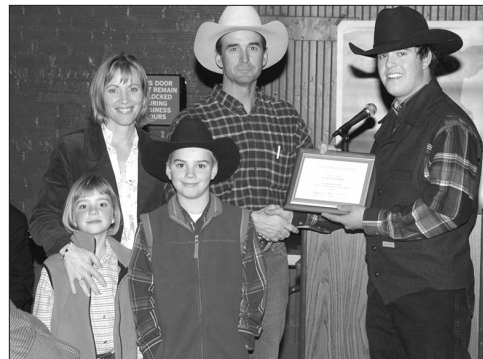
### ▶ Montana Angus Ass'n Annual Meeting, Billings, Oct. 20



▶**Andy Rest** (left), Association regional manager, presents Bronze and Silver awards to **Travis Winters**, Joliet.



▶**Jennifer Davis** (left), Montana Angus Auxiliary past president, presents the 2006 Montana Angus Auxiliary Scholarship to **Cory Hawks**, Galata.



▶**Hawks** (far right) receives the 2006 Bob Lund Memorial Scholarship from the Steve and Melanie Lund family.

### ▶ Intercollegiate Meat Judging Contest, Dakota City, Neb., Nov. 12

▶The Texas A&M University meats judging team claimed the 2006 national championship. Pictured are (front row, from left) **Kelly Murdock**, high-scoring individual, 2006 All-American team, Yoakum, Texas; **Jessica Doege**, fourth-high-scoring individual, Saint Hedwig, Texas; **Jessica Igo**, 2006 All-American team, Plainview, Texas; **Laura May**, Hurricane Mills, Tenn.; (back row, from left) Coach Eric Metteauer; **Joey Muras**, Rachel Hamilton Memorial "Spirit" Award winner, La-Grange, Texas; **Wade Fisher**, Florence, Texas; **Lee Murray**, San Saba, Texas; **Chance Crossland**, Floydada, Texas; **Russell Harred**, Pleasanton, Texas; **Kevin Sparks**, Poteet, Texas; and **Will Wiederhold**, Troy, Texas.



### ▶ International Judging Contest, Louisville, Ky., Nov. 13

▶The Texas A&M University livestock judging team won the contest. Pictured are (front row, from left) **Blake Bloomberg**, high-scoring individual, Berwick, Ill.; **Christian Schroeder**, fourth-high-scoring individual, Taylor, Texas; **Jon DeClerck**, 10th-high-scoring individual,ledo, Ill.; **Kyle Culp**, second-high-scoring individual, Decatur, Ind.; **Zach Rambo**, White City, Ore.; (back row, from left) Chris Skaggs, faculty advisor; **Rob Rynarzewski**, Woodbine, Md.; **Garrett Thomas**, Shepherd, Texas; **Carl Muntean**, Iola, Texas; **Kaci Starr**, Fowlerton, Texas; **Hunter Soape**, Carthage, Texas; and Coaches Jeff Thyne and Jake Franke.



## ▶ NEXT GENERATION

CONTINUED FROM PAGE 46

relations internship will be offered to those interested in writing about livestock shows and events, and improving their cattle photography skills. A communications internship is available to those with interest in feature writing, photography and design. Students who are interested in either internship should have completed course work in news and feature writing, as well as editing and photography. The applicants must be detail-oriented and have some experience with livestock shows. Send a résumé, cover letter and writing samples to Shelia Stannard, director of activity communications and events. Please be sure to indicate which internship you are most interested in.

The Junior Activities Department employs a college sophomore, junior or senior to assist in the planning and execution of junior Angus shows and leadership events. Applicants for the junior activities internship should have an ag-related major field. They need to be detail-oriented, outgoing, have the ability to work well with all types of people, and be a self-starter. Applicants who can begin the internship around May 20 will be given preference. Any student interested in the junior activities internship should send a résumé to James Fisher, director of activities and junior activities.

API offers an editorial internship with the *Angus Journal* and *Angus Beef Bulletin* to a college junior or senior pursuing a degree in ag journalism or ag communications. The intern works with the editorial staff and other API and Association staff members. The intern will assist with feature and news writing, conduct interviews, report on Angus events and beef industry seminars, and have the opportunity to enhance their photography skills. Applicants should have experience with livestock and should have completed the following courses: Reporting I and II, editing, magazine writing or creative writing, photography or photojournalism. Microsoft Word and/or

QuarkXpress/InDesign computer program knowledge and skills are also helpful. Students who can begin in mid- to late May are encouraged to apply. Interested students should send a résumé and writing samples to Shauna Hermel, editor of the *Angus Journal*.

Any students wanting more information can contact Stannard, Fisher or Hermel at (816) 383-5100.

### Junior entry packets mailed

All junior members who are 9 years old and older should receive the green entry booklet in the mail this month. It contains a calendar of events and deadlines, as well as complete show rules and entry forms for the regional preview shows, as well as the National Junior Angus Show (NJAS). It also contains information about the Leaders Engaged in Angus Development (LEAD) Conference.

If you have not received your booklet, please contact the Junior Activities Department.

### Note these junior deadlines

Feb. 1 is the ownership and entry deadline for juniors planning to participate in the Mid-Atlantic Junior Angus Classic (MAJAC) regional preview show set for March 9-11 in Harrisonburg, Va.

March 1 is the ownership and entry deadline for the Western Regional Junior Angus Show, which will be April 27-28 in Reno, Nev.

March 1 is also the nomination deadline for Advisor of the Year and Honorary Angus Foundation.

May 15 is the ownership and entry deadline for the NJAS.

Please note there are no exceptions to any of the ownership and entry deadlines. Please contact the Association if you need assistance meeting the deadlines.



### ▶ 2006 North Dakota Angus Ass'n Annual Meeting & Banquet, Mandan, Nov. 17



▶ **Left:** Angus royalty include (from left) 2007 queen **Jessica Jallo**, Fordville, and 2006 queen **Barbra Herdengen-Gullickson**, Halliday.

▶ **Right:** **Jeremy Erdman**, Lisbon, won the Julie Ellingson Scholarship award.

