

MARKETING

The Web Page

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Juniors keep up-to-date at www.njaa.info

Can't remember when the Eastern Regional entry deadline is or which state will host the next Leaders Engaged in Angus Development (LEAD) Conference? Log on to www.njaa.info and find upcoming event dates, deadlines, rules and membership information. This site is home to the National Junior Angus Association (NJAA) and is constantly updated and enhanced to keep junior members informed of upcoming events.

By visiting the site, you will find an easy-to-navigate menu below the NJAA logo. Here you can access all the key areas to the Web site. Also on the home page is a listing of "What's New at NJAA," where updates to schedules, rules and other NJAA information will be posted.

Online show entries

This year a new feature was created for NJAA members — the ability to submit show entries for the National Junior Angus Show (NJAS), regionals, regional previews and the LEAD Conference online. According to Monica Jordan, junior activities assistant, nearly 200 youth submitted NJAS entries online for the 2003 event.

The online submission option for the 2004 show year will be available by Jan. 15. Junior members can submit entries by clicking on the "Shows" button and selecting the specific show for which they want to submit entries. After submitting your entries you will receive confirmation via e-mail that entries were successfully submitted. This does not confirm that entries have been accepted, just that they have been received.

From the "Shows" section you can download the entry booklet, which is distributed in January each year with specific

guidelines for Association-sponsored junior shows.

You also will find information about upcoming Association-sponsored shows in the show section. In this section of the site, you can find an archive of past NJAS sites as well as real-time coverage sites with placings and photos. Also, past "NJAS Show in Review" PowerPoint® presentations, which were played at the awards ceremonies, can be downloaded onto your computer. Note that these are big files, and you can experience a long download time if you are on a slow, dial-up connection.

Rules and applications

A list of NJAA contests and rules is available. By January each year the topics for the prepared public speaking, graphic design and creative writing contests are also available on the site.

On the "Scholarships & Awards" page, you can download scholarship applications for electronic completion, including the Angus Foundation, American Angus Auxiliary and Certified Angus Beef LLC (CAB)/NJAA scholarships. There is also an archive of past winners. At this time you cannot submit the forms online.

The forms for the National Junior Angus Recognition Program, also known as the Bronze, Silver and Gold awards, are also available.

Dynamic calendar

You can find upcoming dates by clicking on the "Event Calendar" tab. You can view the calendar in a monthly, quarterly or yearly display. For more information about an event, you can click on the event title (if available). To see events during a specific month you can select the month in the drop-down box.

Directions online

If you've lost your recent copy of *Directions*, the NJAA's semi-annual newsletter, it can be accessed from the site. It is posted in PDF format, so you'll need Adobe Acrobat Reader to view the document. Reader is free software you can download from Adobe's Web site.

Online store

From the site you can access an online store by clicking on the "Merchandise" tab. There you can purchase NJAA and Angus merchandise, including hats, T-shirts and jackets. New product additions include Angus coasters and "In Apple Blossom Time" prints. The sale of these items benefits the Angus Foundation, which supports Angus youth, research and education. (We'll look more at the online stores in November.)

Contact information

From the site you can find contact information for the Junior Activities Department staff and NJAA Board members. You also can access a list of state junior Angus association officers and advisors. If available, you can link directly to a state's Web site.

Other features

A listing of brochures is available under the "Literature" tab.

The Junior Activities Department hires a summer intern each year. Information about the internship is available by clicking the "Internship" tab.

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Editor's note: *This is the second in a series of articles looking at Association Web sites. Next month we'll take a look at www.angusonline.org.*

If you missed the 2003 NJAS or if you'd like to review highlights of the event, visit online coverage at www.angusjournal.com/njas. To order photos from the event, you can visit www.angusphotos.com. Here you'll find show photos as well as photos of state groups from opening ceremonies; Cook-Off teams; group, state and winner showmanship photos; and awards ceremony photos.

