

ASSOCIATION Up Front

► by **John Crouch**, executive vice president

What a show

The week was officially designated *National Angus Week* by Missouri Governor Bob Holden, in a proclamation delivered during the opening ceremonies of the National Junior Angus Show (NJAS) Tuesday, July 13, by Missouri Senator David Klindt. A crowd of some 2,400 spectators and nearly 700 exhibitors cheered as dignitaries arrived in Hale Arena on the grounds of Kansas City's American Royal Complex in a wagon pulled by a beautifully matched pair of Missouri mules.

Jazzy décor

The arena décor accentuated the theme of "Angus and All That Jazz," paying tribute to the world-renowned jazz music for which Kansas City is famous. The backdrop, shrubbery and fences were astonishingly appropriate to the theme. It was obvious that untold hours of planning by a large number of people had been devoted to the preparation for and execution of an incredible event, and that it was.

Angus breeders and enthusiasts who have never attended the NJAS have not had the privilege of observing one of the most inspiring and uplifting events in the world.

From the time cattle began arriving until they departed the grounds six days later, the entire event was a frenzy of activity. In fact,

at times it seemed that there was not enough time to accomplish each task.

Numerous competitions

While the means to the end is a cattle show, the event is much more. It not only involves the exhibition of skills in the showing; it also provides many other competitive events in which members of the National Junior Angus Association (NJAA) who do not perhaps have the opportunity to exhibit cattle can participate.

I never cease to be awed by the culinary skills and creativity exhibited in the Auxiliary-sponsored All-American *Certified Angus Beef*® Cook-Off.

Junior members spend countless hours behind the lenses of a camera, capturing images of cattle, landscapes and people for the photography contest. Many of these photos will be used later by the Association and the *Angus Journal*.

The poster and scrapbook contests were awesome displays of the intelligence and artistic ability of these young men and women.

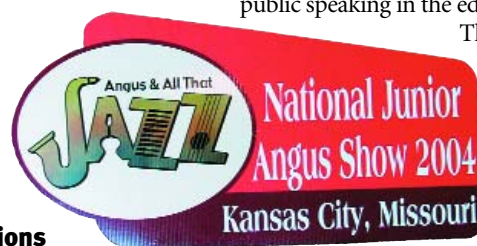
Every Angus breeder in America should have the opportunity to hear participants extol the virtues of the animals they use in the team sales competition.

Listening to these young people deliver prepared and extemporaneous speeches makes me wish I had paid more attention to public speaking in the educational process.

The talks are delivered with such confidence and ease. And then there's the mentoring program, wherein

participants are provided a booklet listing various people involved in the Association, show and industry. The participant is required to introduce himself or herself to the official and obtain a signature. What a fun challenge! In addition, educational seminars are given throughout the week on such topics as understanding and using carcass and ultrasound information, and clinics are sponsored on fitting and showing.

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REGIONAL MANAGERS—Refer to page 311.

CERTIFIED ANGUS BEEF LLC

President—Jim Riemann, Wooster, Ohio
For a CAB staff listing, refer to page 80.

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The Silent Auction, wherein donated items are offered throughout the week, fetched \$13,000 for the Angus Foundation and has become a highlight of the event.

But without question, in addition to the selection of the champions, the major highlight of the week is the awards ceremony, wherein all contest winners are announced. The newly elected NJAA officers and directors are presented, and the retiring officers, directors and their parents are

recognized with heartrending comments, capping off a wonderful two-year experience. It might not be the greatest show on earth, but it's the greatest show in the Angus world.

Fresh approach

Finally, I would be remiss should I not comment with respect to the presentation of the cattle. Comments heard from judges and spectators alike alluded to the "freshness and natural appeal of the cattle." Many remarks were heard with respect to how pleasant it was to be able to walk

through the barns and stand in the makeup area and observe the absence of coloring agents on both cattle and exhibitors and in the air.

The next NJAS will be hosted in Denver, Colo., July 17-24, 2005. The folks in Colorado and the Western states began preparing for 2005 last year. It will be a great time of the year to see Colorado.



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