

Angus Selects Youth Breed Ambassador

Nebraska's Maci Lienemann to represent Angus at industry events throughout the next year.

by *Laurin Spraberry*, American Angus Association

The National Junior Angus Association (NJAA) announces Maci Lienemann of Princeton, Neb., as the 2013-2014 Angus Ambassador, serving a one-year term as a spokesperson for the organization's nearly 6,000 members at cattle industry events across the United States and Canada.

"Angus is known as the business breed because of all the potential the Association has to offer to cattlemen," Lienemann says. "As the Angus Ambassador, I will hear other people's stories from every sector of the industry, and possibly help someone get started in the Angus business, which will ultimately improve the sustainability of the nation's cow herd."

Lienemann, an animal science sophomore at the University of Nebraska—Lincoln, was named the new Angus Ambassador during a competition that took place July 25 at the American Angus Association headquarters in Saint Joseph, Mo. Joining Lienemann in the group of top finalists were Emma Jumper, Paragould, Ark.; Jacob Steph, Tatum, Texas; and Jennifer Keyes, Springfield, Neb.

"The Angus Ambassador program is an excellent opportunity for Angus youth to represent our entire organization," says Jaclyn Upperman, Association director of junior activities. "I have full confidence that all of our candidates have bright futures ahead, and we are fortunate to have these young people as part of our breed."

A proud and passionate beef producer, Lienemann can trace her love for Angus cattle back to one of her earliest childhood memories: conducting cattle shows in her family's living room. She started by helping her dad, Trevor Lienemann, around their family's operation, Lienemann Cattle Co. When she was 10 years old, he paid her with her first Angus heifer. Since then, she has built her personal herd to



► Maci Lienemann, Princeton, Neb., was selected the 2013-2014 Angus Ambassador and will serve a one-year term as a spokesperson for the American Angus Association at cattle industry events across the United States and Canada.

20 registered-Angus cattle. She has also participated in numerous NJAA contests and events through the years.

To be considered for the position, earlier this spring, interested junior members submitted a cover letter, résumé and two essay responses. The top candidates were invited to the Association to give a 15-minute presentation addressing current beef industry challenges.

The current cattle inventory was the topic of Lienemann's presentation, and she discussed how the industry needs long-term solutions to ensure sustainable beef production in the years to come. Lienemann offered five potential solutions to the inventory challenges: anticipating improved weather conditions, continuing advancements in genetic research, developing advocates for the beef industry, and encouraging young people to get involved in the beef business.

Funded by the Angus Foundation, the Angus Ambassador will represent the breed at industry events throughout the United States and Canada, including the National Angus Conference & Tour in New York; a *Certified Angus Beef*® (CAB®) Building Blocks Seminar in Wooster, Ohio; the National Cattlemen's Beef Association

(NCBA) Cattle Industry Annual Convention in Nashville, Tenn.; the Beef Improvement Federation (BIF) Annual Research Symposium and Convention; and the Guiding Outstanding Angus Leaders (GOAL) Conference in Canada.

Judging this year's competition were Kara Lee, Certified Angus Beef LLC (CAB) supply programs manager; Chris Stallo, Association assistant director of information systems; Tonya Amen, Association genetic service director; Doug Schroeder, Association Board of Directors; and James Humphrey, University of Missouri Extension.

For more information about the NJAA or the Ambassador program visit www.angus.org.



Editor's Note: *Laurin Spraberry is the public relations and communications intern for the American Angus Association.*

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