

# Juniors Vie for Angus Ambassador Title

Judges name the 2015-2016 NJAA breed spokesperson.

Compiled by **Nicole Lane**, editorial intern

**O**n July 23, the American Angus Association hosted four high-achieving National Junior Angus Association (NJAA) members. Selected as finalists for the Angus Ambassador position were Haley Throne, Lexington, Ga.; Sierra Day, Cerro Gordo, Ill.; Dakota Lovett, Bladen, Neb.; and Will Pohlman, Prairie Grove, Ark.

To be considered for the office of Angus Ambassador, each junior member submitted a cover letter, résumé and two essay responses. The top candidates were invited to the Association headquarters, where they were interviewed by judges, and gave a 12- to 15-minute presentation followed by 5 minutes of questions.

“These contestants are proof that there is a bright future for the Angus industry, and opportunities through the National Junior Angus Association have prepared them well to be advocates for the Angus breed,” says Kasey Brown, *Angus Journal* associate editor and one of this year’s judges.

## Meet the finalists

A sophomore majoring in agricultural education at the University of Georgia, Throne received lifetime membership to the American Angus Association at just 3 weeks old, took ownership of her first cow at



► Will Pohlman, a junior at the University of Arkansas double majoring in biochemistry and animal science, was named the new Angus Ambassador during a competition hosted July 23 at the American Angus Association headquarters in Saint Joseph, Mo.

► Below: Joining Pohlman in the group of top finalists were Haley Throne, Lexington, Ga.; Sierra Day, Cerro Gordo, Ill.; and Dakota Lovett, Bladen, Neb.

6 weeks old and attended her first National Junior Angus Show (NJAS) in 2007. Throne’s presentation addressed sustainability. She focused on what producers are already doing and what more they can do to improve the environmental, economic and social sustainability of the beef industry.

Day, a senior at Cerro Gordo High School, raises purebred Angus cattle on her family’s operation and believes that it is important to get the word out about the multiple programs and services offered through the Angus breed. She presented on the most recent issues in the beef industry and the positive influence of the Angus breed on those topics.

Lovett is a freshman at Southeast Community College in Beatrice, Neb., and a third-generation Angus producer. Active in the NJAA, he considers it a gift to have grown up raising Angus cattle. Lovett presented on the new *Dietary Guidelines for Americans*.

## The buckle goes to ...

Pohlman, a junior at the University of Arkansas double majoring in biochemistry and animal science, was named the new Angus Ambassador. He was presented with the Angus Ambassador belt buckle by 2014-2015 Ambassador Emma Jumper. A 2015 National Beef Ambassador, Pohlman’s involvement with the beef business runs deep. A third-generation Angus producer, he has been involved with the NJAA since 2006, when he attended his first NJAS.

“Angus producers have a responsibility to be advocates,” Pohlman says. “As Angus Ambassador, there is an ability to empower producers, whether it’s one-on-one with consumers at a store or writing articles and giving presentations.”

Pohlman will serve a one-year term as a spokesperson for the NJAA’s nearly 6,000 members.

Pohlman’s presentation focused on Angus advocacy — how producers can get out and connect with consumers. He shared that in the conversation of beef and nutrition, Angus producers have a different story to tell. He explained that through the *Certified Angus Beef*® (CAB®) brand, Angus producers have unique opportunities available to them because of the recognition of the breed.



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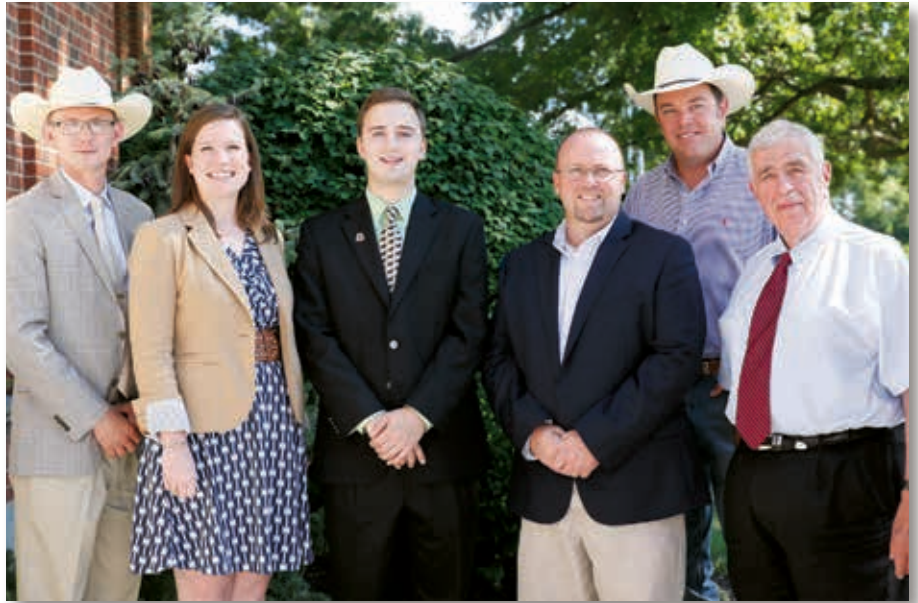
**— Will Pohlman**

“As producers, we want to talk to consumers about the benefits of beef and how Angus beef has been marketed,” Pohlman says.

Pohlman’s understanding of all aspects of the beef business impressed the judges and helped him rise to the top.

“Will presented himself in a very professional manner and was easily relatable in both his interview and his presentation,” says Brown. “He had the data to back up his claims and has a very broad knowledge of the beef industry and Angus’ role within it.”

Judging the competition, along with Brown, were Adam Conover, Association regional manager for Iowa, Missouri and Arkansas; Tom Burke, Association board member; Brian Pine, K-Coe Isom field analyst, and Corbitt Wall, DV Auctions.



► A panel of five judges awarded Will Pohlman the title of Angus Ambassador. Pictured are (from left) Adam Conover, Kasey Brown, Pohlman, Brian Pine, Corbitt Wall and Tom Burke.

Funded by the Angus Foundation, Pohlman will represent the breed at industry events throughout the United States and Canada, including the 2015 Angus Means Business National Convention & Trade Show; a CAB Building Blocks seminar in Wooster, Ohio; the Cattle Industry Annual

Convention and National Cattlemen’s Beef Association (NCBA) Trade Show; the Beef Improvement Federation (BIF) Annual Research Symposium and Convention; and the Guiding Outstanding Angus Leaders (GOAL) Conference in Canada.

