

Personalized Crocks

To help raise money for this summer's National Junior Angus Show (NJAS), which will take place in Denver July 11-17, 2010, two Nebraska Angus families have teamed up for a unique fundraiser selling personalized stoneware crocks.

The two families involved are Kelvin and Marsha Jorgensen of Exeter, Neb., and their son and daughter, Kellen and Klaire, who are both students at Kansas State University (K-State) in Manhattan; and Jerome and Joan Settles of Norfolk, Neb., and their daughter, Jara, who is also a student at K-State. Klaire will participate in the NJAS this summer in Denver; Kellen and Jara's final year of eligibility in the NJAA was in 2009.

The Junior Angus associations from Nebraska, Colorado and Kansas will co-host the 2010 NJAS in Denver, and each state was asked to raise money — as much as \$50,000 per state — for the event, explains Marsha Jorgensen. She adds that it takes several hundred thousand dollars all total to put on the NJAS each summer.

"With our kids in college, it is hard for them to do fundraising on a local level. So, between the Settles family and ours we decided to do our own thing to help raise money for the show," Marsha says.

They began selling the personalized crocks more than a year ago through word of mouth, and having booths

at progress cattle shows, the 2009 NJAS in Georgia and even home-and-garden shows. As a result, they have already given \$450 in profit to the Nebraska Junior Angus Association to put toward the NJAS. By June 2010, they hope to raise an additional \$500 or more from the profits on the crocks.

Initially, the crocks were made by an Iowa woman, but as of 2010, a mother-son team in Ohio will create the crocks for the fundraiser through June. The crocks are available in multiple colors and sizes and can be personalized with any name, logo, brand or image. The engraving is done using a computer-generated laser, and a variety of colors are available for the engraved lettering.

The crocks are available in sizes ranging from 2 quart to 10 gallon. Prices for the

crocks, including shipping, range from \$38 to \$170. The 3-, 5- and 10-gallon crocks are only available in beige.

Marsha says many people like the personalized crocks for their own home décor or as gifts. "Many cattle people are putting their farm or ranch logo or brand on them, or cattle images like cows, bulls, cows with calves, feeder steers and show steers or heifers," she says.

"We've sent crocks coast to coast," she adds. Ideas for using the crocks might include on the kitchen counter with utensils or on the floor to store potatoes; by the fireplace with kindling; in the bath to hold towels, toiletries or potpourri; or in an office for pencils, pens or magazines.

As part of their NJAS fundraising effort, the Settles and Jorgensen families are also selling Jim Baldridge's Secret Seasoning in the 6-ounce (oz.), 12-oz., and 4-lb. sizes and Doughmakers® Bakeware and wooden-handled cutlery that can be custom-engraved.

For more information or to place an order, contact Marsha Jorgensen at 402-576-3481 (home) or 402-366-9417 (cell). Shipping takes about 4 weeks from the time an order is placed. Orders will not be available after June 2010. Marsha also has contact with a retired gentleman who can make lids for the crocks for an additional fee.

— by Kindra Gordon



► The Jorgensen and Settles families of Nebraska are selling personalized stoneware crocks as a unique way to raise funds for the 2010 NJAS.

BIF Announces 2010 Symposium

Discover how the latest in beef genetics and production practices provide a unique benefit to the bottom line during the "Gateway to Profit" symposium hosted by the Beef Improvement Federation (BIF) this summer. The BIF research symposium and annual meeting will be June 28-July 1 in Columbia, Mo. The Holiday Inn Select Executive Conference Center in Columbia will serve as event headquarters.

Industry experts will discuss leading genetic advancements and offer attendees practical solutions to adapt these technologies to their own operations. Event coordinators anticipate about 900 progressive cattle producers, veterinarians, academics and allied industry personnel from around the world will attend.

"The annual BIF conference is considered one of the most influential and innovative programs in beef genetic technologies," explains Bob Weaber, BIF planning committee co-chairman. "What makes our program unique is the emphasis we place on bringing this advanced science to a practical level of understanding that resonates with the needs and interests of our attendees."

Weaber says the program is appealing to anyone who wants to hear, share, learn and apply the science of genetics to beef production.

Tours of local cattle operations and educational destinations, as well as social events, provide additional opportunities for learning and networking.

Angus Productions Inc. (API) will provide online coverage of the event at www.BIFconference.com. Visit the site prior to the event for a schedule, hotel information, links to registration and access to coverage of past conferences (2002-present). During the conference API will post news from the symposium, including synopses of each session, PowerPoint presentations, proceedings papers, award announcements, photo galleries, tour coverage and more. Audio will be posted in the weeks following the event. The coverage is made possible through sponsorship of Biozyme Inc., which has sponsored the site since 2007.

For more information about the conference, contact Missouri BIF planning committee co-chairmen Robert Weaber (573-882-5479) or Ben Eggers (573-882-1953). Hotel reservations should be made directly with the hotel (1-800-465-4329, 573-445-8531, www.hiselect.com/cou-execctr). Be sure to mention that you are with the BIF conference to receive the special room rate.

