



Movin' Forward

► by **Bryce Schumann**, American Angus Association CEO

Aberdeen in 2013

The 2013 National Junior Angus Show (NJAS) is now in the history books, but it will last in memory for a lifetime for all those who attended.

Supporting youth

It was a great event, and everyone who helped make it such a great success deserves our thanks and recognition. The NJAS has a lot of moving parts. It is, perhaps, the most complex event of the year for the Angus breed. There are countless hours invested by volunteers and staff alike, and thousands of details that need to be managed.

It's our hope, then, that you take some time to enjoy coverage of the NJAS in this edition of the *Angus Journal*. In its pages are dozens of photos and articles about the NJAS. Keep in mind that each youth in a picture has his or her own story. Every child deserves a happy life, a supportive family, and a chance at a productive and rewarding future.

Ultimately, this is what NJAS is all about. It's at once a celebration of a group of juniors, but also a platform upon which

each individual can begin to build their own life's narrative, to understand the value of teamwork, participation and hard work.

Visible front

An event like the NJAS also draws attention from people outside of agriculture.

This year, we had a visit from Sly James, Kansas City's mayor; we also had unprecedented coverage from local media, including two live morning newscasts from Kansas City TV stations and a feature-length

article about the event in the *Kansas City Star*.

I couldn't help but think: Isn't it great to see something positive about beef in the mainstream media?

The intensity of "outside" interest in the event was also evident on the Association's Facebook page, which had a reach of nearly a half million people during the week. Our YouTube viewership set all-time records,



including nearly 5,000 video views in just one day, and the NJAS special edition of *The Angus Report*, which aired July 22 and 27 on RFD-TV, was viewed by tens of thousands of people across the country.

As the American Angus Association and the National Junior Angus Association (NJAA) move into the future, we need to focus all our energy on ensuring each NJAS is every bit as great as the one that took place in Kansas City, while also being mindful that this event is a central opportunity for our industry and our breed to feature all the great things we bring to society at large.

Congratulations to everyone involved. Thank you for all your hard work, determination and commitment to the Angus breed.

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Correction: In last month's column, Steve Burress was incorrectly listed as the author of the book on the historic Angus sire Earl Marshall. Steve is actually doing research for the book, assisting author Ardyce O'Neill of Logan, Iowa.

Update: As I write this, the American Angus Association is preparing to launch a new, nationally broadcast talk show program on SiriusXM Satellite Radio. The program, called Angus Talk, airs Saturday mornings at 11 a.m. (EST) on Rural Radio channel 80. The program will include news and in-depth interviews with important people in the cattle industry, and provide us with yet another innovative platform to promote the Angus breed and share our story with a nationwide audience.

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