



Movin' Forward

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

A different kind of parentage

When each of my four kids was born, my wife, Gina, and I couldn't wait to share the news with the world outside the stark-white walls of the small hospital room. We called our family, we sent announcements to our friends, and we shared photos with anyone who'd look at them.

Proud parents

Like other parents, we were — and still are — proud of our kids. They're what we work for, what we hope for and how we contribute to society long after we're gone.

In the same way, the American Angus Association has proudly raised the National Junior Angus Association (NJAA) into what it is today — and, boy, are we proud.

The organization is composed of more than 6,000 youth across the country who are committed to this breed. Regardless of region or herd size, many of these youth are actively involved in raising Angus. They help feed hay to their animals. They spend hours after school working with their calves. They practice their speeches, take photographs, rehearse skits and attend state junior

association meetings. They work hard. And it all culminates each summer at the National Junior Angus Show (NJAS).

It's the largest single-breed beef cattle show in the world, and each year it's awe-inspiring. The NJAS is where you'll see tomorrow's Angus breeders develop both inside and outside the showring. It simultaneously provides a sense of hope for the future of Angus and serves as a reminder of just what we adults are working toward.

As a proud parent, the American Angus Association wants to share the NJAA with the world. That's why we've invited *AgDay* and *U.S. Farm Report* to this year's national junior show July 11-17 in Denver, Colo.

Television crews from the national agriculture news programs will be there

to talk with juniors, parents and others attending the weeklong activities. We'll proudly share our youth's accomplishments with thousands of RFD-TV viewers and others during and in the week following the NJAS.

But it's more than just parental bragging rights. Coverage by these two respected shows will give those outside of agriculture a window into our tradition of animal care and love for the breed, because juniors don't fit and show their animals for money. They don't give speeches or compete because of status. They do it because they love the camaraderie. They love Angus cattle and the way of life that it provides. That's something they learn from their parents — something we're hoping to share this summer, and something we're hoping to protect for future generations.

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AMERICAN ANGUS ASSOCIATION

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