

NJAA Board of Directors At

The National Junior Angus Association (NJAA) Board of Directors attended the 2012 Youth Beef Industry Congress (YBIC), Feb. 2-4 in Nashville, Tenn. The biennial event, themed “Hitting the High Notes,” gathered more than 125 junior beef breed and state cattlemen’s organizations.

“The YBIC conference is a great opportunity for the NJAA Board of Directors to create relationships amongst fellow beef leaders and industry professionals who will help them lead to a better future,” says Robin Ruff, director of junior activities for the American Angus Association. “The junior board today will be the beef industry leaders of tomorrow, and we need to prepare them with the adequate knowledge and experience to make them successful.”

Designed for youth leaders in the beef industry, the 2012 YBIC was sponsored by the U.S. Beef Breeds Council and National Cattlemen’s Beef Association (NCBA).

The YBIC conference was convened in conjunction with the 2012 Cattlemen’s Convention and featured youth’s involvement in the future of agriculture.

“People don’t care how much you know, but want to know how much you care,” said Andrew McCrea, keynote leadership speaker and team-building facilitator for YBIC from Maysville, Mo. McCrea informed attendees of the role they can play as the next generation of beef leaders. During a team-building session, juniors were able to meet new people from across the nation. They also participated in a beef quiz bowl game to test their industry knowledge.

On Thursday night, NJAA Directors met with Nashville’s entertainment correspondent Ashlie Kolb and Neil Mylet, founders of LoadOut Technologies. As young professionals, Ashlie and Neil encouraged the audience to follow their dreams.

Friday morning began with a research



PHOTOS BY ROBIN RUFF

► “People don’t care how much you know, but want to know how much you care,” said Andrew McCrea, Maysville, Mo.

panel addressing feed efficiency. Speakers were Matt Spangler, University of Nebraska; Dan Shike, University of Illinois; and

Leaders Start Early

With a record-breaking attendance at the 2012 Cattle Industry Convention and NCBA Trade Show in Nashville, Tenn., another notable highlight was the number of young people participating in the event’s meetings and youth contests.

The NCBA Young Producers’ Council (YPC) had more than 70 young cattlemen and -women from across the nation attend its business meeting Feb. 2. YPC was established during the 2008 Cattle Industry Summer Conference and was initiated to help NCBA members ages 18 to 35 develop their leadership skills and become more involved in NCBA policy development. The group also helps provide networking opportunities, continuing education and professional development activities.

The YPC agenda included election of officers for the coming year. The 2012 leadership includes: Lance Zimmerman, of Castle Rock, Colo., chairman; J.W. Wood of Pa’auilo, Hawaii, vice chairman; and Travis Hoffman of Fort Collins, Colo., secretary.

Individuals elected to the YPC board and the NCBA policy committees, where they will represent YPC, include: Faustine Curry, Texas, Agricultural Policy; RaeMarie Gordon, Colorado, Cattle Health and Well-Being; Sarah Baker, Idaho, Federal Lands; Ansen Pond, Texas, Live-Cattle Marketing; Jen Livsey, Texas, Membership; Evan Tate, Kentucky, Property Rights and Environmental Management; Phillip Weltmer, Kansas, Tax and Credit; and Jaclyn Wilson-Demel, Nebraska, Resolutions. Outgoing chairman Ben Neale of McMinnville, Tenn., will serve on the board in an advisory capacity.

In addition to conducting its annual business meeting, YPC members conducted a strategy session with Matt Buyers, vice president of operations and human resources for Five Rivers Feeding.

Membership in YPC is free to current NCBA members. For more information, become a fan of YPC on Facebook or visit www.beefusa.org/ypc.

The National Block and Bridle Club and the Youth Beef Industry

Congress met in conjunction with the 2012 Cattle Industry Convention, increasing the youth presence to more than 1,000, according to Lorie Liddicoat, manager of NCBA’s youth competition program.

NCBA Youth Contest Winners

More than 220 youth from around the country participated in the public speaking, marketing and quiz bowl contests in Nashville, Tenn., during the 2012 Cattle Industry Convention and NCBA Trade Show. The annual competition is sponsored by Farm Credit Services.

Jeffrey Mingus, an Arizona beef producer and co-chairman of the NCBA Youth Task Force, explains that the contests provide a means to help prepare young people for future leadership roles in the industry. 2012 winners include:

Youth Public Speaking, ages 10 and under:

- First: Eli Dotson, Petersburg, Tenn.
- Second: Bailee Schiefelbein, Kimball, Minn.
- Third: Justin Lyman, Cambridge, Ill.
- Fourth: Emma Gardner, Fayetteville, Ark.
- Fifth: Garrett Hopkins, Louisa, Va.

Youth Public Speaking, ages 11-14

- First: Kendall Garrell, Petersburg, Tenn.
- Second: Abby Schiefelbein, Kimball, Minn.
- Third: John Bryant, Lawrenceburg, Tenn.
- Fourth: Sara Gardner, Fayetteville, Ark.
- Fifth: Katee Schiefelbein, Kimball Minn.

Youth Public Speaking, ages 15-19

- First: Chandler Mulvaney, Opelika, Ala.
- Second: Sarah Johnson, Marysville, Ohio
- Third: Bradley Hunt, Selmer, Tenn.

tend YBIC

Bob Weaver, Kansas State University. The panel also covered future challenges for the industry, including the increased food production needed to feed a world population expected to double by 2050.

Following the panel, the group went to the Cattle Industry Convention to visit the *Cattlemen to Cattlemen* television set, participate in a trade-show scavenger hunt, and listen to NCBA staff members talk about involvement in the organization.

Friday evening ended with "Cowboy's Night at the Grand Ole Opry." Attendees listened to country music legends Charlie Pride, The Oak Ridge Boys, Del McCoury band, Josh Turner and more.

Troy and Stacy Hadrick, cattle ranchers from Faulkton, S.D., met with the group on Saturday and spoke on behalf of their company, Advocates for Agriculture, and explained how to prepare a 30-second elevator speech.



Angus junior members and advisors participating in the event were: Clay Williams, Georgia; Austin Brandt, Iowa; Alisha Nord, Minnesota; Lindsey Grimes, Ohio; Garrett Knebel, Indiana; Shane Clary, Virginia; JanLee Rowlett, Tennessee; Sally

Yon, South Carolina; Meghan Blythe, Kansas; Kelli Retallick, Wisconsin; Megan Ahearn, Texas; and Jennifer Ewing, Illinois.

Editor's Note: This article was provided as a news release by the American Angus Association.

Fourth: Shelby Schiefelbein, Kimball, Minn.
Fifth: Tori Bryant, Lawrenceburg, Tenn.

Team Marketing, College Division

First: Clemson University Cattlewomen/Block and Bridle — Carrie Elmore, Justin O'Flaherty and Jenny Grubbs
Second: Colorado State University Cattlewomen — Katlin Hornig and Naomi Kamakau
Third: Courtney Graham and Matt Noggle

Team Marketing, Senior Division

First: Junior Florida Cattlemen's Association — Jessica Leon, Kevin Guinn and Catie Trammell
Second: Henry County (Tenn.) 4-H — Melinda Perkins and Brooke Rose
Third: Ohio Cattlemen's Association — Sarah Johnson, Jessica Harsh and Sarah Simpson

Youth Quiz Bowl

First: Mineral County (W.Va.) FFA — Jessica Woodworth, Will Woodworth, Timmy Nester and Sarah Page
Second: Junior Florida Cattlemen's Association — Caroline Dailey, Samantha Dailey, Ricky Roberts, Christina Routh and Kate Shuffitt
Third: Minnesota — Erin Morrison, Kelly Morrison, Spencer Pierson, Tyler Pierson and Connor Bollum

Collegiate Quiz Bowl

A team of students from Pennsylvania State University took top honors in the 2012 National Collegiate Quiz Bowl, held in conjunction with the annual cattle industry convention. The invitation-only competition was presented by the National Cattlemen's Foundation (NCF) and the American Society of Animal Science (ASAS) and was sponsored by Farm Credit Services.

The winning team included Dustin Dreyfuss, Steve Bond, Sarah

Doyle and Brianna Isenberg. Dan Kniffen was the team's advisor.

The second highest-scoring team was Texas A&M University. Other teams included Ohio State University and the University of Wyoming.

Scholarships presented

A prestigious cattle industry award and 10 scholarships were presented by the NCF to deserving students during the 2012 Cattle Industry Convention and NCBA Trade Show.

The 2012 Max Deets Scholarship Award was presented to Levi Berry of Happy, Texas. Berry is manager of Smith Cattle Co. Ltd., headquartered in Amarillo. Developed in honor of Max Deets, who served as the NCBA president in 1997, the Max Deets Scholarship Award was established through contributions from the Kansas Livestock Association (KLA) and NCBA. The award is presented each year to the chairman of NCBA's Young Cattlemen's Conference (YCC) on the basis of outstanding leadership.

Ten \$1,500 scholarships were also awarded by NCF to students pursuing careers in the beef industry. These scholarships are sponsored by the CME Group. The top winner was Malorie Bankhead, a student at California Polytechnic State University, who also received a trip to the 2012 Cattle Industry Convention.

Also receiving scholarships were Megan Webb, Texas A&M University; Meghan Blythe, Kansas State University; Maci Lienemann, Norris High School (Nebraska); Trenton Blythe, White City High School (Kansas); Matthew McQuagge, Abraham Baldwin Agricultural College (Florida); Valene Lickley, Valley High School (Idaho); Katie Ochsner, Casper College (Wyoming); Reagan Kays, Kansas State University; and Cade Sallee, Fowler High School (Colorado).

— Compiled by Kindra Gordon

Editor's Note: This article was compiled from information provided by the NCBA. For more details, visit the newsroom at www.4cattlemen.com.