

Designing the Future

Angus juniors show off their tech-savvy creativity in the NJAA Graphic Design Contest.

by *Kasey Brown*, associate editor

Many of the contests at the National Junior Angus Show (NJAS) put to the test skills that will serve National Junior Angus Association (NJAA) members well into adulthood. Marketing, technology use and creativity are beneficial to anyone considering a career in communications later in life, and the NJAA Graphic Design Contest is cultivating those skills in junior members.

The contest's goal is to display the creative talent of NJAA members; share ideas that may be useful in promotion of the Angus breed, Angus organizations and individual herds; and provide another fun, educational and competitive activity for interested juniors who may or may not be able to participate in other programs. This contest allows juniors to submit an entry even if they cannot attend the show.

Themes were set for each age division. Juniors designed a holiday postcard thanking their customer base. Intermediates designed a flyer promoting the benefits of eating beef aimed at their peers. Seniors designed a website's homepage layout for their farm.

Savvy use of technology was evident in this year's winning efforts, which were displayed in Tulsa, Okla., July 12-18. The winners also received prize money for their efforts; first place won \$50; second place won \$30; and third won \$20.

This year, winning the junior division was Marcie Harward, Richfield, N.C. The intermediate division was won by Hailie Conley, Plainfield, Ont. The senior division was won by John Reasor, Wildwood, Ga.

► **Right: Hailie Conley** won first place in the intermediate division with this flyer promoting the benefits of beef for her peers.

THE POWER OF BEEF FOR TEENS

BEST IN CLASS
Beef contains 14 nutrients including twice the iron six times the B-12 and eight times the zinc of a chicken breast. A 3 ounce serving of lean beef provides about half of the daily value for protein.

MUSCLE MASS
High quality proteins found in beef provide the essential amino acids your body needs to grow, build and maintain muscle. Higher protein intake can also help manage weight and increase energy levels.

PHAT FATS
About half of the fatty acids found in beef are monounsaturated, the same heart-healthy type found in olive oil. Most of the saturated fat in beef actually decreases your risk of heart disease and lowers your cholesterol.

THE POWER OF 10
Lean beef has 10 essential nutrients your body needs every day.
Each 3 ounce serving of lean beef provides:

- 20% iron
- 60% zinc
- 20% protein
- 20% B-12
- 20% B-6
- 20% niacin
- 20% potassium
- 20% calcium
- 20% phosphorus
- 20% magnesium

Find out more: 

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► Placing second in the junior division of graphic design is **Lauren Wolter**, Aviston, Ill. Not pictured are Marcie Harward, first, and Mattie Harward, third, both of Richfield, N.C.

► **Right: Marcie Harward** won first place in the junior division with her holiday postcard thanking her customer base.



HERD SUCCESS SALES ONE4ONE



Reason Farms

Welcome to Reason Farms!

Nestled in the Tennessee River Valley at the foot of Lookout Mountain, Reason Farms is an elite operation focused on producing quality cattle that can show will still generate dollars for their new owners. Started in 2010, John with parents Steve & Melissa found that through hard work and dedication staying true to a cattleman's integrity they could create this program.

The herd is segregated in color but with the same goal produce cattle that work. Steve comes from a lineage of cattlemen from the foothills of Virginia and is deeply tied into producing efficient cattle that excel in fertility and functionality. John enjoys the show barn and competitive nature through the American Angus Association and American Shorthorn Association. Together, Reason Farms is what it is today, a firm that not only has gained national attention in the show ring, but also aided in the development of a bull market in their area, and aided a niche market of their charitable feedlot entitled "one4one."

The giving side of Reason Farms one4one is a feedlot focused on paying it forward. For every steer sold privately off the farm, one is donated to area food banks to help aid homeless and those in need. If interested in starting a program like one4one the Reason Family would love to be of assistance in bringing positive attention to the beef industry.

REASON FAMILY
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► **John Reasor** won first place in the senior division with his website homepage design.



► Winning in the senior division of graphic design are (from left) **John Reasor**, Wildwood, Ga., first; **Chelsey Figge**, Onaga, Kan., second; and **Chris Kahlenbeck**, Union, Mo., third.



► Winning in the intermediate division of graphic design are (from left) **Hailie Conley**, Plainfield, Ont., Canada, first; **Dylan Denny**, Lubbock, Texas, second; and **Nicholas Pohlman**, Prairie Grove, Ark., third.

