

# DESIGNING ANGUS

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

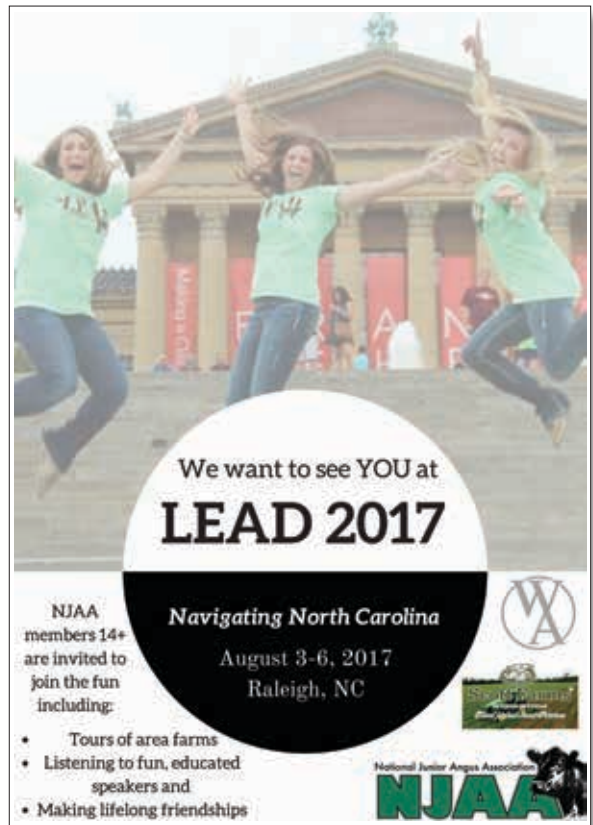
by *Kasey Brown*, special projects editor

**M**arketing is important in the cattle industry, and strong design enhances that marketing strategy. The National Junior Angus Association (NJAA) Graphic Design Contest at the National Junior Angus Show (NJAS) lets juniors show off their creativity and design prowess. This contest allows juniors to submit an entry even if they cannot attend the show.

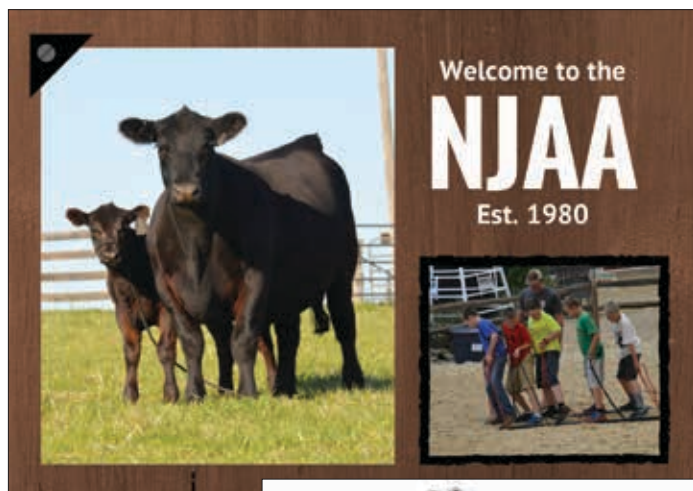
Themes were set for each age division. Juniors designed a postcard welcoming juniors into the NJAA. Intermediates designed a full-page ad for the *Angus Journal* promoting the Leaders Engaged in Angus Development (LEAD) conference. Seniors designed a full-page ad promoting the NJAA for a non-Angus publication.

Savvy use of technology was evident in this year's winning efforts, which were displayed in Des Moines, Iowa, July 9-15. Winners received prize money for their efforts — \$50 for first place, \$30 for second and \$20 for third.

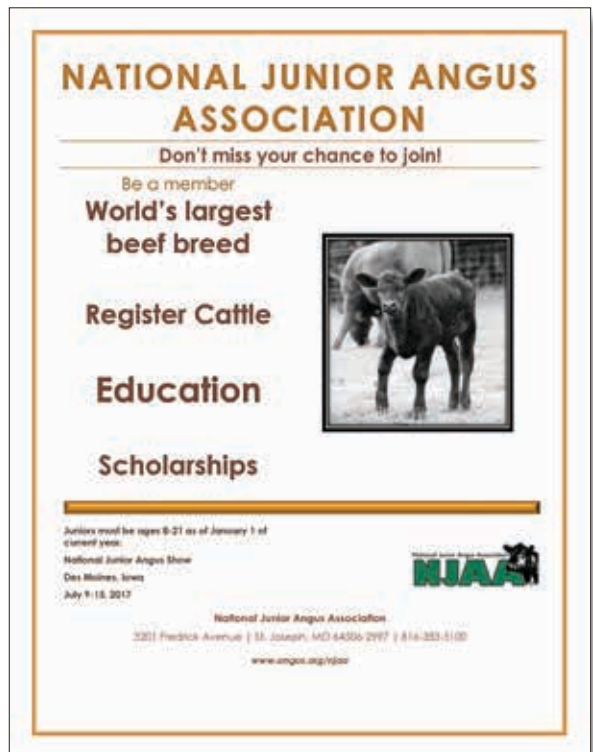
This year, winning the junior division were Samuel Jordan, first, and Ella Jordan, second, both of Saint Joseph, Mo.; and Sawyer James, Bruce, S.D., third. Intermediate division winners were Bree Gaffney, Barneveld, Wis., first; Kady Figge, Onaga, Kan., second; and Marcie Harward, Richfield, N.C., third. Senior division winners were Faith Massingill, Hamilton, Texas, first; and Carrie Rutledge, Red Lion, Pa., second. (See "At the Backdrop," beginning on page 228, for photos of the winners.)



► **Bree Gaffney** won first place in the intermediate division with her full-page promotional ad for LEAD for the *Angus Journal*.



► **Samuel Jordan** won first place in the junior division with his postcard to welcome new members into the NJAA.



► **Faith Massingill** won first place in the senior division with her full-page ad promoting the NJAA in a non-Angus publication.