



Next Generation

► Postcard from an NJAA director and state spotlights. Compiled by Kasey Miller.

Building blocks for success

Throughout the year the National Junior Angus Association Board of Directors (NJAB) takes part in numerous educational seminars to ready us to enter the industry in which we have all taken part. This past January, seven members of the NJAB, Angus Ambassador Lauren Adcock and Miss American Angus Esther McCabe traveled to Wooster, Ohio, to take part in the Certified Angus Beef LLC (CAB) Building Blocks for Success Seminar. Here we were given a crash course on everything CAB — from product supply and development to the introduction of the newly opened Education & Culinary Center.

Interesting topics

During the two-day conference, we were exposed to brand and industry representatives and their roles in formulating the brand's success.



Kelli Retallick

Erin Mohler, a marketing specialist at CAB, gave us insight on the upcoming line of value-added products entering the consumer market. Through the use of licensed Certified Angus Beef® (CAB®)

processor resources, new products are developed and placed on the consumer market.

Some convenience items already on the market include deli meats that are fresh, never frozen. This beef is minimally processed with no MSG or excessive fillers or artificial ingredients used. During this portion of the seminar, we were allowed to taste CAB brand deli meat and compare it to another on-shelf beef deli meat. The non-CAB deli meat was not even a close second to our CAB brand, especially when comparing the texture and overall flavor of the two meats.

Other products introduced to the group were microwaveable ground beef and a microwaveable beef tips meal, which is still in the making. Be sure to watch your store shelves for these upcoming CAB items.

Another highlight of our two days in Wooster was our introduction to the brand new CAB Education & Culinary Center. Previously known as Jake's Restaurant, the Education & Culinary Center serves as a business-to-business center offering an economy-scale kitchen and meat-fabrication area, as well as classrooms and meeting space. It allows for corporate chefs like Kyle Miller

to help restaurant chefs develop recipes or menu items that include the CAB brand.

Along with that, the center permits hands-on, in-depth training on beef fabrication. The Master's of Brand Advantages (MBA) program utilizes the facility to educate students on the different cuts of beef, along with the value of each cut. This serves as a good marketing tool for CAB retailers to use as a sales pitch to potential buyers.

In 2010, when the MBA program was launched, Deanna Walenciak, the brand's marketing director, said about the fabrication process, "You need time, not watching somebody else do it or watching a video, but time with your knife in hand, cutting the beef." The CAB Education & Culinary Center allows just that.

The most interesting topic to me, in particular, came on the second day when Mark McCully, assistant vice president of production, spoke on supply development.

He explained that out of the 10 specifications for the Certified Angus Beef brand, marbling is the No. 1 factor limiting

acceptance. Leading causes of insufficient marbling scores include genetics, preweaning calf nutrition, calf health and transition into the feedlot, stocker nutrition, growth technologies, and fed-cattle marketing and sorting. Many procedures have been put in place to counter these factors on marbling.

One way the Supply Development Team has been working to maximize marbling scores is through the use of genetic testing. CAB's GeneMax™ (GMX) DNA test allows for an affordable option for commercial cattlemen to gain knowledge of their cattle's gain performance and grade potential up front. Different producers have been utilizing this technology in various ways, including a selection tool for replacement heifer selection, a marketing tool for documenting and capturing value, and a management tool for feedlots to maximize profitability with Angus-sired feeder calves.

Jonathan Perry of Deer Valley Farm said, "We're using it as a tool to solidify and increase accuracies on the numbers and the genetics that we're selling." For more information on the GeneMax technology, visit www.cabpartners.com/genemax.

All in all, our trip to Wooster was highly educational and engaging. It allowed the NJAB to better verse themselves on the CAB brand to answer questions that may come about during our term. More importantly, it further sparked our interest to continue to help build the brand that we all know as Certified Angus Beef.

— Kelli Retallick, Wisconsin

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Visit the NJAA web site at www.njaa.info.

K-State Animal Sciences Leadership Academy planned for June 5-8

Kansas State University (K-State) will host the fifth annual K-State Animal Sciences Leadership Academy June 5-8 for young livestock industry leaders in Kansas. The program, hosted by the Department of Animal Sciences and Industry, focuses on increasing participants' knowledge of the Kansas livestock industry, as well as enhancing leadership skills.

Twenty high-school students will be selected to participate, based on educational, community and agricultural involvement. Students will stay in campus housing and receive training in Weber Hall, as well as tour the university's animal science facilities and Kansas livestock businesses.

Students must apply by Friday, March 15. Candidates have to be enrolled in high school and able to participate in the entire academy.

The academy's sponsor is the Livestock and Meat Industry Council, a nonprofit organization focused on education and research to improve global competitiveness and efficiency of animal and food production.

More information, including registration forms, is available on the K-State Department of Animal Sciences and Industry website, www.asi.ksu.edu/. On the Research and Extension link, select Youth Programs (scroll to 2013 K-State Animal Sciences Leadership Academy).

Editor's Note: This column is compiled by Associate Editor Kasey Miller. To submit your "Next Generation" item, email kaseymiller@angusjournal.com or call 816-383-5277.

► Pennsylvania Angus Ass'n Annual Meeting & Banquet, Harrisburg, Jan. 6



► Pennsylvania Angus royalty are (seated, from left) **Jade Zimmerman**, Reinholds, sweetheart; **Kate Livingston**, Dover, 2012 queen; **Ruby Monn**, Shippensburg, 2013 queen; **Laini Dean**, New Castle, sweetheart; **Elizabeth Voight**, Fredericksburg, sweetheart; (standing, from left) princesses **Shelby Dean**, New Castle; **Alexis Cash**, York; **Andrea Foore**, Seven Valleys; **Jessica Herr**, Willow Street; **Kayce Myers**, Wellsville; and **Claudia Hissong**, Greencastle.



► **Eric Shoop** (left), Dalmatia, and **Myers** (right) receive Pennsylvania 2012 Outstanding Boy and Outstanding Girl honors from Lori Voight, Pennsylvania Jr. Angus Ass'n advisor.



► Officers of the Pennsylvania Jr. Angus Ass'n are (from left) **Claudia Hissong**, Greencastle, treasurer; **Shelby Dean**, New Castle, vice president; **Kayce Myers**, Wellsville, president; and **Ruby Monn**, Shippensburg, secretary.

► North Dakota Angus Ass'n Annual Banquet, Mandan, Nov. 27, 2012



► North Dakota Angus royalty are (from left) **MaKayla Koski**, Wing, 2013 princess; **Renae Tokach**, Saint Anthony, 2013 queen; and **Kaitlyn Kline**, Goodrich, 2012 queen.



► **Tokach** receives the North Dakota Angus Ass'n Scholarship Award.



► **Tokach** (right), receives her Bronze and Silver awards from Very Frey, Association regional manager.

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▶ Kansas Angus Ass'n Annual Meeting & Banquet, Hutchinson, Jan. 26



▶ **Mackenzie Flory** (left), Baldwin City, receives the Kenneth & Lorene Moore Scholarship from Lynne Hinrichsen.



▶ Selected to serve as Kansas Angus royalty are (from left) **Johanna Lundgren**, Ottawa, 2013 Miss Kansas Angus; **Chelsey Figge**, Onaga, 2012 Miss Kansas Angus; and **Megan Green**, Leavenworth, 2013 Kansas Angus Ambassador.



▶ From left, NJAA Director Meghan Blythe presents Bronze and Silver awards to **Jackson Wingert**, Ottawa, and **Morgan Woodbury** and **Evan Woodbury**, both of Queenemo.

▶ South Dakota Angus Ass'n Annual Meeting, Rapid City, Jan. 27



▶ Honored as Angus royalty are (from left) **Brianna Buseman**, Canistota, 2013 princess; **Brittany Bush**, Britton, 2012 Miss South Dakota Angus; and **Christina Mogck**, Olivet, 2013 Miss South Dakota Angus.



▶ Receiving South Dakota Black Hills Angus Ass'n scholarships are (from left) **Wyatt Kammerer**, Philip; **Christina Mogck**, Olivet; and **Trevor Larson**, Hamill.



▶ **Brittany Bush** (left), Britton, and **Christina Mogck** (right), Olivet, receive their Bronze and Silver awards.

▶ Georgia Angus Ass'n Annual Meeting & Banquet, Athens, Jan. 28

▶ **Right:** Outgoing Georgia royalty were presented with plaques. Pictured are (from left) **Shelby Eidson**, Arnoldsville, 2012 Miss Georgia Angus; and **Abbey Gretsch**, Crawford, 2012 Georgia Angus princess.



▶ **Logan Steed**, Carrollton, receives her Bronze and Silver awards.



▶ Georgia Angus royalty are **Baylee Steed** (left), princess, and **Logan Steed** (right), queen, both of Carrollton.

Certificates of Achievement

The American Angus Auxiliary has awarded the 2012 Certificates of Achievement to qualifying junior members for outstanding achievements.

The Certificate of Achievement is issued only for outstanding achievements at national, state and district (tri-county) levels. County-level achievements are not eligible. In a given year, a qualifying junior Angus member will receive one certificate in recognition of their achievement record as reported during the year (from Oct. 1 of the previous year to Sept. 30 of the current year).

Achievements that qualify: champion or reserve champion bull, heifer, steer or cow-calf pair; division champion or reserve division champion bull, heifer, steer or cow-calf pair; awards in showmanship, judging, carcass classes, scholarship competitions, royalty competitions and all National Junior Angus Association (NJAA) recognized competitions, including those at the National Junior Angus Show (NJAS). Gold, Silver and Bronze awards also qualify, as do leadership roles or positions that were held during that time.

▣ Alabama

Joseph Adams
Wyatt Hubbard

▣ Arkansas

Katlyn Tunstill

▣ Illinois

Laramie Chaffin
Kayla Widerman

▣ Indiana

Harley Myers

▣ Iowa

Jordan Barker
Lauren Barker
Cassidy Becker
Weston Brandt
Abby Collison
Franchesca DeVore
Ellen DeWilde
Bryanne Duckett
Taylor Duckett
Tyler Espenscheid
Katie Friederichs
Cole Greiman
Grace Greiman
Kyle Greiman
Tucker Henderson
Clayton Hester
Katelyn Holmes
Connor Holvoet
Mason Holvoet
Alexandra Hunter
Chayse Jaspering
Jordan Johnson
Olivia Johnson
Abby Klendworth
Cody Klendworth
Baxter Knapp
Morgan Knapp
Leo Kruse
Ralee Kruse
Justin Murray
Rebecca Murray
Drew Norris
Ty Ruby
Samantha Schermer
Madison Skarda
Adam Staudt
Erin Steele
Tyler Steele

Jordan Thompson

Michael Vajgrt
Willie Weis
Courtney Younge
Sydney Younge

▣ Kansas

Alexandria
Cozzitorto
Chelsey Figge
Kady Figge
Cale Hinrichsen
Eva Hinrichsen
Jackson Wingert

▣ Louisiana

Matthew Brasseaux
Zachary Brasseaux
Sarah Burch
Lily Gisclair
Lee Hymel
Daniel McFarland
Isaac McFarland
Joshua Scott

▣ Missouri

Brittany Eagleburger
Nathan Eagleburger
Chris Kahlenbeck

▣ Michigan

Kavina Johnson
Kollin Johnson
Dylan Kennedy
Justin Kennedy
Katrena Klopfenstein
Darcy Lipskey
DeeAnne Merriman
Kendra Merriman
Sterling
Reichenbach
John Reid
Katie Reid
Rachel Reid
Chelsea Ruggles
Justin Ruggles
Kyle Ruggles
Patricia Vaassen

▣ Montana

Ashtyn Aumueller
Jonwyn Ayres
Olivia Barragree

Zane Barragree

Avery Bates
Trista Bates
Michaela Blevins
Abbi Boggess
Raquel Boyd
Beau Bromenshenk
Cortney
Bromenshenk
Garrett
Bromenshenk
Catherine Callantine
Krista Callantine
Wyatt DeVries
Allison Dubs
Jillian Frye
Kyle Frye
Randall Frye
Ashley Hartman
Kate Ireland
Reece Idland
Landra Lucas
Bentley McCullough
Jonna McCullough
Kensey Mikkelsen
Abby Mytty
Kane Olson
Kyla Olson
Carson Stevenson
Claire Stevenson
Craig Stevenson
Faith Stevenson
Leisa Stevenson
Nicole Stevenson
Rachael Stevenson
Benjamin VanDyke
Brooke Vincent
Kristen Vincent
Jena Wagner
Jordyn Wagner
Kita Weingart
Tyler Whiteman
Charsi Workman

▣ Nebraska

Riley Kraus
Codie Kraus
Michaela Clowser

▣ North Carolina

Brooke Harward
Catherine Harward
LeAnn Harward

Marcie Harward

Mattie Harward

▣ Ohio

Megan Rothhaar

▣ Pennsylvania

William Bowers III
Alexis Cash
Grant Cash
Courtney Dahlquist
Laini Dean
Shelby Dean
Andrea Foore
Logan Foore
Freddy Frey
Hannah Grim
Claudia Hissong
Kate Livingston
Kyle Livingston
Sarah Lownes
Dakota Mayle
Ruby Monn
Kayce Myers
Daniel Rohrbaugh
Caleb Schmuck
Amanda Thompson
Elizabeth Trowbridge
Lindsay Upperman
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▣ South Dakota

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Cade Clary
Destiny Clary
Drue Clary
Catie Hope