



# Next Generation

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

## Sharing

*Go, go, go! The world we live in never seems to stop. It simply slows down to observe before hitting the gas and going again. This makes sharing our agriculture story very difficult. How in the world do we expect people to stop and listen to one more story during their busy day? My recommendation: Be wherever they choose to slow down.*

### Don't be an extremist

Being in college with people far removed from the agriculture community, my eyes have certainly been opened to the unawareness of my neighbors. Imagine my response when someone on the elevator looked at me and said, "What do I care about agriculture?" Instead of screaming, "Are you kidding me?" as I wanted to, I calmly reminded her that she eats three times per day, so she might want to reevaluate her thoughts on agriculture.

There is no question that our emotions can get the best of us when someone disregards the importance of an industry in which we are involved. We must remember that screaming and yelling neither uses our time effectively, nor does it make people any more willing to listen.

I think the most important thing we can do to share the importance of agriculture is to avoid making ourselves seem like another extremist group. For the most part, the people who make up this industry are sane,

normal people. Our heads are not full of misconstrued information, and our thoughts do not wander into a far-off galaxy.

Why is this the case? Because the farmers and ranchers who make up our industry focus on what matters most, taking care of their land and family. This leaves no room for yelling, chanting, tying themselves to trees or picketing businesses. There are far better approaches when it comes to sharing our story. Simply share, do not try to convince nor persuade someone to your side. More often than not, people will come to you for information when they trust that you are a calm, knowledgeable person.

There have been multiple situations where I have had the opportunity to share my agriculture story to those around me, and surprisingly, these people are willing and ready to learn. Going to cattle shows every weekend and having phone conversations that involve Angus bull names along with the words "sire" and "dam" certainly makes me stand out compared to those around me that are far removed from the farm.

With people knowing that I am involved in the Angus industry, they come to me with questions more frequently than I reach out to them with unsolicited information. This approach has proven far more effective in

helping people understand media coverage of the beef industry, and to answer any questions they may have.

Almost nobody in the world is prouder of the work they do than America's farmers and ranchers, and with good reason. Dedication to birthing, feeding and nurturing the Angus cattle we raise is something taken very seriously. Share this positive message with those closest to you.

Tell them about the 4 feet of snow you had to walk through to save a baby calf, the driving rain that you walked through to make sure your cattle were safe, and the frigid cold mornings you braved to make sure your cattle had water to drink. Work done on a cattle farm can easily be swept to the background when the media talks about our industry. Make sure you are using your voice to reach people as they slow down to listen. This means speaking with those who you have the ability to impact before they hit the gas and move in the next direction.

Five ideas to consider:

- 1. Understand:** Remember that people may simply not understand our industry.
- 2. Kindly share:** Share your story in a kind manner.
- 3. Open your ears:** Be ready to share, but also listen when someone has questions.
- 4. Trust:** People will listen when they trust the speaker; share with your friends.
- 5. Do not be the expert:** We are not all experts; help find the information they are seeking.

This industry can only succeed when every individual leaves his or her mark.

Share your story, Angus friends.

— Maggie Jasper, Kentucky

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**NJAA ON FACEBOOK:**  
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Visit the NJAA web site  
at [www.njaa.info](http://www.njaa.info).

## Trans Ova Genetics announces 2013 scholarship winners

Two Angus juniors — **Bailey Buck**, Madill, Okla., and **Elizabeth Nixon**, Rapidan, Va., earned 2013 Trans Ova scholarships.

The program awarded \$1,500 scholarships to six winners. Three of these scholarships were awarded to beef candidates, and three were presented to those involved in the dairy industry.

The Trans Ova Genetics' Youth Scholarship Program is designed to show commitment to livestock youth and to illustrate the company's efforts to help them

achieve their goals. Trans Ova Genetics encourages youth involved in the livestock industry to make a commitment to higher education and agriculture.

Scholarship winners are chosen by a panel of judges who look at written essays, résumés and letters of recommendation submitted by the applicants. While students are not required to be studying in an agricultural field, judges look for active involvement in the livestock industry. Applicants were asked to write an essay on the following subject: "Discuss the role of genetic and reproductive technologies in feeding the future world and sustaining the environment."

For more information about the Youth Scholarship Program, visit [www.transova.com/youth](http://www.transova.com/youth).

### FCS Financial awards \$35,000 in scholarships

Established in 2004 by the FCS Financial Board of Directors, the scholarship program is designed to encourage and support higher education for relatives of FCS Financial members. Each year up to 35 scholarships of \$1,000 each are awarded. Since its inception, \$325,000 has been distributed through the FCS Financial Scholarship Program to Missouri high school students.

Angus juniors receiving a \$1,000 FCS Financial scholarship for 2013 are **Corbin Duffield**, Butler, Mo.; **Brittany Eagleburger**, Buffalo, Mo.; and **Kellie Harvey**, Shelbina, Mo. The 2014 scholarship application will be available at [www.myfcsfinancial.com](http://www.myfcsfinancial.com) by September 2013.

### Kensey Mikkelsen earns Junior Bronze and Silver awards

**Kensey Mikkelsen**, Hobson, Mont., has earned the National Junior Angus Association's (NJAA) Bronze and Silver awards.

The 18-year-old daughter of Rod and Traci Mikkelsen attends Hobson High School and is a member of the NJAA and the Montana Junior Angus Association, where she has served as director.

She has participated in local, state, regional and national shows and showmanship competitions. At the National Junior Angus Show (NJAS), Kensey has participated in the livestock judging contest and in 2010 she participated in the mentoring program.

Kensey has submitted cattle to Angus Herd Improvement Records (AHIR®) and consigned cattle to the Stevenson Angus Ranch Sale.

### Cattlemen's Boot Camp set for North Dakota State University

A Cattlemen's Boot Camp is set for June 25-26 at North Dakota State University,

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### Western Regional Junior Angus Show, Reno, Nev., April 19-20



► **Shelby Burrus** (right), Tacoma, Wash., was crowned Western States Angus queen. 2012 Western States Angus Queen **Lauren Casdorff** is also pictured.



► Receiving Western States Angus Auxiliary scholarships are (from left) **Elsie Covey**, Auxiliary representative; **Lauren Martin**, Ridgefield, Wash., perpetuating memorial scholarship and Western States Auxiliary scholarship recipient; **Matthew Malson**, Parma, Idaho, perpetuating memorial scholarship recipient; **Carla Malson**, Auxiliary representative; **Kathleen Buchanan**, Auxiliary representative; **Savannah Levisay**, Creston, Calif., Western States Auxiliary Grand Sierra scholarship recipient; and **Lauren Casdorff**, Twin Falls, Idaho, Western States Auxiliary scholarship recipient.

### Illinois Beef Expo, Springfield, Ill., Feb. 23



► Illinois Jr. Angus Ass'n officers and directors are (front row, from left) **Ashley McEwen**, Bushnell; **Morgan Kramer**, Farina; **Kagney Collins**, Flanagan; **Keegan Cassady**, Normal; **Laramie Chaffin**, Roodhouse; **Lauren Adcock**, Moweaqua; **Sierra Day**, Cerro Gordo; **Taylor Adcock**, Moweaqua; **Olivia Wilson**, Odgen; (back row, from left) **Kayla Wideman**, Good Hope; **Ben Marsh**, Union; **Robert Hosto**, Alhambra; **Troy Rawlings**, New Holland; **Treavor Taylor**, Colfax; **Chase Anderson**, Chrisman; and **Nick Decker**, Philo. Not pictured are **Brooke Haas**, Downs; **Gabby Lemenager**, Clifton; **John McEwen**, Bushnell; and **Dalton Lemenager**, Clifton.



► The *Angus Report* explains some tips for success in the All-American Certified Angus Beef® Cookoff at the 2013 National Junior Angus Show. If reading the digital *Angus Journal*, click the picture to access the video, or go to [www.youtube.com/watch?v=KxN3rqC-uMA](http://www.youtube.com/watch?v=KxN3rqC-uMA). To access the digital *Angus Journal*, go to [www.angusjournal.com/login\\_sign\\_up.html](http://www.angusjournal.com/login_sign_up.html).

Fargo, N.D. The educational event is a 1½ day session co-hosted by North Dakota State University (NDSU), the American Angus Association and the Angus Foundation. It is open to all seedstock and commercial cattle producers.

The future of the beef industry, quality and yield grade, and range management are a few of the topics that will be discussed by NDSU faculty and American Angus Association staff. A tour of the Beef Cattle Research Center and Ekren Ranch is also scheduled during the event.

The \$75 registration covers all meals and educational materials. Enrollment is limited, so register by June 10 to ensure your space in the Boot Camp. Area hotels are: Candlewood Suites, 701-235-8200; Homewood Suites, 701-235-3150; and Days Inn, 701-232-0000.

For more information or to register, contact the American Angus Association at 816-383-5100 or go to [www.angus.org](http://www.angus.org).



**Editor's Note:** *This column is compiled by Associate Editor Kasey Brown. To submit your "Next Generation" item, email [kbrown@angusjournal.com](mailto:kbrown@angusjournal.com) or call 816-383-5277.*

## Angus juniors 'Raise the Bar' at Kansas State University

When it comes to leadership development, it's more than just showing up. It's about gaining industry knowledge, strengthening communication skills and learning the value of teamwork. That is exactly what Angus youth learned while attending the 2013 Raising the Bar conference at Kansas State University (K-State) in Manhattan, Kan.

National Junior Angus Association (NJAA) members met April 11-14 to participate in the premier leadership-training event.

"The Raising the Bar conferences give our junior members the opportunity to expand their horizons and truly 'raise the bar' on what they can accomplish," says Robin Ruff, American Angus Association director of junior activities.

Throughout the weekend, 45 Angus junior leaders, officers and advisors from 11 state junior Angus associations participated in activities geared toward building stronger leaders, and developing friendships.

They toured K-State and area Angus operations, heard from motivational speakers, participated in industry-related workshops — and made time for fun activities, including bowling at the University campus.

"One of the best things a junior can gain from this experience is new friendships," Ruff says. "Together, they can learn, grow and prepare for a promising future in the Angus industry."

Lindsay Upperman, 20, of Chambersburg, Pa., attended Raising the Bar to meet new people and have fun. She encourages other Angus juniors to consider attending a Raising the Bar conference.

"I started (the NJAA) in 2007, and it was a life-changer for me," Upperman says. "In the years I've been involved, I've met so many people, have so many new connections and know that where I'm going in the future will be helped by what I have done in the past through the Angus Association."

At the Kansas State University campus, participants toured the Kansas Artificial Breeding Service Unit, and visited with Sharon Tucker about semen collection; explored Call Hall, the University's dairy-processing plant, which includes the famous ice cream parlor; and learned about the meat science facility that gives meat processors, students and entrepreneurs an opportunity to use various aspects of a state-of-the-art meat science research and teaching complex.



Angus juniors also met with Larry Corah, Certified Angus Beef LLC (CAB) vice president, about the brand; and Galen and Lori Fink about their success with CAB in their restaurant, Little Apple Brewery.

Raising the Bar participants also toured Lyons Ranch, known for its conservation tactics for the tall-grass prairie in the Flint Hills.

Keynote speakers Kerry Priest, Kansas State Leadership Studies assistant professor, and Emily Lehning, assistant vice president for student life and director of new student services, encouraged juniors to focus on personal goals while still behaving with a team attitude. Junior board members also held advocacy and goal-setting workshops.

Eighteen-year-old Reid Shipman of Manhattan, Kan., has been

involved in the NJAA for five years, and he participated in Raising the Bar to learn more about leadership and get more involved in the Angus Association.

“I think it’s important for juniors who are younger to get involved,” Shipman says. “The beef industry and livestock industry are such a major part of our world today. It’s going to take all of us to be able to provide a good, wholesome product for the dinner table.”