



# Next Generation

► Postcard from an NJAA director and state spotlights

This expanded version of 'Next Generation' contains photos not published in the May edition.

## Communication

*The process of communicating is really quite simple when you think about it; taking a thought, idea or fact and putting it into words isn't that hard. What makes communicating complicated is the environment you are in while trying to express your thought, idea or fact.*

### Agriculture needs your voice

As future leaders in our industry, as well as agriculture as a whole, it is more now than ever vitally important that we are good communicators. We can use communication as a free tool to set



Lindsay Waugh

ourselves apart from other industries. Another way to look at it is this: advertising is a form of communication that encompasses emotion. It uses your senses of seeing, feeling and thought to draw you into

what a particular advertisement is aiming to accomplish. When these are communicated well, the viewer and/or listener will have an emotion that is sparked and, therefore, will remember the message that was being sent.

So how does all of this relate to us right

now? Well, agriculture has become a "victim" of advertising that has definitely had a negative impact on consumers and, in turn, us — the producers.

The Humane Society of the United States (HSUS) is very good at its job, and it has the money behind it to only get better, which means you and I need to step up our game and do it fast. Their communication through advertising has been seen by a large percentage of the population.

On the flip side, we have also had some very successful campaigns — "Beef. It's What's for Dinner," "Pork the Other White Meat" and "The Incredible Edible Egg," for example. All of these sectors of agriculture have done a great job selling their products. But today, because of HSUS, emotion is involved with buying these products. We need to do more than catchy slogans. We need to sell our operation, the animals we produce and the pride we have in agriculture.

This is where our communication skills are going to play a significant role. We will probably never have the kind of money that HSUS does, but we all have the ability to tell our story. Consumers are curious. They want to know about the products they are feeding their family, and they will ask questions. It is our job to be there first to answer them.

I challenge all of you to get out into your communities and to be an advocate for agriculture. Whether it is hosting a speaker at school, setting up a display at your local supermarket or handing out beef sticks at the bank, these are all ways to personally become a part of consumers' lives and make a positive impact for agriculture. Get involved and stay involved so that our kids will have a future in agriculture like we do.

— Lindsay Waugh, Minnesota

## REMINDER

**June 1 is the deadline for the NJAA/Angus Journal Photo Contest.**

See page 62 of your February Angus Journal for rules and an entry form. Materials are also available at [www.njaa.info](http://www.njaa.info).

## NJAA BOARD OF DIRECTORS

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**JENNIFER ANN SMITH**, Texas, [jenniferann.smith@yahoo.com](mailto:jenniferann.smith@yahoo.com)  
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Visit the NJAA web site at [www.njaa.info](http://www.njaa.info).

National Junior Angus Association



► **Mid-Atlantic Junior Angus Classic (MAJAC) Regional Preview Show**, Harrisonburg, Va., March 13-14



PHOTOS COURTESY AMERICAN ANGUS ASS'N

► Receiving their Bronze and Silver awards are (from left) **Lindsay Upperman**, Chambersburg, Pa.; **Kelsey Stabler**, Gaithersburg, Md.; and **James Full**, Mount Airy, Md. Robin Ruff, American Angus Ass'n director of junior activities, presents the awards.

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## ▶ NEXT GENERATION

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### ▶ Illinois Angus Ass'n Annual Banquet, Springfield, Feb. 26



▶ **Left:** Kyle Anderson, Chrisman, receives the Illinois Jr. Angus Ass'n Outstanding Junior Member Award.

▶ **Right:** Illinois Angus royalty are (from right) Heather Kiner, Mendota, queen; Casey Adamick, Highland, ebonette; Leandra Hermes, New Berlin, ebonette; Andrea Hosto, Alhambra, ebonette; Laramie Chaffin, Roodhouse, princess; and Sierra Day, Cerro Gordo, princess.



### ▶ Virginia Angus Ass'n Annual Meeting & Banquet, Natural Bridge, March 6



▶ **Catie Hope** (center), Berryville, is the Virginia Jr. Angus Ass'n 2009 Outstanding Junior Member. Pictured presenting are Chris Johnson (left) and Kristen Strecker (right).



▶ **Mandy Richardson** (center), Louisa, is the Virginia Jr. Angus Ass'n 2009 Premier Senior Exhibitor and winner of the William S. Stokes Award. Presenting the awards are Johnson and Strecker.

### ▶ Louisiana Angus Ass'n Annual Meeting & Banquet, Lecompte, March 13



▶ **Left:** Samantha Yantis (left), Bunkie, and Jacob Barry (right), Folsom, receive the Landon Hays Memorial Scholarship.

### ▶ Kentucky Angus Ass'n Annual Banquet, Louisville, March 5



▶ Kentucky Angus royalty are (from left) Lisa Kloentrup, Morning View, queen; and Ruth Myers, Harrodsburg, princess.



▶ Kentucky Jr. Angus Ass'n board of directors are (seated, from left) Maggie Jasper, Midway, reporter; Logan Goggin, Danville, secretary; Nicole Wheatley, Springfield, second vice president; Nikki Bugg, Burgin, president; Megan Cole, Lancaster, first vice president; Colby Myers, Harrodsburg, treasurer; (standing, from left) Joseph Jackson, Salvisa; Samuel Brown, Woodburn; Benjamin Conner, Hodgenville; Ruth Myers, Harrodsburg, reporter; Amanda Goggin, Danville, reporter; Taylor Flach, Harrodsburg; Caleb Sadler, Carlisle; and Blake Boyd, Mays Lick, coordinator.



▶ From left, advisor Pam Bugg presents Bronze and Silver awards to Megan Cole, Lancaster; Colby Myers, Harrodsburg; and Taylor Flach, Harrodsburg. Also pictured is Glenn Bugg, advisor.



▶ **Left:** Junior Belt Buckle Award winners are (from left) Lisa Kloentrup, Morning View; Maggie Jasper, Midway, who also won Owned Premier Exhibitor; Addison White, accepting the award for Roderick White, Lexington; Levi Stephenson, Bardstown; Caleb Sadler, Carlisle; and Jacob Haught, Brandenburg, who also won Bred-and-Owned Premier Breeder.

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## ▶ NEXT GENERATION

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### ▶ Missouri Angus Ass'n Annual Meeting & Banquet, Columbia, Feb. 27



▶ **Tanner Drechsel** (left), Boonville, champion, and **Shannon Yokley** (right), Jefferson City, reserve champion, receive additional premium checks donated by Curtis Long of Briarwood Farms for exhibiting FFA carcass steers.



▶ **Zachary Kempf**, Boonville, receives an additional premium check donated by Long for exhibiting an FFA Angus steer.



▶ **Britney Adam**, Lathrop, champion, and **Chance Mays**, Walker, reserve champion, receive additional premium checks donated by Long for exhibiting 4-H carcass steers.

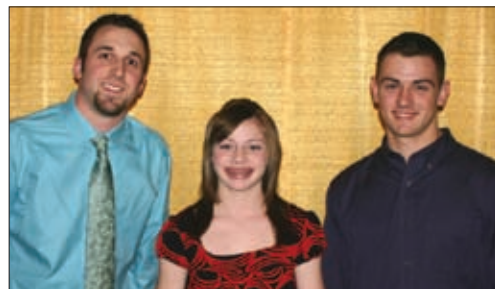


▶ **Tanner Drechsel**, Boonville, receives an additional premium check donated by Long for exhibiting an FFA on-foot carcass steer.

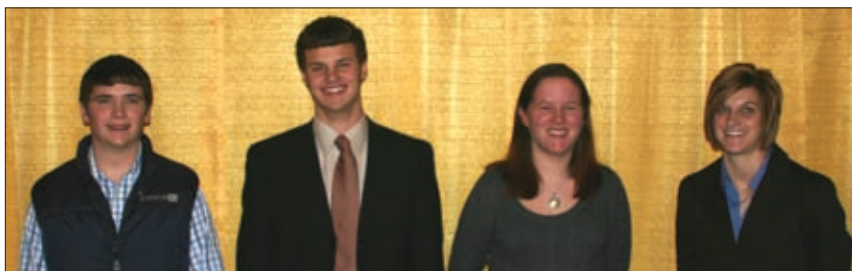


▶ **Left: Kathryn Coon**, Bethel, receives an additional premium check donated by Long for exhibiting the champion Angus carcass steer.

▶ **Right: Elizabeth Otte**, Saint Mary, receives an additional premium check donated by Long for exhibiting the reserve champion Angus carcass steer.



▶ From left, Cody Smith presents Bronze and Silver awards to **Brittany Eagleburger** and **Nathan Eagleburger**, both of Buffalo.



▶ Missouri Jr. Angus Ass'n Foundation Scholarships winners are (from left) **Forrest Thompson**, Mount Vernon; **Ryan Shoffner**, Eldridge; and **Taylor Short**, Mansfield. Hope Herd presents the honors.

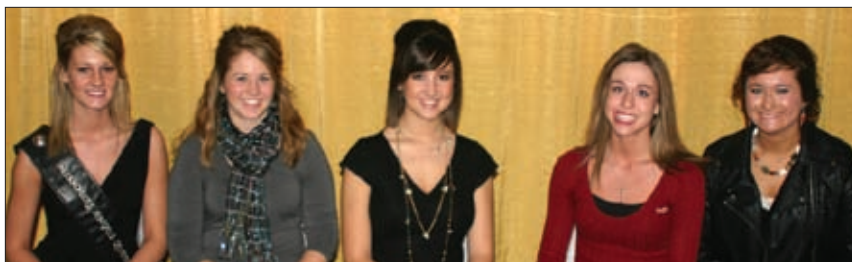
▶ **Right: Cameron** and **Carter Ward**, both of Plattsburg, Mo., were awarded Herdsman of the Year. Pictured are (from left) Mary Ann, Cameron, Carter, and Jack Ward; and Rich Washam, presenting.



▶ **Cody Smith**, West Plains, receives the Missouri Angus Ass'n Junior of the Year Award.



▶ **Paige Wallace**, Stotts City, receives the Show Heifer of the Year Award.



▶ Missouri Jr. Angus Ass'n board members are (from left) **Emelia Heimsoth**, Lathrop, newsletter editor; **Sadie Kinne**, Eagleville, secretary; **Paige Wallace**, Stotts City, president; **Hannah Bartholomew**, Archie, vice president; and **Shannon Yokley**, Jefferson City, treasurer.



▶ **Justin Mauss**, Bois D'Arc, receives the Show Bull of the Year Award.



▶ **Paige Wallace**, Stotts City, receives the Breeder of the Year Award.

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## ▶ NEXT GENERATION

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### ▶ Michigan Angus Ass'n Annual Meeting & Banquet, Jackson, March 14

▶**Right:** Michigan Jr. Angus Ass'n leaders are (seated, from left) **Chelsea Ruggles**, Kingston, president; **Justin Kennedy**, Nashville, vice president; **Justin Ruggles**, Kingston, treasurer; **Rachel Reid**, Eaton Rapids, awards director; (standing, second row) **Hayley Albrecht**, Kingston; **Dee Anne Merriman**, Lowell; **Dylan Kennedy**, Nashville; **Kyle Ruggles**, Kingston; (standing, third row) **Kollin Johnson**, Quincy; **Danielle Foster**, Niles; **Katie Reid**, Eaton Rapids; and **Kendra Merriman**, Lowell.



▶**Kollin Johnson** (left), Quincy, receives Outstanding Junior Member honors from **Dylan Kennedy**.



▶**Chelsea Ruggles** (left), Kingston, receives Bronze and Silver awards from **Jerry Cassidy**, American Angus Ass'n regional manager.



▶Certificate of Achievement Award winners are (seated, from left) **Chelsea Ruggles**, Kingston; **Danielle Foster**, Niles; **Justin** and **Dylan Kennedy**, both of Nashville; **Rachel Reid**, Eaton Rapids; (standing, from left) **Hope Bordner**, Sturgis; **Kollin Johnson**, Quincy; **Tabitha Grochowalski**, Ada; **Kendra Merriman**, Lowell; **Katie Reid**, Eaton Rapids; **Dee Anne Merriman**, Lowell; and **Justin** and **Kyle Ruggles**, both of Kingston.



▶**Right:** Premier Exhibitor Award winners are (seated, from left) **Danielle Foster**, Niles, first; **Justin Kennedy**, Nashville, second; **Kendra Merriman**, Lowell, third; **Dylan Kennedy**, Nashville, fifth; (standing, from left) **Kollin Johnson**, Quincy, and **Dee Anne Merriman**, Lowell, both winning honorable mention.



▶Michigan Angus royalty are (from left) **Hope Bordner**, Sturgis, 2009 Miss Michigan Angus; and **Rachel Reid**, Eaton Rapids, 2010 Miss Michigan Angus. **Julie Thelen** is Auxiliary queens chairperson.

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