



Next Generation

► Postcard from an NJAA director and state spotlights

Make today count

A new year has approached us all. As we step into 2010 we like to look back and reflect on 2009 and all the good that has come from it. 2009 has been a changing year for many. It has reshaped the economy, the American Angus Association and our lives drastically. We must realize it's a new year — for a new you.

Challenge yourself

As you begin 2010, enter it with an open mind and challenge yourself to be a better you. My challenge for you is to 'Make Today Count.' If there is anything I have learned from my 20 years of living, and my time spent through all the various things I am involved in, it is to make it all worth it, to make it count.

I spent my first year on the National Junior Angus Association (NJAA) Junior Board getting my feet wet. When I assumed the position of chairperson in July, I knew it was time for me to dive in. I realized that there are no tomorrows without today's and that in every single moment I am a part of, I must make the most of it.

Poet Carl Sandburg said, "Time is the most valuable coin in your life. You and you alone will determine how that coin will be spent. Be careful that you do not let other people spend it for you." From that I have learned that our greatest possession is the 24 hours directly ahead. So I ask, how will you spend it?

I ask of you to spend it the way you want but with these few ways in mind.

Approach it with a good attitude. Attitude is a choice, and if you desire to make your day a masterpiece, then you need to have a great attitude. One secret I have learned to maintaining a good attitude is to value

people. Encouraging others means helping people, looking for the best in them and trying to bring out their positive qualities.

Develop a high appreciation for life. By this I mean be happy. Happiness isn't something that comes to you or something that someone else can make you be.

It is something you decide. Appreciation isn't a matter of taste or sophistication. It's a matter of perspective. Things turn out best for the people who make the best out of the way things turn out.

Lastly, have a purpose worth living for. Value the people in your life and the relationships you have with them. The best way is to put others first. People don't care

how much you know until they know how much you care.

As my two years as a Junior Board member is quickly coming to an end, I want you all to realize the past years I have been a part of this Association — as a young junior member and as a Board Member — I have valued. I appreciate the impact many of you have made on my life. You have taught me a great many important things. I admire, respect and, most importantly, thank you.

I want you to know that today I am surrounded by people on my team who do things much better than I can. They make up the difference in my weak areas, and they exceed my expectations in others. They lift

me to a level higher than I could ever attain myself, and they allow me to live out my priorities.

If there is one thing I want you all to know, it is that my goal has been to help people in the best way I can. That is to see the best in them. I want to encourage every person I meet. I want them to know the good I see in them. I hope that I have added value to other lives the way you have added value to mine.

My days count, they turn out different; sometimes good, sometimes bad. But, at the end of the day, everything was worth it. So I hope you can say the same for this New Year. J.C. McPheeters says, "Either you run the day or the day runs you." Make today count.

— Kirbe Schnoor, California



Kirbe Schnoor

Nebraska Angus Youth Named a National Beef Ambassador

Ellen Hoffschneider of Arlington, Neb., has earned a spot on the 2010 National Beef Ambassador Team by winning two of four contest areas at the national competition Oct. 9-11 in Fort Smith, Ark.

Contestants participating in the National Beef Ambassador Competition were judged in the areas of consumer promotion, classroom presentation, media interview and issues response. Ellen won both the consumer promotion and issues response segments of the contest. For her performance in the contest, Ellen took home \$1,000 cash and a \$750 scholarship. She will now travel the country with the five-member team promoting the healthy benefits of beef.

Ellen is the daughter of Scott and Jennifer Hoffschneider of rural Arlington and is an active Angus junior on state, regional and national levels. She has served the Nebraska

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

Junior Angus Association as a director, secretary/treasurer and Miss Nebraska Angus. She regularly competes in Angus shows and has participated in the National Junior Angus Show (NJAS) graphic design, writing, public speaking, team sales, livestock judging and quiz bowl contests. She has entered bulls on test and has consigned cattle to the Nebraska Cattlemen's Classic. She was also selected as one of five young women receiving a 2009 American Angus Auxiliary scholarship, and she serves as Nebraska's junior chairperson on the 2010 NJAS planning committee.

Ellen is a freshman at the University of

Nebraska–Lincoln studying ag journalism. She has also been active in FFA, 4-H, speech and drama, Family Career and Community Leaders of America (FCCLA,) National Honor Society, and Saint Paul's Lutheran Church.

Seventeen contestants from throughout the country vied for a place on the elite National Beef Ambassador team of agriculture advocates and \$5,000 in cash prizes sponsored exclusively by Groseta Ranches LLC. The American National Cattlewomen's Foundation Inc. donated five educational scholarships, valued at \$3,750 to team members.

While preparing for this national spokesperson competition, youth learn about the importance of the beef industry and beef as an agricultural product. The program highlights the positive effects the cattle industry has on our economy and families. Trained youth ambassadors address industry issues and misconceptions, while helping to educate peers, consumers and producers about food safety, nutrition and the beef checkoff program. Some of the events the team will attend to promote beef include the New York State Fair and the Boston Marathon, as well as a trip to Washington, D.C. 