



# Next Generation

► Postcard from an NJAA director and state spotlights

A version of this 'Next Generation' column with photos of the winners will be posted online at [www.angusjournal.com](http://www.angusjournal.com) by May 15.

## 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



Lindsay Waugh

as a free tool to set 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

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

Kyle Anderson, Chrisman, received the Illinois Jr. Angus Ass'n Outstanding Junior Member Award.

Illinois Angus royalty are Heather Kiner, Mendota, queen; Casey Adamick, Highland, ebouette; Leandra Hermes, New Berlin, ebouette; Andrea Hosto, Alhambra, ebouette; Laramie Chaffin, Roodhouse, princess; and Sierra Day, Cerro Gordo, princess.

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

Receiving Bronze and Silver awards were Lindsay Upperman, Chambersburg, Pa.; Kelsey Stabler, Gaithersburg, Md.; and James Full, Mount Airy, Md.

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

Curtis Long of Briarwood Farms presented additional premium monies to Angus juniors exhibiting steers at the Missouri State Fair. Recognized for their showings in the FFA carcass steer contest were Tanner Drechsel, Boonville, champion, and Shannon Yokley, Jefferson City, reserve champion. Also recognized for competing in the FFA steer show were Zachary Kempf, Boonville, Angus steer; and Tanner Drechsel, Boonville, on-foot carcass steer. In the 4-H carcass steer contest, Britney Adam, Lathrop, won champion and Chance Mays, Walker, won reserve champion. Kathryn Coon, Bethel, exhibited the champion Angus carcass steer and Elizabeth Otte, Saint Mary, exhibited the reserve champion Angus carcass steer.

## NJAA BOARD OF DIRECTORS

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



## RE M I N D E R

### 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).*

**Brittany Eagleburger** and **Nathan Eagleburger**, both of Buffalo, received the Bronze and Silver Awards.

**Ryan Shoffner**, Eldridge; **Taylor Short**, Mansfield; and **Forrest Thompson**, Mount Vernon, received Missouri Jr. Angus Ass'n Foundation Scholarships.

**Cody Smith**, West Plains, was named Missouri Angus Ass'n Junior of the Year.

**Paige Wallace**, Stotts City, received the Show Heifer of the Year Award. **Justin Mauss**, Bois D'Arc, received the Show Bull of the Year Award. **Paige Wallace**, Stotts City, received the Breeder of the Year Award.

**Cameron** and **Carter Ward**, both of Plattsburg, Mo., were awarded Herdsman of the Year.

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

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

**Catie Hope**, Berryville, was named the Outstanding Junior Member. **Mandy Richardson**, was named Premier Senior Exhibitor and winner of the William S. Stokes Award.

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

Junior Belt Buckle Award winners include **Jacob Haught**, Brandenburg; **Maggie Jasper**, Midway; **Lisa Kloentrup**, Morning View; **Caleb Sadler**, Carlisle; **Levi Stephenson**, Bardstown; and **Roderick White**, Lexington.

**Maggie Jasper**, Midway, was named Owned Premier Exhibitor. **Jacob Haught**, Brandenburg, was named Bred-and-Owned Premier Breeder.

**Megan Cole**, Lancaster; and **Taylor Flach** and **Colby Myers**, both of Harrodsburg, received their Bronze and Silver Awards.

Kentucky Angus royalty are **Lisa Kloentrup**, Morning View, queen; and **Ruth Myers**, Harrodsburg, princess.

Kentucky Jr. Angus Ass'n officers and directors include **Nikki Bugg**, Burgin, president; **Megan Cole**, Lancaster, first vice president; **Nicole Wheatley**, Springfield, second vice president; **Logan Goggin**, Danville, secretary; **Colby Myers**, Harrodsburg, treasurer; **Amanda Goggin**, Danville, reporter; **Maggie Jasper**, Midway, reporter; **Ruth Myers**, Harrodsburg, reporter;

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**Samuel Brown**, Woodburn; **Benjamin Conner**, Hodgenville; **Taylor Flach**, Harrodsburg; **Joseph Jackson**, Salvisa; **Caleb Sadler**, Carlisle; and **Blake Boyd**, Mays Lick, coordinator.

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

**Jacob Barry**, Folsom, and **Samantha Yantis**, Bunkie, received the Landon Hays Memorial Scholarship.

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

Michigan Jr. Angus Ass'n leaders include **Chel-**

**sea Ruggles**, Kingston, president; **Justin Kennedy**, Nashville, vice president; **Justin Ruggles**, Kingston, treasurer; **Rachel Reid**, Eaton Rapids, awards director; **Hayley Albrecht**, Kingston; **Danielle Foster**, Niles; **Kollin Johnson**, Quincy; **Dylan Kennedy**, Nashville; **Dee Anne** and **Kendra Merriman**, both of Lowell; **Katie Reid**, Eaton Rapids; and **Kyle Ruggles**, Kingston.

Michigan Angus royalty include **Hope Bordner**, Sturgis, 2009 Miss Michigan Angus; and **Rachel Reid**, Eaton Rapids, 2010 Miss Michigan Angus.

Honored with Certificate of Achievement Awards were **Hope Bordner**, Sturgis; **Danielle Foster**, Niles; **Tabitha Grochowalski**, Ada; **Kollin John-**

**son**, Quincy; **Justin** and **Dylan Kennedy**, both of Nashville; **Dee Anne** and **Kendra Merriman**, both of Lowell; **Katie** and **Rachel Reid**, both of Eaton Rapids; and **Chelsea**, **Justin** and **Kyle Ruggles**, all of Kingston.

**Kollin Johnson**, Quincy, received Outstanding Junior Member honors.

Premier Exhibitor Award winners included **Danielle Foster**, Niles, first; **Justin Kennedy**, Nashville, second; **Kendra Merriman**, Lowell, third; **Dylan Kennedy**, Nashville, fifth; **Kollin Johnson**, Quincy, and **Dee Anne Merriman**, Lowell, both winning honorable mention.

