



Next Generation

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

The new era of marketing

The face of marketing, agricultural products or otherwise, has changed drastically during the past few years. Unfortunately, some are less informed or even intimidated by these new methods, when, in fact, they are not all that different from the original cattle sale format of running cattle through a salering or facility!

New marketing methods

The first method that comes to mind is not new at all, but it is becoming a pretty regular occurrence with club-calf breeders, especially in the Midwest — the private-



Austin Brandt

treaty bid-off. This is a very self-explanatory format; you submit a bid on an animal or animals that you are interested in and then are informed by the owners when you have been “knocked out” by someone taking the next bid higher on

the same animal. This process continues until one bidder says no and the other is proclaimed the “winner” of the calf.

The next method is also not very new, but it has helped breeders all over the country sell more cattle to different areas — Internet broadcast and live video bidding. This sales option uses the regular format of running cattle through a salering, though webcams and microphones are set up

to record the action and broadcast it via the Internet. All you, as a potential buyer, have to do is sit in your easy chair at home. You can partake in the auction as if you were sitting front and center in the bleachers.

One of my personal favorites is the video auction, where the cattle are available for viewing outside the sale facility. It is set up just like a “normal auction,” but instead of running the animals through a ring, you simply show video and pictures of them on TVs or projectors. This format is a little more expensive for the seller, but is much more efficient and less stressful on everyone involved when actual sale day rolls around.

The next couple, to me, go hand-in-hand: Internet auctions and private selling over



certain pages; for example, Steer Shop, Heifer Shop, etc. These two types are the newest and are gaining much momentum and popularity with many top breeders. They are cost-effective, and management and stress levels are minimal. Though, if you

do decide to use one of these types, it would probably be in your best interest to talk to

NJAA/Angus Journal Photo Contest

Remember, June 1 is the deadline for the NJAA/Angus Journal Photo Contest. See page 48 of your February *Angus Journal* for rules and an entry form. Materials are also available at www.njaa.info.

someone or a company that regularly deals with those kinds of sales, and either let them manage it or let them help you.

I can't tell you what format is for you, or if one is better than the other. You should decide based on your product, resources and, most of all, personal preference. They all have many pros and cons, but the question is, which one has more positives for you?

—Austin Brandt, Iowa

Henry C. Gardiner Scholarship Recipients Announced

Hannah McCabe, Elk City, Kan., and Calyssa Thomas, Harrold, S.D., have been awarded Henry C. Gardiner Scholarships at Kansas State University (K-State). In addition to academic excellence, both have been involved in their family beef operations, as well as state and national industry-related activities.

McCabe, a junior majoring in animal science, is the daughter of Randy and Varea McCabe. She has been actively involved in her family's Angus operation, National Junior Angus Association, Butler County Ag Ambassadors and many K-State campus activities.

Thomas is the daughter of Troy and VeaBea Thomas. She has been actively involved in her family's registered Charolais, Angus and Red Angus seedstock operation.



► Hannah McCabe (left), Elk City, Kan., and Calyssa Thomas, Harrold, S.D., are the first recipients of the Henry C. Gardiner Scholarship at Kansas State University.

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NJAA ON FACEBOOK:
<http://on.fb.me/p2sldu>

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

She is a member of the K-State Livestock Judging Team and the K-State Rodeo Team, while maintaining a 4.0 grade point average.

Hannah and Cally were selected from 25 applicants. The applicants were narrowed to six and interviewed by a three-person panel to determine the two final recipients. Applicants were evaluated on academic excellence, work ethic, leadership potential and attitude. Recipients must express an interest in animal genetics, animal nutrition, animal health, reproductive management, agribusiness management or marketing.

“These two young women are very deserving recipients of the first Henry C. Gardiner Scholarships to be awarded at K-State,” said Mark Gardiner. “Each in her

own chosen direction will be an incredible advocate for the beef industry. Their accomplishments to date, their expressed future goals and obvious focus, discipline to excel and passion for the beef industry are impressive. The Gardiner family is thrilled to award scholarships to Hannah and Cally.”

The Henry C. Gardiner Scholarship is possible through the generous contributions of Gardiner customers, friends and family in an effort to continue the legacy of Henry Gardiner. Students classified as a rising-junior, junior or senior, either enrolled in or planning to enroll at K-State with a major in animal science and industry or closely related field may apply. Two \$3,000

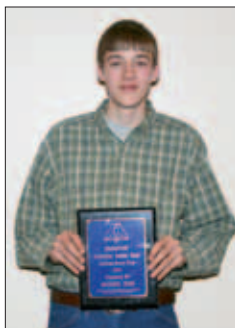
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► **Louisiana Angus Ass’n Annual Banquet, Lecompte, March 9**



► **Taryn Shaw** (left), Jennings, and **Joshua Scott** (center), Loranger, receive the Landon Hays Memorial Scholarship from Patti Hymel, Louisiana Jr. Angus Ass’n advisor.

► **Illinois Angus Ass’n Annual Banquet, Springfield, Feb. 24**



► **Michael Ring**, Oregon, receives the CAB® Steer Award.



► **Kayla Widerman**, Good Hope, and **Kevin Rose**, Salem, receive the Troy Miller Memorial awards. Pictured are (from left) Troy Rawlings, presenting; Widerman, exhibitor; Rose, Rosewood Cattle Co., breeder; and Tracey Rawlings, presenting.



► From left, **Andrea Hosto**, Alhambra; **Jennifer Ewing**, Rushville; and **Keegan Cassady**, Mahomet, receive Bronze and Silver awards from Jerry Cassady, American Angus Ass’n regional manager.



► Receiving Illinois Angus Auxiliary scholarships are (from left) **Heather Kiner**, Mendota, second; and **Andrea Hosto**, first. Alicia Miller, Illinois Angus Auxiliary scholarship chairwoman, presented the scholarships.



► **Luke Lemenager** (left), Hudson, receives the Illinois Jr. Angus Ass’n (IJAA) Appreciation award from **Lauren Adcock**, IJAA vice president.



► Illinois Angus royalty are (from left) **Sierra Day**, Cerro Gordo, princess; **Keegan Cassady**, princess; **Laramie Chaffin**, Roodhouse, ebonette; **Savannah Conrady**, Hartsburg, ebonette; and **Andrea Hosto**, queen.

► **Right: Lauren Adcock** (left), Moweaqua, receives the Illinois Outstanding Jr. Member award from **Jennifer Ewing**, NJAA board member.



► **Right: The Greg McClure family**, Saint Francisville, received the Mitchell Widholm Memorial award. Pictured are (from left) **Eric McClure**; **Cameron McClure**; **Lauren Adcock**, presenting; and **Greg McClure**.



scholarships will be awarded annually to students meeting rigorous criteria and exhibiting a passion to focus on improving the beef industry.

State Fair of Texas Internships Available

Events, livestock contests and media internships are available in the Livestock Department at the State Fair of Texas. Proposed dates of the internship are July 9-Nov. 16, 2012.

The intern would work in close association with all aspects of Ag/Livestock Department activities. Interns will gain overall knowledge of steps/procedures involved in hosting livestock shows, including, but not limited to, contest coordination, data entry, show presentations/operations/media coordination and customer service.

For more information contact Daryl Real at Ag/Livestock Department, PO Box 150009 Dallas, TX 75315; call 214-421-8723 or visit www.bigtex.com.

Ambassador Opportunity

Juniors, check out the new NJAA Ambassador opportunity in the Association Highlights column in this issue (see page 23).



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.

▶ Kentucky Angus Ass'n Annual Banquet, Louisville, March 2



▶ Kentucky Angus royalty are (from left) **Emily Johnson**, Slaughters, 2012-2013 princess; **Maggie Jasper**, Versailles, 2011-2012 queen; and **Ruth Myers**, Harrodsburg, 2012-2013 queen.



▶ **Megan Cole** (right), Lancaster, was recognized as an outgoing junior member. Anne Stewart Clark, Kentucky Angus Ass'n secretary-treasurer, presented the certificate.



▶ **Caleb Sadler** (right), Carlisle, was recognized as the 2011 Top 15 National Showmanship Finalist for Kentucky. Clark is presenting the award.



▶ **Megan Cole** (left), Lancaster, receives the Junior Appreciation Award from Tom McGinnis, sponsor.



▶ The Bred-and-Owned Heifer of the Year awards were presented to three juniors. Pictured are (from left) Tom McGinnis, sponsor; **Cody Haught**, Brandenburg; **Maggie Jasper**; and **Blake Boyd**, Mayslick.



▶ The Bred-and-Owned Bull of the Year awards were presented to (from left) **Caleb Sadler**; **Maggie Jasper**; **Austin Cole**, Bowling Green; **Cody Haught**; and **Cody Jasper**, Nicholasville; from Gil Cowles, sponsor.



▶ The Cow-Calf Pair of the Year awards were presented to (from left) **Reese Johnson**, Slaughters; **Caleb Sadler** and **Maggie Jasper** by Eddie Burks, sponsor.



▶ The Owned Heifer of the Year awards were presented to (from left) **Cody Haught**; **Caleb Sadler**; **Corbin Cowles** and **Caroline Cowles**, both of Rockfield; by Jason Crowe, sponsor.

Junior Angus Members Among Winners at NAILE Judging Contests

There were several National Junior Angus Association (NJAA) and American Angus Association members among the winners of the National 4-H Livestock Judging Contest, the Junior Collegiate Livestock Judging Contest and the National Collegiate Livestock Judging Contest at the North American International Livestock Exposition (NAILE) in November.

In the national 4-H contest top 10 individuals, top honors were earned by Blythe Graham, Tennessee, second; Austin Langemeier, Texas, third; Tara Fountain, Missouri, fifth; Dalton Mackenzie, Maryland, seventh; and Elizabeth Nixon, Virginia, ninth.

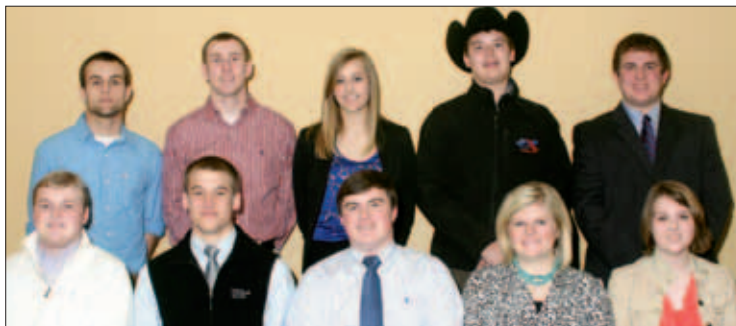
Members of the top five teams included Nixon and Colby Redifer, Virginia, third team; and Fountain and Shannon Yokley, Missouri, fourth team.

In the junior collegiate contest, top individual honors were won by Jared Wynn, Butler Community College, second; Blake Davis, Connors State College, third; Curtis Doubet, Northeastern Junior College, fourth; and Emily Limes, Lake Land College, sixth.

Members of the top five teams were Kassandra Pfeiffer, Redlands Community College, first team; Taylor Graham, Parker Henley, Maverick Squires and Wynn, Butler Community College, second team; Limes, Lake Land College, fourth team; and Davis and Claire Martin, Connors State College, fifth team.

In the collegiate contest, Cashley Ahlberg, University of Nebraska (UN) won 10th individual. Members of the top five teams included Katie Lents, Oklahoma State University, third team; Ahlberg and Jessica Clowser, UN, fifth team.

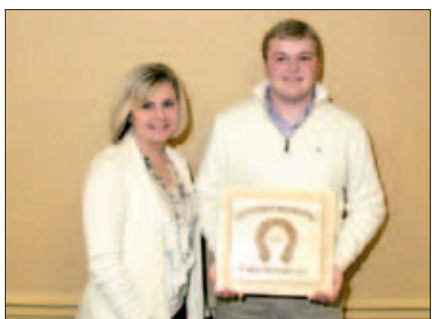
► **Right: Maggie Jasper** received the Show Animal of the Year award. Pictured are (from left) Jake Marksbury and Jamie Marksbury, sponsors; Jasper; and Josh Marksbury, sponsor. Jasper was also named Premier Breeder, Premier Exhibitor and Herdsman of the Year.



► The Kentucky Jr. Angus Ass'n officers and directors are (seated, from left) **Blake Boyd**, treasurer; **Colby Myers**, Harrodsburg, first vice president; **Logan Goggin**, Danville, president; **Maggie Jasper**, second vice president; **Amanda Goggin**, Danville, secretary; (back row, from left) **Reese Johnson**, Slaughters, director; **Caleb Sadler**, reporter; **Ruth Ann Myers**, reporter; **Corbin Cowles**, director; and **Benjamin Conner**, Hodgenville, director.



► The Steer of the Year awards went to (from left) **Megan Cole**, Lancaster; Tom McGinnis, sponsor; and **Cody Haught**.



► **Blake Boyd** (right) receives the Reserve Junior Owned Sweepstakes Heifer Award from Paula Boyd, Kentucky Jr. Angus Ass'n advisor.

► Wisconsin Angus Ass'n Annual Banquet, Wisconsin Dells, Feb. 11



► The Wisconsin Jr. Angus Ass'n (WJAA) officers and directors are (seated, from left) **Jessica Radcliffe**, Weston, president; **Calli Bayer**, Ringle, vice president-treasurer; **Emma Berget**, Gratiot, secretary; **John Henderson**, East Troy, vice show chair; (back row, from left) **Kelli Retallick**, Glen Haven, director; **Alexis Timmel**, Johnson Creek, historian-vice fundraising; **Derek Horstmeyer**, Marshall, membership; **Suzanne Henning**, Janesville, director; and **Allison Hawthorne**, Westby, publicity.



► **Left: Emma Berget** (right), 2011 Miss Wisconsin Angus, receives the Wisconsin Angus Auxiliary Achievement Award from Mary Kohl, Wisconsin Angus Ass'n Auxiliary president.

► **Right: Kelli Retallick** (right) receives the Junior Member of the Year award from Jessica Radcliffe, WJAA president.



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▶ NEXT GENERATION

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▶ Michigan Angus Ass'n Annual Banquet, Jackson, March 11



▶Michigan Angus royalty are (from left) **Darcy Lipskey**, Mindan City, 2012 Michigan Angus Ambassador; **Sterling Reichenbach**, Bath, 2012 Michigan Angus Ambassador; **Katie Reid**, Eaton Rapids, 2012 Miss Michigan Angus; and **Kendra Merriman**, Lowell, 2011 Miss Michigan Angus.



▶Certificate of Achievement awards were awarded to (seated, from left) **Chelsea Ruggles**, Kingston; **Patti Vaassen**, Ann Arbor; **Justin Kennedy** and **Dylan Kennedy**, both of Nashville; **Kollin Johnson**, Quincy; (standing, from left) **Kendra Merriman**, Lowell; **Kyle Ruggles**, Kingston; **Katie Reid**, Eaton Rapids; **Kavina Johnson**, Quincy; **Rachel Reid**, Eaton Rapids; **Sterling Reichenbach**, Bath; and **Dee Anne Merriman**, Lowell.

▶**Right:** The Michigan Jr. Angus Ass'n officers and directors are (seated, from left) **Justin Kennedy**, president; **Chelsea Ruggles**, vice president; **Patti Vaassen**, secretary; **Rachel Reid**, awards director; **Justin Ruggles**, Kingston, treasurer; (standing, from left) **Kendra Merriman**, junior livestock representative; **Kyle Ruggles**; **Dylan Kennedy**; **Katie Reid**; **Kavina Johnson**; **Sterling Reichenbach**; **Dee Anne Merriman**; and **Kollin Johnson**, Michigan Angus representative.



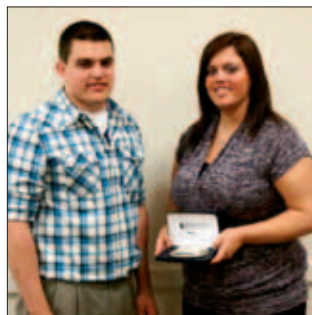
▶Premier Exhibitor awards went to (from left) **Patti Vaassen**, first; **Kendra Merriman**, second; **Sterling Reichenbach**, third; **Kollin Johnson**, fourth; and **Dylan Kennedy**, fifth.



▶Premier Breeder awards went to (from left) **Sterling Reichenbach**, first; **Patti Vaassen**, second; **Kollin Johnson**, third; **Dee Ann Merriman**, fourth; and **Kendra Merriman**, fifth.



▶**Kyle Ruggles** (right), Kingston, was recognized as the Michigan Jr. Angus Ass'n 2012 Outstanding Junior Member. Pictured presenting the award is **Kavina Johnson**, 2011 Outstanding Junior Member.



▶**Chelsea Ruggles** (right), Kingston, was recognized as the Michigan Jr. Angus Ass'n 2012 Outstanding Senior Member. Pictured presenting the award is **Justin Kennedy**, 2011 Outstanding Senior Member.



▶**Kendra Merriman** (right), receives her Bronze and Silver awards from **Scott Foster**, American Angus Ass'n director.



▶**Dee Anne Merriman** (right), receives her Bronze and Silver awards from **Foster**.

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