



Next Generation

► Postcard from an NJAA director and state spotlights

Ready for takeoff

During the past two years I have traveled to both coasts, and to many places in between, as a National Junior Angus Board Director. Many of my trips depart from the tiny Sioux Falls Regional Airport. It has about five destinations to different larger hubs, which connect me to the rest of the world.

Time to be an ambassador

Security in Sioux Falls takes roughly 10 minutes; or a little faster if you mistakenly leave some “barn” on your boots. The average Sioux Falls airplane is proportional to a pack of gum with 75 people awkwardly crammed inside. Although the confined quarters and slow beverage service is distressful, I have found that it offers a great opportunity to talk with people about the beef cattle industry — and more specifically, about Angus cattle.

The most common questions I receive are: Why should I eat beef, and are Angus cattle really better? It is amazing how much

information people absorb when you explain the ranch from a cattleman’s perspective. Most surprising for me is how genuinely interested people are in hearing and being engaged with all of the great topics involved in the agriculture industry.

On a trip to the Mid-Atlantic Junior Angus Classic (MAJAC) regional show, I visited with a traveling lobbyist about her choice to not eat meat and her questions about the documentary *Food Inc.* Even though we had vastly contrasting views, we both had a great discussion on the topic of

agriculture and the beef industry.

When the conversation was over, another lady, who overheard my previous conversation, asked me why I raised Angus cattle. I gave her a rundown of my family history in the breed, a list of Angus advantages and, of course, a breakdown of the *Certified Angus Beef*[®] (CAB[®]) brand, including the 10 selective product qualifications. Although my conversation with the vegetarian was more of a public relations talk, it allowed me to educate another person about why she should choose Angus beef for her family.



Andrew Rogen

Everyone can be an advocate

Many of my trips during the past two years have contained a similar educational quality. I didn’t, however, always think of myself as an ambassador for the beef industry. Before being elected to the National

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

► Oklahoma Angus Ass'n Annual Meeting & Banquet, Stillwater, May 1



PHOTOS COURTESY AMERICAN ANGUS ASS'N



► Oklahoma Angus royalty are (from left) **Megan Johnson**, Beaver, first runner up; **Harlie Runner**, Perkins, 2009 Miss Oklahoma Angus; and **Katie Lippoldt**, Kingfisher, 2010 Miss Oklahoma Angus.

► **Tessa Stehr** (right), Altus, receives the Oklahoma Angus Ass'n junior traveling trophy for her bred-and-owned heifer from Jim Davis, junior advisor.

► **Kassandra Pfeiffer** (center), Orlando, and **Keridan Ward** (right), Woodward, tied for receiving the Oklahoma Angus Ass'n junior traveling trophy for their bred-and-owned heifers from Davis.

► **Kassandra Pfeiffer** (right), Orlando, and **Josh Lippoldt** (left), Kingfisher, were awarded Oklahoma Angus scholarships.

Junior Angus Association (NJAA) Board, I didn't believe people would be interested in hearing my story or why I believe Angus is the greatest beef breed. Through working with cattlemen and other breeds from all over the world, it has become apparent to me that everyone in our association is an advocate for agriculture and our breed.

The pork checkoff program has a brilliant producer-targeted quote: "If you don't tell your story, someone else will." Personally, I feel that the quote should be accompanied with an exclamation point! Today, in media it is popular to tell stories in a 20/80 fashion rather than from a neutral perspective. Therefore, it is increasingly important for us, as cattle producers, to tell our own story.

Starting a conversation with a complete stranger, coworker or classmate can be intimidating. On airplanes I start by asking my neighbor questions such as where they are going and why. After listening and carrying on a conversation, it is easier to talk about my cattle and what I am doing flying to an Angus cattle event (yes, the cows do travel separately). So next time the flight attendant informs the cabin to turn off all electronics, fasten your seat belt and educate your new neighbor about your personal production story.

— **Andrew Rogen, South Dakota**

Annual LEAD Conference to be in Nashville

"Angus: Live and Loud" is the theme for the 2010 Leaders Engaged in Angus Development (LEAD) Conference, set for Aug. 5-8 in Nashville, Tenn., and designed



for members age 14-21. Angus juniors will attend leadership workshops presented by the NJAA Board and hear from

past Oklahoma state FFA president and motivational speaker Rhett Laubach.

Diane Johnson of Details by Design will present sessions on public speaking and business etiquette, and attendees will participate in team building, workshops and an overview of Tennessee agriculture.

Other highlights of the conference will include tours of Tennessee Angus operations Deer Valley Farm and Robert Elliott & Sons Angus.

While in Nashville, participants can also look forward to sightseeing at the Country Music Hall of Fame, Music Row, Ryman Auditorium and Nashville Shores.

Conference space is limited. Registration is now \$225 and accepted based upon space

availability. Registration for adults, state advisors and chaperones is \$250.

Registration is available online at www.angus.org/njaa. For more information, contact the Junior Activities Department at 816-383-5100.

Be sure to take in the new 'Chef's Challenge' at NJAS

The All-American *Certified Angus Beef*® Chef's Challenge will add a new twist to the ever-popular Auxiliary-sponsored CAB Cook-Off July 13 during the National Junior Angus Show (NJAS) in Denver, Colo.

For cooking and grilling enthusiasts who enjoy creating recipes or are fans of the many contest shows on the Food Network — such as *Iron Chef America* and *Chopped* — the new Chef's Challenge will be one to watch.

The traditional Cook-Off remains the same, with the exception of the adult division, which has been eliminated.

The Chef's Challenge will host two age divisions: adults and NJAA members, ages 18-21. Contestants will participate as individuals or in teams of two. Their challenge will be to prepare and serve a unique entrée using a specified cut of CAB and two or three secret ingredients provided

CONTINUED ON PAGE 30

▶ NEXT GENERATION

CONTINUED FROM PAGE 29

by the contest. Contestants will be notified of the CAB product and secret ingredients by 9 a.m. the day before the contest. They will be responsible for providing any other ingredients used in their entry.

Judging criteria for the challenge will be based on technique and preparation, use of CAB and secret ingredients, taste, originality and plating. A CAB logo jacket and a \$100 cash award will be presented to the first-place winners in each age division.

The Challenge is limited to 10 entries, which were due June 1.

Order summer show photos now

If you exhibited at a state preview show, regional junior show or the NJAS, you can order copies of pictures taken by Association

staff. Contact the Communications Department for photos taken by your regional manager, a summer intern or office personnel. Photos are available for a fee. Contact Lea Ann Maudlin at prphotos@angus.org or call her at 816-383-5100 to order your color prints today.

Note junior deadlines

- ▶ The ownership deadline (process date) for the North American International Livestock Exposition (NAILE) Junior Angus Show is Sept. 1.
 - ▶ The ownership (process) date and entry deadline for the American Royal Junior Angus show is Sept. 10.
- Please note that late entries are never accepted.

▶ **Alabama Angus Ass'n Annual Meeting & Banquet, Cullman, March 16**



▶ **Hannah Barton** (right), Dutton, has earned the National Junior Angus Ass'n (NJAA) Bronze and Silver awards. They are the first two levels of the NJAA Recognition Program. Presenting the award is Richard Dyar, regional manager of the American Angus Ass'n.

Western Regional Jr. Angus Show, Reno, Nev., March 24



►Left: **Michelle Malson** (right), Parma, Idaho, was crowned the 2010-2011 Western States Angus queen. Also pictured is Sally Yon, Miss American Angus.

►Right: Scholarship winners are (from left) **Michael Wiseman**, Filer, Idaho, Western States Auxiliary Scholarship recipient; **Jessica Schmidt**, Othello, Wash., Grand Sierra/Western States Angus Auxiliary Scholarship recipient; and **Amanda Schmidt**, Othello, Wash., Western States Angus Auxiliary Scholarship recipient.



Washington Jr. Angus Field Day, Reardan, May 15



►Washington Angus royalty are (from left) **Callie Hanson**, Newport, queen; and **Brianna Taylor**, Anacortes, outgoing queen.

