



Next Generation

► Postcard from an NJAA director and state spotlights

Beef producers are families, not factories

My family has left me with an incredible legacy, more than money and real estate alone. I am a third-generation Angus breeder whose family operation has survived the Depression, uncertain economies, rising expenses and additional government regulations. The legacy left to me includes family traditions, individual values, personal wishes, a reputation and accomplishments. And ever since I can remember, my parents and grandparents have shared their story with me, a story that has now become mine.

If you look closely, every farm and ranch has a story. Some date back just a few years; others date back hundreds of years. Incredible as it may sound, the beef industry is capitalizing on producers' stories and using them to promote quality beef. The creation of a personal connection

from the producer to the product appeals to the consumer's need to know where the product comes from. It serves as insurance that the production of beef is a way of life

and that within our operations, beef producers are families, not factories.

Just as the American Angus Association uses the "I Am Angus" theme to promote our breed, its people and the direction in which we are moving, other groups such as PETA (People for the Ethical Treatment of Animals) and the Humane Society of the

U.S. (HSUS) use the horror stories of our industry to discourage consumers from buying our products. Ultimately, their goal is to destroy agriculture and its future through negative publicity, and they are targeting a younger, more vulnerable generation and government officials.



Britney Creamer

This is where we as Angus breeders and beef producers must step in and do our part to ensure the continuation of agriculture and beef in general. We have to speak out regarding our commitment to raise healthy cattle and our deep respect for the land. You and I have a responsibility to educate others. We need to talk about the beef industry's annual investment of \$350 million in safety research, technology and practices to ensure that beef is safe and the nutritional value of beef and its role in a well-balanced diet.

Maybe you're not where you want to be, but at the end of the day, we all have a story to share. These are the stories we should treasure and share with others. Angus breeders are a diverse group; some of us are from full-time ranching families, others have small hobby herds and others' primary interest is showing cattle, but we all have one common thread and that is we raise *beef*. And we have an obligation to tell our story.

► 2008 Maryland Angus Ass'n Annual Social, West Friendship, Dec. 3



► Juniors winning awards are (front row) **Savannah Brauning**, Finksburg, outstanding junior; (back row, from left) **Victoria Ritter**, Laytonsville, John Rusk Canby award; **Lindsey Brown**, Federalsburg, outstanding senior; **Jimmy Full**, Mount Airy, outstanding intermediate; and **James Suchting**, Reisterstown, Golden Pitchfork Award.



► The **Whiteside family** was recognized as the Maryland Jr. Angus Ass'n Family of the Year. Pictured are (from left) Ethan, Julie and Mike Whiteside, all of Queenstown.



► Maryland Angus royalty are (from left) **Shelby Stabler**, Gaithersburg, princess; **Lindsey Brown**, Federalsburg, queen; and **Emily Velisek**, Gaithersburg, princess.

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

I challenge each of you who has taken the time to read this article to become a part of the marketing campaign for beef. Take time to share your story of beef production, the land stewardship that we provide and the nutritional value of beef with others within your schools, communities and other organizations. Sharing our story is a powerful marketing tool not to be overlooked.

— **Britney Creamer, Colorado**

Six NJAA Members Receive National FFA Proficiency Awards

Caroline Bremer, Illinois, Agricultural Communications – Entrepreneurship/Placement. Caroline has always had a passion for agriculture. It is this passion that has fueled her desire to inform the public about the importance of agriculture and the National FFA Organization. During her freshman year, she joined the high school newspaper staff and wrote all the articles related to FFA.

The Vienna FFA chapter member also interns at the Illinois state farm, as well as with the Illinois Farm Bureau and RFD Radio. Supported by her parents, Jeff and Lisa Bremer, along with her advisor Bill Fairless, this FFA member continues to work tirelessly to share agriculture information with the community.

Brodie Poppino, Oklahoma, Equine Science – Entrepreneurship. Brodie grew up watching his mom ride and train horses for other people. It was a talent that the Adair FFA member wanted to pursue as well. Today, he breaks and trains horses for the roping events of rodeo and horse shows. He trains horses for a certain period of time, depending on the owner's needs. Learning how to run a business and be successful in this competitive field, Brodie plans to continue in the industry. He is supported by his parents, Marty and Tana Poppino, as well as his FFA advisors, Devin DeLozier and Josh Davis.

Austin Perry, California, Beef Production – Entrepreneurship. As soon as he was old enough to hold a rope halter, Austin says, he remembers working with his family's cattle. Currently the Clovis FFA member's own herd consists of 38 registered purebred Angus and Charolais cows and heifers. He also raises show cattle and spring-calving cows. Through the Angus and Charolais junior breed associations, he has been able to make contacts, which have helped him in the marketing of his cattle.

He is supported by his parents, Randy Perry and Susan Henderson-Perry, as well as his FFA advisors, Mrs. Henderson-Perry, Mr. Dias, Mr. Woodard, Mr. Actis, Ms. Jones and Mrs. Valdez.

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Tyler Loschen, Illinois, Diversified Crop Production – Entrepreneurship.

Tyler has always loved farming. In fact, the Illinois resident would look forward to each Christmas with anticipation, as he knew he'd have new components for his toy farm set. Now, agriculture isn't just a toy farm set for the Tri Point FFA member, it's reality. His crop enterprise began his freshman year with the renting of 20 acres and then expanded when neighbors rented their 160 acres to him. He is constantly expanding his operation, and it currently involves alfalfa, soybeans and corn. He is supported by his parents, Gary and Diana Loschen, who also serves as his FFA advisor.

Kassandra Pfeiffer, Oklahoma,

Beef Production – Placement. The beef cattle industry has been a driving force in Kassandra's life for as long as she can remember. The Mulhall-Orlando FFA member has grown up in a family that has operated a registered Angus cattle operation. She has always worked around cattle, which has allowed her to learn about the industry. As the industry continues to progress, the Oklahoma resident is able to continue to expand her knowledge base.

She is supported by her parents, Jerry and Aida Pfeiffer, as well as her FFA advisor, Allen Miller.

Josh Goff, Oklahoma, Equine Science – Placement. Growing up in rural Oklahoma, Josh has always loved livestock. Horses have specifically held a special place in the Woodward FFA member's heart. In 2006, he was able to go to work for Cudd Quarter Horses LLC. It was here where he has been

able to see what it takes to work and manage a successful horse ranch. He began with simple tasks such as cleaning stalls and feeding horses. Today, he rides and trains horses, cares for sick or injured animals and assists with the annual breeding process.

He is supported by his parents, Tim Goff and Shelly Johnson, as well as his FFA advisors, Dallas Krout and Galen McCune.

Yamaha Outdoors Announces Second Annual Ag Com Scholarship Program

Yamaha Motor Corp. U.S.A., is now accepting applications for its second annual scholarship program that provides financial assistance to members of the National Agricultural Communicators of Tomorrow (ACT). ACT is a national college student association with 354 members located on 17 college and university campuses across the country. ACT's mission of fostering

professional development is at the core of the Yamaha-ACT Scholarship Program.

The Yamaha-ACT Scholarship Program is broken out into two individual student scholarships and one chapter scholarship. All three scholarships are aimed at helping students attend the annual Agricultural Media Summit (AMS), a professional development and networking opportunity.

For the 2008-2009 program, the University of Florida (UF) received Yamaha's chapter award, while Whitney Siegfried and Katherine Kuykendall, both ACT members from Purdue University, earned the individual scholarships.

"The Yamaha-ACT Scholarship Program is integrating messages of safe, responsible all-terrain vehicle (ATV) and side-by-side (SxS) vehicle use into the farming community by working with current and future communicators in the agriculture

industry," said Steve Nessler, Yamaha's ATV/SxS marketing manager. "Yamaha again congratulates the inaugural recipients of this scholarship program, and we've been happy to receive some very positive feedback from the students. We encourage all ACT members to get involved and submit individual and chapter applications."

"This scholarship competition is one of the most practical scholarship programs I've seen," said Jefferson Miller, ACT faculty advisor and associate professor of agricultural communications at the University of Arkansas. "It requires students to create an actual example of journalistic or public relations work — something they can add to their professional portfolio. Plus, the reward is that they get to go network at AMS with the people who will probably be hiring them in the near future."

The AMS is the largest gathering of crop

and livestock media professionals in the country and is the ACT's primary career development networking opportunity each year. The conference is hosted by the American Agricultural Editors' Association (AAEA) and the Livestock Publications Council (LPC) — potential future employers and colleagues of the students.

Applicants are judged based on merit, need and quality of submission materials by a review committee consisting of Yamaha representatives and members of the AAEA and the LPC. The 2009-2010 application process will run through the end of February and winners will be announced in early May 2010. More information and guidelines, along with the application form, can be found online at www.nactnow.org.

