



# Next Generation

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

## Promoting your brand on social media

*When social media advertisement is free and effective, it's obvious why so many people are taking advantage of it. During the past few years, the agriculture industry has been taking this worldwide marketing scheme by storm. It seems every farm or ranch has a Facebook page, and every day you receive another notification inviting you to "like" a new page. Staying relevant and keeping up with the trends of this ever-changing technological world can be an ongoing challenge. With so many people trying to take advantage of this free marketing tool, how do you make yourself stand out?*

*Here are a few steps in making your social media page a success.*

### Have a plan

Create a social-media marketing plan and brainstorm about your goals: What are you hoping to achieve through social media marketing? Who is your target audience? Where would your target audience hang out and how would they use social media? What message do you want to send to your audience with social media marketing?



Tylee Jo Williams

### Create your brand image

Deciding the exact details necessary on a page for your operation can be taxing. The idea of branding is to create positive recognition by association. Determine the portrayal you desire for your business. What services do you offer and what makes your business different? Create a unique theme throughout your pages to ensure brand recognition. Branding is a great way to form

trust, loyalty and differentiate your company from the competition. However, it is not an easy, one-time task. A successful brand is consistent and memorable, yet adaptable to the changing market and the needs of its customers.

### Define your target audience

Your target audience is the group to whom you are aiming your advertising. Though social media can reach audiences all across the world, most businesses typically have a certain regional notoriety or clientele demographic that are interested in them. Figure out what sparks your customers' interest and post things they want to see. If nothing else, the main objective is to listen. Pay attention to the conversations your products evoke and respond with concise, genuine knowledge of the commodities you possess.

### Establish and promote your expertise

People enjoy dealing consistently with people they know, like and trust. If two

companies offer the same product, the customers will generate loyalty favoring the better reputation. Keeping open dialogue is certain to produce open understanding. Transparent values and goals will attract inquisitive strangers, and there is no better way to make a sale than through an emotional connection. So, even if you can't communicate with customers face to face, you can still connect with them by portraying your farm or ranch in a positive image online. A story is much more interesting to follow than a marketing scheme. Let your customers know what makes you special and find a way to create bonds that surpass those of monetary value.

### Get the conversation going

Once you have all these steps figured out, it's time to start talking. Post things that will spark your followers' interests. Frequently update your page and always follow up connections. Remember to stay concise and rational while still getting your point across. Keep jargon to a minimum and respect differing opinions for what they are. Still, listen to opinions for honesty. Staying relevant on social media is all about quality vs. quantity. A picture is worth a thousand words. Visual posts get more recognition in fast-paced advertising. People prefer to scroll through and look, rather than read. So draw them in with images. If they like what they see, they'll want to stay and learn more!

### Don't give up!

A successful page doesn't happen overnight. Continually ask yourself how you can better communicate with your audience and accommodate their interests. Consistency is key and will keep your followers coming back for more.

### What and how often should you post?

**Facebook** is a low-volume/high-value network. Followers typically get frustrated with too many posts. Focus on quality, high-impact, concise posts that are relevant to your audience.

- Minimum: 3 times per week
- Maximum: 10 times per week

**Twitter** is a high-volume/low-value network. You can share more here due to the fast pace of the conversation happening. You can also share (re-tweet) information

## NJAA BOARD OF DIRECTORS

### TERMS UP IN 2015

- CORY WATT**, South Carolina, **chairman**
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- TYLEE JO WILLIAMS**, Texas, **communications director**, [williams@ttu.edu](mailto:williams@ttu.edu)
- WILL FISKE**, Virginia, **Foundation director**, [willf3@vt.edu](mailto:willf3@vt.edu)
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- KATLYN TUNSTILL**, Arkansas, [katy.tunstill@okstate.edu](mailto:katy.tunstill@okstate.edu)
- EVAN WOODBURY**, Kansas, [evanwoodbury16@ksu.edu](mailto:evanwoodbury16@ksu.edu)



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

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

## North Carolina Angus Ass'n Annual Meeting & Banquet, Jan. 17, Winston-Salem

► **Right:** Officers and directors for the North Carolina Jr. Angus Ass'n are (front row, from left) **Ava Wood**, sweetheart, and **Mary Wood**, eastern director and sweetheart, both of Willow Spring; (second row, from left) **Mattie Harward**, central director, and **Marcie Harward**, reporter and princess, both of Richfield; **Lynae Bowman**, Germantown, central director; (standing, back row, from left) **Cara Smith**, Pleasant Garden, president and queen; **Jay Cas-savaugh**, treasurer, and **Zachary Coffey**, western director, both of Lenoir; and **Justin Wood**, Willow Spring, vice president.



► **Thomas Smith** (left) and **Cara Smith** (right), both of Pleasant Garden, receive Bronze and Silver awards from Chris Jeffcoat, American Angus Ass'n regional manager.

from other sources that is relevant to your audience. For this, you should focus on exciting and intriguing conversation starters.

- Minimum: 1 time per day
- Maximum: 30 times per day

**Instagram** is all about visual communication. Show your audience what your mission is rather than telling them. This is a very easy way to create an image for your brand. The more your customers see, the more they trust. Focus on positive and entertaining picture and caption post combinations.

- Minimum: 4 times per week
- Maximum: 10 times per week

— by **Tylee Jo Williams, Texas**

## National Junior Recognition Program Awards

**Mark Alexander**, Berryville, Va.; **Jasi Anna Borman**, Holland, Minn.; **Laramie Chaffin**, Roodhouse, Ill.; **Shelby Dean**, New Castle, Pa.; **Cooper Sadowsky**, Eagleville, Mo.; **Hunter Voight**, Fredericksburg, Pa.; and **Elizabeth Voight**, Fredericksburg, Pa.; have earned the National Junior Angus Association's (NJAA) Bronze and Silver awards, according to Jaelyn Upperman, education and events director of the American Angus Association. **Emily Stovall**, Corsicana, Texas, earned her Silver award.

Alexander, the 18-year-old son of Chuck and Linda Alexander, attends Clarke County High School and is a member of the NJAA and the Virginia Junior Angus Association, which he has served as treasurer and director.

He has participated in local, state, regional and national shows and showmanship contests. At the National Junior Angus Show (NJAS), Mark participated in photography, extemporaneous speaking, livestock judging, team fitting, prepared speaking and the All-American *Certified Angus Beef*® (CAB®) Cook-Off, along with the 2007 and 2008 mentoring program. In 2012 Mark participated in the Raising the Bar and

Leaders Engaged in Angus Development (LEAD) conferences. He also participated in the Mid-Atlantic Junior Angus Classic (MAJAC) and the Mini Leaders Engaged in Angus Development (LEAD) conference in 2009-2012.

Mark has consigned cattle in the On-Stage Sale.

Borman, the 17-year-old daughter of Jason and Tammy Borman, attends RTR High School and is a member of the NJAA and the Minnesota Junior Angus Association, which she has served as secretary and royalty.

She has participated in local, state and national shows and showmanship contests. At the NJAS, Jasi Anna participated in livestock judging and career development contests. She is also actively involved with her local 4-H and FFA chapter.

Chaffin, the 18-year-old daughter of Annie Ruyle-Chaffin, attends North Greene High School and is a member of the NJAA and the Illinois Junior Angus Association, which she has served as scrapbook chairman, reporter, director and royalty.

She has participated in local, regional and national shows. At the NJAS, Laramie participated in creative writing, livestock

judging, team sales, quiz bowl and the All-American CAB Cook-Off. She also participated in the mentoring program in 2006-2008 and LEAD conferences in 2010 and 2011.

Laramie has consigned cattle at the Eastern Mo. Commission Co. Bull Sale and the Illinois Futurity Sale. She is actively involved with her local 4-H chapter and FFA.

Dean, the 18-year-old daughter of William and Faith Dean, attends Laurel Junior-Senior High School and is a member of the NJAA and the Pennsylvania Junior Angus Association, which she has served as vice president, news reporter and royalty.

She has participated in local, state, regional and national shows and showmanship contests. At the NJAS, Shelby participated in the All-American CAB Cook-Off. She also participated in the LEAD conferences in 2012 and 2014.

Shelby has submitted weight data to Angus Herd Improvement Records (AHIR®) and consigned cattle at the Angus on Parade sale.

Sadowsky, the 18-year-old daughter of

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## Photography contest deadline May 15

Don't forget to submit your entries for the NJAA/*Angus Journal* Photography Contest before May 15!

Entries must be postmarked by May 15 to allow adequate time for judging and prepping the photos for display at the National Junior Angus Show (NJAS) in Tulsa, Okla., July 13-18. Late entries will not be accepted.

Photos will be evaluated on creativity (60%) and composition (40%). The "around the farm or ranch" category provides the opportunity to enter photographs that highlight activities and scenes around the farm or ranch, but that do not necessarily have Angus cattle in the photograph. The other three categories — Angus cattle, landscape and people — are intended for photos that focus on Angus cattle, Angus in the landscape, or Angus people.

Photos should be submitted as 8×10-inch (in.) or 10×8-in. prints mounted on 10×14-in. or 14×10-in. black foam core board. In addition to the mounted print, digital photo entries must be submitted electronically on CD or DVD, as well. Photos should not be framed. See additional rules in the February issue or online at [www.angus.org/NJAA/Contests/Photography\\_rules.pdf](http://www.angus.org/NJAA/Contests/Photography_rules.pdf).

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Jim and Teela Sadowsky, attends North Harrison R-3 High School and is a member of the NJAA and the Missouri Junior Angus Association, which she serves as second vice president.

She has participated in local, state, regional and national shows and showmanship contests. At the NJAS, Cooper participated in public speaking, photography, extemporaneous speaking, graphic design, team sales, quiz bowl, creative writing, career development and poster contests. She was a participant in the mentoring program in 2008, 2010 and 2011. She also participated in the LEAD conferences in 2012-2014 and the Raising the Bar conference in 2013.

Cooper has submitted weight data to AHIR and is actively involved with her local FFA and 4-H club.

Elizabeth Voight, the 14-year-old daughter of Delbert and Wilhelmina Voight, attends Northern Lebanon High School and is a member of the NJAA and the Pennsylvania Junior Angus Association, which she has served as secretary and royalty.

She has participated in local, state, regional and national shows and showmanship contests. At the NJAS, Elizabeth participated

in livestock judging, creative writing, quiz bowl and the All-American CAB Cook-Off. She also participated in the 2014 LEAD conference.

Elizabeth has submitted weight data to AHIR and is actively involved with her local FFA and 4-H club.

Hunter Voight, the 17-year-old son of Delbert and Wilhelmina Voight, attends Northern Lebanon High School and is a member of the NJAA and the Pennsylvania Junior Angus Association, which he has served as director and assistant news reporter.

He has participated in state, regional and national shows and showmanship contests.

Hunter has submitted weight data to AHIR and is actively involved with his local FFA and 4-H club.

Stovall, the 18-year-old daughter of Lorie Stovall, attends Corsicana High School and is a member of the NJAA and the Texas Junior Angus Association, which she currently serves as officer/historian and has also served as director.

She has participated in local, state and national shows and showmanship contests. At the NJAS, Emily participated in the creative writing contest. She also participated

in the Raising the Bar conference and the LEAD conference in 2014.

Emily is also involved with her local 4-H chapter and FFA.

### Mark calendars for summer events

Members of the NJAA should have their calendars marked for a summer of regional preview shows, the NJAS and the LEAD conference.

The NJAS, themed "Angus Leading the Way" will be July 13-18 in Tulsa, Okla. For a preview of the event, including a tentative schedule, see page 138 in this issue. For more information about the weeklong shows and contests, visit [www.njas.info](http://www.njas.info).

The 2015 LEAD Conference, themed "Success in Seattle," is set for Aug. 6-9 in Seattle, Wash. The National Junior Angus Board (NJAB) has planned leadership and personal skill-building activities for NJAA participants 14-21 years old.

Space is limited, so register early. Early registration, due June 15, is \$250 for junior members and \$300 for advisors/chaperones. After June 15, rates increase to \$275 for junior members. Visit [www.angus.org/njaa](http://www.angus.org/njaa) to register.

### ▶ Iowa Angus Ass'n Annual Banquet, Feb. 11, Des Moines



▶ **Katelyn Holmes** (right), Benton, receives the Junior Bull of the Year award from Dixie McCormick, Iowa Jr. Angus Ass'n advisor. HCC Scotty 19733 is a March 2013 son of TC Aberdeen 759.



▶ **Katelyn Holmes** (right), receives the Steer of the Year award from McCormick. HCC Houdini is an April 2013 son of TC Aberdeen 759.



▶ **Jordan Johnson** (left), Fort Dodge, receives the Junior Owned Heifer of the Year award from McCormick. PVF Empress 3140 is an April 2013 daughter of PVF Insight 0129.



▶ **Cassidy Becker** (left), Diagonal, receives the Bred-and-Owned Heifer of the Year award from McCormick. CB Peg 311 is a March 2013 daughter of EXAR Classen 1422B.



▶ **Franchesca DeVore** (left), Promise City, receives the Cow-Calf of the Year award from McCormick. Moffitt Empress M217 is a March 2012 daughter of EXAR Lutton 1831. A February 2014 son sired by SAV Bismarck 5682 completes the winning duo.

### ▶ Alabama Jr. Beef Expo Angus Show, March 22, Montgomery

▶ **Joseph Adams** (left), Union Springs, receives his Bronze and Silver Awards from David Gazda (right), American Angus Ass'n regional manager.



### ▶ MAJAC Regional Preview Show, March 14-15, Harrisonburg, Va.



▶ **Logan Foore** (center), Seven Valleys, Pa., receives his Bronze and Silver awards from Jaclyn Upperman (left), Association director of events and education, and Sarah Harris (right), Miss Virginia Angus.

## Note these junior deadlines

### ► May 1:

- Gold Award applications
- Outstanding Leadership Award applications
- Ownership and entry for the Northwest Regional Preview Junior Angus Show
- Certified Angus Beef LLC (CAB) and Angus Foundation scholarship applications
- Ownership and entry deadline for the Eastern Regional Junior Angus Show
- Junior Board nominations due

### ► May 15:

- Ownership and entry deadline for the NJAS
- Ownership and entry deadline for the All-American Angus Breeders' Futurity Junior Angus Show
- Entries for the NJAS writing, photography, creative writing and graphic design contests due
- Entry and recipe deadline for the Auxiliary-sponsored All-American CAB Cook-Off

### ► May 21-24:

- Atlantic National Junior Angus Show, Timonium, Md.

### ► May 25:

- NJAA Career Development Contest résumés and public speaking contest speech outlines due
- Online entry deadline for the NJAS

### ► June 1:

- National Junior Angus Board applications due
- State delegate names for NJAA election due

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## Certificates of Achievement

The American Angus Auxiliary has awarded the 2014 Certificates of Achievement to qualifying junior members for outstanding achievements. The Certificate of Achievement is issued only for outstanding achievements at national, state and district (tri-county) levels. County-level achievements are not eligible. In a given year, a qualifying junior Angus member will receive one certificate in recognition of their achievement record as reported during the fiscal year (from Oct. 1 of the previous year to Sept. 30 of the current year).

Achievements that qualify: champion or reserve champion bull, heifer, steer or cow-calf pair; division champion or reserve division champion bull, heifer, steer or cow-calf pair; awards in showmanship, judging, carcass classes, scholarship competitions, royalty competitions and all competitions recognized by the National Junior Angus Association (NJAA), including those at the National Junior Angus Show (NJAS). Gold, Silver and Bronze awards also qualify, as do leadership roles or positions that were held during that time.

### Indiana

Kade Patton  
Kallie Knott

### Iowa

Abby Badger  
Cassidy Becker  
Craig Becker  
Devin Becker  
Kassidy Bremer  
Matt Colbert  
Abby Collison  
Megan Collison  
Lindsay Crock  
Dakota DeVore  
Franchesca DeVore  
Taylor Duckett  
Mallory Espenscheid  
Gabe Fell  
Katie Friederichs  
James Garner  
Abigail Greiman  
Haley Greiman  
Connor Holmes  
Connor Holvoet  
Chayse Jaspering  
Jordan Johnson  
Olivia Johnson  
Mary Kate Mardesen  
Tim Mardesen  
Kale Kiesewetter  
Abby Klendworth  
Baxter Knapp  
Lexi Knapp  
Morgan Knapp  
Leo Kruse  
Raylee Kruse

Kelly Lacey  
Reed McCormick  
Morgan McDermott  
Kerrigan Mobley  
Lucas Moser  
Drew Norris  
Sarah Norris  
Nicholas Prevo  
Ty Ruby  
Jacob Schermer  
Jerad Shires  
Gage Skarda  
Erin Steele  
Abe Troyer  
Maddy Udell  
Courtney Younge

### Kansas

Alexandria Cozzitorto  
Cale Hinrichsen  
Eva Hinrichsen  
Nicholas Siemens

### Louisiana

Lily Gisclair  
Cheyenne Jones  
Kara LeBeouf  
Lani LeBeouf  
Olivia Shepherd  
Payton Shepherd

### Missouri

Christopher Kahlenbeck  
Jera Pipkin

### Michigan

Claudia Albrecht

Jaycie Brown  
Tori DeMeyer  
Keana Fahmi  
Kavina Johnson  
Kollin Johnson  
Dylan Kennedy  
Katrena Klopfenstein  
Amanda Kosal  
Kristopher Kosal  
Jonathan Lutchka  
Maire MacMaster  
Matthew MacMaster  
Bethany Maurer  
DeeAnne Merriman  
Kendra Merriman  
Austin Pillars  
Blake Pillars  
Sterling Reichenbach  
John Reid  
Katie Reid  
Maggie Reid  
Rachel Reid  
Steven Soule  
Brady Zellmer  
Paige Zellmer

### Montana

Jace Aumueller  
Jonwyn Ayres  
Olivia Barragree  
Avery Bates  
Trista Bates  
Michaela Blevins  
Abbi Boggess  
Raquel Boyd  
Beau Bromenshenk  
Cortney Bromenshenk

Garrett Bromenshenk  
Tyler Brown  
Wes Brown  
Catherine Callantine  
Sydney Cutler  
Reagann Dengel  
Allison Dubs  
Jillian Frye  
Kyle Frye  
Randall Frye  
Leighton Green  
Rilee Green  
Ryan Green  
Reece Idland  
Tanner Jensen  
Kensey Mikkelsen  
Claire Murnin  
Kane Olson  
Halie Sohr  
Abigail Stevenson  
Claire Stevenson  
Craig Stevenson  
Faith Stevenson  
Leisa Stevenson  
Nicole Stevenson  
Rachael Stevenson  
Wayne Stevenson  
Brooke Vincent  
Kristen Vincent  
Jena Wagner  
Jordyn Wagner  
Kita Weingart

### Nebraska

Michaela Clowser  
Aliesha Dethlefs  
Emily Dethlefs  
Kacey Dethlefs  
Colton Hewgley  
Jennifer Keyes  
Michelle Keyes  
Cheyann Lovett  
Dakota Lovett  
Montana Lovett  
Kasey Meyer  
Kyra Meyer  
Savannah Schafer  
Reagan Skow  
Rachel Smith  
Jace Stagemeyer  
Miles Stagemeyer

### North Carolina

Brooke Harward  
Catherine Harward  
LeAnn Harward  
Marcie Harward  
Mattie Harward  
Cara Smith  
Thomas Smith

### Ohio

Lydia Dance

### Pennsylvania

Alexis Cash  
Cailey Dahlquist  
Courtney Dahlquist  
Laini Dean  
Shelby Dean  
Andrea Foore  
Logan Foore  
Claudia Hissong  
Kyle Livingston  
Matthew Mitchell  
Clay Myers  
Kayce Myers  
Samuel Parr  
Daniel Rohrbaugh  
Elizabeth Trowbridge  
Elizabeth Voight  
F. Hayden Weaver  
Madison Weaver

### South Dakota

Alex Rogen  
Madison Styles  
Sawyer Styles

### Texas

Colter Pohlman  
Cutter Pohlman  
Hannah Steph  
Jeremiah Steph

### Virginia

Mark Alexander  
Morgan Alexander  
Cade Clary  
Destiny Clary  
Drue Clary  
Catie Hope

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- State names for NJAS showmanship contest due
- NJAA Ambassador Program application due

### ▶ June 10-14:

- All-American Angus Breeders' Futurity Regional Preview Junior Angus Show, Louisville, Ky.

### ▶ June 15:

- LEAD early registrations due

### ▶ June 17-20:

- Northwestern Regional Junior Angus Show, Filer, Idaho

### ▶ June 19-21:

- Eastern Regional Junior Angus Show, Lewisburg, W.Va.


Visit [www.angus.org/njaa](http://www.angus.org/njaa) for more information and deadlines. Please note there are no exceptions to any of the ownership and entry deadlines.

### Juniors, submit entries online

You can save time by submitting entries for shows online. Simply log on to [www.angus.org/njaa](http://www.angus.org/njaa) and provide the necessary information, including a Visa® or MasterCard® number to cover entry and bedding fees. Online entries are subject to the same entry deadlines as those submitted via mail. No late entries are accepted for any reason.

### Association can help with junior transfers

If you have purchased or raised a heifer that you want to show, please make note of all ownership deadlines. If a deadline is fast approaching and you haven't received the transferred registration, the Association can help.

Contact the Association at least two weeks prior to the show ownership deadline. Every effort will be made to get the transfer processed in time. Remember, late transfers are never accepted, regardless of the reason. 

**Editor's Note:** *This column is compiled by Associate Editor Kasey Brown. To submit your "Next Generation" item, email [kbrown@angusjournal.com](mailto:kbrown@angusjournal.com) or call 816-383-5277.*