



Next Generation

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

Standing out from the crowd

It is widely known that one of people's greatest fears in the United States is the fear of public speaking. That said, people find it increasingly difficult to defend their views and explain to people why they made certain decisions. Moreover, as young men and women enter the workforce, fewer seem to know how to conduct themselves in an interview. Personally, the most pressing question in my mind is: Why have these skills become a lost art in our society?

Skills for life

One of the greatest aspects of the National Junior Angus Association (NJAA) for its members is the wide array of opportunities to develop critical life skills through involvement in contests, conferences and activities.

These skills include proficient public speaking, interview experience and

industry knowledge, just to name a few. Firsthand, I have seen juniors grow and excel at these contests during their time in the NJAA. Many of them come back and tell me how they went on to win a speech contest at school, or how their interview skills landed them a great job or scholarship.

These skills are what will differentiate NJAA members from the rest well after their time in our association is complete. I cannot thank the National Junior Angus Association enough for what it has done for my life and how I have effectively used these skills every single day.



Corbin Cowles

In a time when mediocrity is considered good enough, I challenge juniors to never settle for anything less than great. Rather, always strive to be better. While at the time it may not seem like such a big deal to be a good speaker or to have professionalism, continue to develop those skills that seem to be lost in today's society. They will pay off in dividends in the future!

— Corbin Cowles, Kentucky

Bronze and Silver Awards

Jesse Kostbade, Henderson, Ky., has earned the NJAA Bronze and Silver awards, according to Jaclyn Clark, education and events director of the American Angus Association.

The 20-year-old son of Jon and Laura Kostbade attends Oklahoma State University and is a member of the NJAA and the Kentucky Junior Angus Association.

He has participated in local, state, regional and national shows and showmanship contests. Jesse also participated in the Leaders Engaged in Angus Development (LEAD) conferences in 2012-2015.

College Aggies Online program returns this fall

The Animal Agriculture Alliance's 2017 College Aggies Online (CAO) scholarship program will kick off Sept. 10. The program, now in its ninth year, connects college students from across the country who have a passion for agriculture and allows them to become confident, positive and proactive communicators. Both individuals and student organizations can participate in the weekly assignments and challenges that prepare students to become lifelong advocates for agriculture.

Since the program's launch in 2009, more than 5,500 college students have completed the program. In 2016, 344 students participated along with 35 clubs. Together they reached 15,000 people with 2.3 million online impressions, 1,800 social media posts and participating clubs together hosted 56 activities on campus.

In the individual division, weekly assignments range from writing a blog post, creating an infographic or watching a webinar hosted by an industry professional. Participants create weekly social media posts about agriculture on multiple platforms, bridging the communication gap between farm and fork. In the club division, students will choose from a list of challenges to complete that will engage those on their campus or in their communities about agriculture. Club challenges include hosting an event on campus, teaching students at local elementary schools, and handing out candy with stickers debunking myths about milk, meat, poultry and eggs.

Participants will earn points for each assignment they complete for a chance to win money and prizes. In addition, the top competitors will win a trip to attend the 2018 Stakeholders Summit in Arlington, Va., for a chance to network with industry professionals and attend sessions. Additionally, this year's program will feature the chance to earn the new CAO Completion Emblem, which recognizes the achievement of completing CAO. Students that complete the nine-week program can list the emblem on their résumé and LinkedIn profiles to impress future employers and signify their devotion to advocating for agriculture.

Throughout the program, participants

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

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have the opportunity to interact with industry experts who serve as mentors. Industry mentors will offer advice while serving as a resource for students to develop their own personal brand and produce effective and engaging content.

To learn more about the competition and to sign up — either individually or as a club — visit <http://collegeaggies.animalagalliance.org/>.

Canadian Showdown 2017 results

Canadian Junior Angus (CJA) is pleased to announce the winners from Showdown 2017 in Lloydminster, Sask. Most awards were presented at the banquet Saturday, July 22.

CJA is a group of Angus enthusiasts under the age of 21. Showdown began in 2000 as a way for juniors from across the nation to gather in one location to exhibit their Angus cattle in conformation divisions. It rotates to provinces throughout the country every July. This year's event attracted a record 158 participants and more than 200 head of cattle. There have been many different activities and contests added over the years. The 16 competitions now available include print marketing, sales talk, judging, team judging, team grooming, photography, literature, art, scrapbooking, graphic design, farm sign, public speaking, Angus cook-off, best herdsman, showmanship, and conformation as the current competitions.

The winners of each of the competitions, plus more information about Canadian Angus Foundation's Junior Stockman winner Devon Donald, the grand aggregate awards and the Spirit of Youth Award can be found at <http://bit.ly/2gKEgKN>.



We missed one

We inadvertently missed a picture in our July "Next Generation" column.

▶ Mississippi Angus Ass'n Meeting & Banquet, May 5, Raymond



▶ **Kristopher Beatty** (center), Pulaski, was recognized for exhibiting the reserve champion Mississippi-bred bull, CC Mr. Insight 1014, at the Dixie National. Pictured are (from left) Stephen Gaines, Mississippi Angus Ass'n president, presenting; Kristopher Beatty; and Mike Beatty, Caney Creek Angus Farm, Pulaski, who bred the bull.

▶ Virginia Jr. Angus Breeders' Show, July 29-30, Gretna



▶ Showmanship winners are (from left) **Jake McCall**, Greenville, senior champion; **Gordon Clark**, Gretna, intermediate champion; **Ryan Borer**, Buchanan, junior champion; and **Kallie Poole**, Staunton, novice champion.

▶ Ozark Empire Fair Jr. Angus Show, July 28, Springfield, Mo.



▶ Receiving recognition from the Southwest Missouri Angus Ass'n are (from left) **Braxton Craig**, Monett, cow-calf pair of the year; **Courtney Keaton**, Anderson, owned heifer of the year and member of the year; and **Callie Keaton**, Anderson, bred-and-owned heifer of the year and bred-and-owned bull of the year.



▶ Showmanship winners are (from left) **Lucas Crutcher**, Fair Grove, Mo., junior champion; and **Jera Pipkin**, Republic, Mo., senior champion.

▶ Missouri State Fair 4-H Angus Show, Aug. 10, Sedalia



▶ Showmanship winners are (from left) **Olivia Gerloff**, Bland, reserve champion; and **Alexis Koelling**, Curryville, champion.

▶ Missouri State Fair FFA Angus Show, Aug. 10, Sedalia



▶ Showmanship winners are (from left) **Alexis Borgstadt**, Concordia, reserve champion; and **Chase Monte**, Mexico, champion.