

Angus Juniors 'Raise the Bar' at Texas Tech

Leadership event in Lubbock, Texas, brings together 31 junior Angus leaders.

Story & photo by *Carrie Heitman*, communications coordinator

Angus juniors have the opportunity to travel the country with the National Junior Angus Association (NJAA) and learn from knowledgeable personnel in the cattle business. Most recently, NJAA members met April 10-13 at Texas Tech University in Lubbock, Texas, to participate in a Raising the Bar conference.

"The Raising the Bar conferences allow Angus juniors to interact outside of the showing and learn about more in-depth beef industry issues," says Jaclyn Upperman, American Angus Association director of events and education. "These opportunities give them a chance to expand their knowledge outside of the everyday classroom."

The conference hosted 31 Angus junior leaders, officers and advisors from 11 state junior Angus associations. Participants toured Texas Tech and area Angus operations, heard from industry experts, took part in leadership-training workshops and spent an evening bowling on campus.

The group also made stops at the historic Matador Ranch and the Ranching Heritage Museum, allowing participants to view several authentic exhibits depicting the history of U.S. farming and ranching.

On the Texas Tech campus, juniors met with agricultural professor Sara Trojan



► Junior leaders from 11 states participated in a Raising the Bar conference at Texas Tech University, Lubbock, April 10-13.

about ruminant nutrition; Markus Miller on carcass and beef grade evaluation; Chance Brooks on sensory factors for consumer beef satisfaction; and Ryan Rathmann on using genetic tools for selection. Rathmann also gave an ultrasound demonstration.

Now in the seventh year, Raising the Bar conferences continue to foster the development of Angus youth by hosting

events in four regions across the country. The NJAA, with sponsorship from the Angus Foundation, has conducted Raising the Bar conferences in cities such as Nashville, Tenn.; Ames, Iowa; Columbus, Ohio; and Stillwater, Okla. To learn more about how to participate in an upcoming Raising the Bar conference, visit www.njaa.info.



LEAD Conference Travels to Philly

Early registration for the annual youth leadership conference ends June 15.

Angus youth from across the country will travel to Philadelphia, Pa., for the National Junior Angus Association's (NJAA) annual Leaders Engaged in Angus Development (LEAD) conference July 31-Aug. 3. The 2014 event is themed "Forefathers & Farmers: Cultivating Angus Youth" and is designed for NJAA members 14-21 years of age.

"We are looking forward to hosting this year's LEAD conference in an area rich with history and tradition," says Jaclyn Upperman, American Angus Association director of events and education. "It will be a memorable weekend for everyone involved."

Angus juniors will attend leadership workshops presented by the National Junior Angus Board (NJAB), as well as listen to professional speakers Jim "Basketball" Jones and Laymon Hicks.

Tours during this year's LEAD conference will give attendees a look at agriculture on the nation's east coast as they visit Herr's Angus Farm and chip factory, tour a mushroom farm and tour Cherry Knoll Farm.

In addition, junior members will participate in numerous breakout sessions regarding agricultural careers, visit historical sites around Philadelphia and take part in a community service project.

"Our goal is that Angus youth have the opportunity to visit a new

part of the country, make new friends and understand the impact Angus cattle have on agriculture in all areas of the country," Upperman says.

Conference space is limited, and early registration is encouraged by the June 15 deadline. The early registration fee for NJAA members is \$250. After June 15, registration will be \$275 and accepted based on space availability. Registration for adults, state advisors and chaperones is \$300; no early registration deadline applies. Registration is available online at www.angus.org/njaa.

First- or second-time LEAD attendees may apply for the Gary M. Stoller Jump-start Your LEADership Award, which helps provide financial assistance with LEAD travel expenses. Applicants must submit a one-page typed essay expressing why the LEAD conference is important, what they hope to gain by participating and the extent of their financial needs. For more information, contact the Junior Activities Department at 816-383-5100.

LEAD is funded by the Angus Foundation. A tentative schedule for the 2014 event is available online at www.angus.org/Pub/Newsroom/Releases/042514_LEAD.aspx.

— by *Carrie Heitman*, communications coordinator