



Raising the Bar

with the National Junior Angus Association

Angus youth participate in leadership conferences
at the University of Arkansas and South Dakota State University.

by *Jena McReil*, digital editor



► National Junior Angus Board Vice-Chairman Jake Heimsoth encourages NJAA members to set goals.

Nearly 60 members of the National Junior Angus Association (NJAA) recently traveled the country to take part in leadership development and learn more about the beef cattle business. At Raising the Bar conferences, Angus youth are challenged to step outside their comfort zones, meet new people and learn what life is like in other parts of Angus country.

NJAA members met March 3-6 at the University of Arkansas in Fayetteville, Ark., and April 7-10 at South Dakota State University in Sioux Falls, S.D.

“Raising the Bar conferences are a fantastic way for our juniors to get involved with the National Junior Angus Association, experience different parts of the country and learn from some of the industry’s best,” says Jaclyn Clark, American Angus Association director of events and education. “We’re grateful to all those who volunteered their time and support to make these programs possible.”

► **Right:** Miss American Angus Jera Pipkin (left) guides Alexandria Cozzitorto through an obstacle course.

Raising the Bar at the University of Arkansas welcomed more than 20 juniors to Fayetteville, Ark., where they toured the animal science department on campus. Raising the Bar at the University of Arkansas welcomed more than 20 juniors to Fayetteville, Ark., where they toured the animal science department on campus. Participants also toured Tyson Foods and heard from Chairman of the Board John Tyson. While there, they learned about the *Certified Angus Beef*® (CAB®) brand, took part in a goal-setting workshop and learned how to eliminate myths in the beef business. Throughout the three-day event, the group also spent time at the Walmart Distribution Center and visited JAC's Ranch.

In April, Raising the Bar was hosted at South Dakota State University (SDSU). Nearly 40 Angus juniors traveled to Sioux Falls, S.D., where they visited Trans Ova Genetics and toured the SDSU campus and cow-calf unit. Attendees heard from university experts including Joe Cassady, animal science department head; Josh Cribbs, livestock judging coach; Adam Rhody, meat lab manager; and Cody Wright, with the bull sale and cow-calf unit. The group also traveled across state lines to visit the R&R Feedlot near Adrian, Minn., and visited Chestnut Angus Farm in Pipestone, Minn.

Now in their ninth year, Raising the Bar conferences continue to foster the development of Angus youth by hosting events across the country. The NJAA, with sponsorship from the Angus Foundation, conducts several Raising the Bar conferences in varying cities each year. To learn more about how to participate in an upcoming Raising the Bar conference, visit www.njaa.info.



PHOTO BY CATHLYN BRANDT, AMERICAN ANGUS ASSOCIATION

► **Above:** Angus youth gathered at the 2016 Raising the Bar Officer Training April 7-10 in Sioux Falls, S.D. Nearly 40 juniors from 13 state junior Angus associations participated in the course, geared toward building stronger leaders while forming important regional relationships. The group is pictured at Chestnut Angus Farm, Pipestone, Minn.



► **Right:** Raising the Bar at the University of Arkansas welcomed more than 20 juniors to Fayetteville, Ark., where they toured the animal science department on campus. The group is pictured at JAC's Ranch, Bentonville, Ark.



PHOTO BY CHELSEY SMITH, AMERICAN ANGUS ASSOCIATION