



Angus Youth Strike it Rich at 2005 LEAD Conference

Juniors visiting the Gem State mined golden nuggets about life.

by *Shelia Stannard*

photos by *Shelia Stannard & Rod Wesselman*

Young Angus enthusiasts from 34 states, Australia and Canada met Aug. 4-7 in Boise, Idaho, for the 2005 Leaders Engaged in Angus Development (LEAD) Conference. Workshops, tours and industry presentations were conducted for the 144 participants, including National Junior Angus Association (NJAA) members, parents, advisors and friends.

“Strikin’ it Rich” was the theme for this year’s conference in the Gem State, and Scott Vernon, motivational speaker from San Luis Obispo, Calif., offered several golden nuggets of advice to succeed in life. He reinforced some basic principles, like remembering to say thank you, listening to your parents and eating beef. He also added that youth should continue to learn, practice their penmanship and invest in a house by the time they are 25 years old.



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PHOTO BY JACLYN ZIMMERMAN

► Veterinarian-turned-hypnotist Al Snyder talks to Hope Long, Airville, Pa., while she is under hypnosis. The audience agreed that it was more entertaining to watch those on stage than to be hypnotized.



PHOTO BY JACLYN ZIMMERMAN

► Brian Herbst, Salmon, Idaho, was one of the audience members who became hypnotized. He is guarding a “fax machine” for important incoming messages. Nearly 30 LEAD participants were hypnotized during the opening night.



► Scott Vernon, San Luis Obispo, Calif., motivated the group both Saturday and Sunday. He challenged the young people to “learn to fly and to take their enthusiasm with them through life.”



► Vernon broke the large group into smaller working groups on Sunday morning so they could share the “nuggets of gold” they had learned during the LEAD Conference.



► Kirbe Schnoor, Chowchilla, Calif., “struck it rich” when her name was randomly drawn to win nearly \$150 during Vernon’s session. Vernon, who spoke about the “golden nuggets” of life, struck a chord with Kirbe, who donated the money to the Foundation so someone else could attend a future LEAD Conference.

► Cara Ayres, Stevensville, Mont., spoke to the group about “finding your own gold” on Saturday morning. Cara is a former Miss American Angus and NJAA director and raises Angus cattle with her husband and daughter.

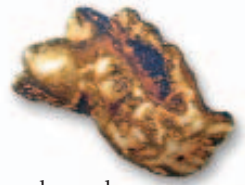


► This group is all smiles as they pose behind bars in one of the cell blocks at the Old Idaho Penitentiary.



► The first tour stop was the Old Idaho Penitentiary, where Angus youth toured the structures that housed prisoners until the 1970s. One former inmate, Lamar (right), was on hand to tell about life on the “inside.”

Vernon encouraged youth to get a college education, stating that not attending college would cost them \$4 million throughout their lifetime. Finally, he challenged them to live life every day, and to never give up.



Katie Colyer, Idaho Cattlemen’s Association, welcomed the group to Idaho. She gave an overview of beef production in the state, citing that cattle are more populous than people in Idaho.

Cara Ayres, Stevensville, Mont., talked about “finding your own gold” through the NJAA. Ayres was involved in junior Angus programs while growing up, served on the National Junior Angus Board and served a year as Miss American Angus. She talked about the numerous opportunities for learning and involvement in the beef industry.

“Real success isn’t about the ribbons we win or the offices we hold,” Ayres told the group. “It’s about how we stand back up and learn from the experiences.”

Scott Holt, North Central Allflex USA regional manager and American Angus Association account manager for Allflex, addressed



► Regional manager Rod Wesselman (left) introduces Brian Stoller, owner of Bear Mountain Angus Ranch. Brian, a former NJAA member, welcomed the LEAD tour to his family's operation for the lunch stop and told how involvement in junior programs had helped him in life.

► **Below:** Bear Mountain had several pens of cattle on display at its ranch near Melba. Juniors spent time looking at cattle in the scenic valley before eating a *Certified Angus Beef*® hamburger lunch.



► Former NJAA leadership director Tyler Grissom compares the peppermint and spearmint plants at Drew Eggers' Farm by Meridian. The Eggers family explained the mint-raising process and demonstrated how mint oil is extracted at their mint still.



the national animal identification (ID) issue and various technologies available.

Participants were exposed to the Boise area and some of Idaho's agriculture on a day tour. The tour began at the Old Idaho Penitentiary, which housed inmates until the early 1970s. A lunch stop at Bear Mountain Angus Ranch, near Melba, allowed the group to view Angus cattle and farmland in the area. After lunch, the tour included a stop at Drew Eggers' Farm near Meridian, where information was presented about peppermint and spearmint production and harvest. Participants also toured the Amalgamated Sugar Co. at Nampa, where they learned about sugar production, processing and packaging. The tour ended with a raft trip down the Payette River, near Horseshoe Bend.

In addition to the speakers and tours, NJAA directors presented interactive workshops that dealt with industry and interpersonal topics. A workshop on proper etiquette allowed participants to critique improper manners and learn proper dining in a formal

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► Amalgamated Sugar Co., the second-largest producer of sugar in the United States, provided guided tours through its plant near Nampa, Idaho. The Nampa factory produces 900 tons of granulated sugar per day and packages nearly 30 different labels.

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setting. In a workshop about genetic selection, an overview of selection tools, including expected progeny differences (EPDs) and dollar value indexes (\$Values), was presented. Each small group was given a list of bulls to select. They had to select bulls based on a given scenario and budget. Scholarship applications and résumés were the focus of a third workshop. A game show mimicking the show “Hollywood Squares” tested participants’ knowledge about the beef industry and the Angus business. Each workshop allowed the participants to gain first-hand knowledge about the various topics.

LEAD is conducted annually for 14- to 21-year-old Angus juniors, and is hosted by the NJAA and the American Angus Association. The Angus Foundation provides partial funding for the educational event that enhances leadership skills in Angus youth. For more information about LEAD or other junior Angus programs, go to www.njaa.info.



► Mollie Lastovica, Fredericksburg, Texas, studies the selection tools on various bulls. In this particular workshop, Kyle Conley, Curtis Bryant and Heath McPherson explained EPDs and \$Values and how they affect producers’ various situations. Each group was given a scenario and budget before a mock bull sale was conducted, at which the groups could purchase bulls to fit their needs.



► Nicole Jorgensen, Culver, Ore., and Kevin Gleason, Midlothian, Texas, work on their dance moves during the dance hosted by Twenty Mile South Farm, managed by Dave and Laurie Skinner.



► LEAD became an international event this year, with attendees from Australia and Canada. Here, Dougal Purcell from Australia addressed the group on Sunday morning, stating, “We’re all part of a global beef industry. We need to work together to increase the popularity of beef globally.” Fellow Australian Judith Grauer looks on.



► Members of the Boise Valley Angus Club served tri-tip and roasting ears to the group on Saturday night prior to the dance. The Boise Valley Angus Club is known for the delicious tri-tip meals that it serves during the year.



► Texas Junior Angus Association president Kevin Gleason entertained those who registered before the guest rooms were ready on Thursday. Here, Grissom takes a break from organizing registration to be serenaded by Gleason. Gleason also played during the inspirational service Sunday morning.