

# Intern Insights

Three interns selected to serve American Angus Association for summer.

by Erin McMath & Tammy Ettredge

Three young professionals, Tammy Ettredge, Erin McMath and Matt Coulter, have joined the American Angus Association as the 2006 interns in the public relations, communications and junior activities departments, respectively.

The Association offered three internships for this summer. College students from across the country competed for the internships through a résumé and interview process. These internships provide real-world experience for students exploring beef industry career areas.

## Public relations

Tammy Ettredge, Pilot Point, Texas, is the 2006 public relations intern for the Association. Ettredge will spend the summer writing news releases and stories, as well as traveling to Angus shows and events, where she will take photographs.

"To me, every aspect of this internship is exciting," Ettredge says. "From writing press releases to covering shows, I feel that the experience I gain from this summer will truly benefit me in the future. I believe that this is a great opportunity that I have been afforded."

Ettredge graduated from Tarleton State University in May with a bachelor's degree in animal industries and a minor in communications. While in college Ettredge was a member of Sigma Alpha professional agricultural sorority, Alpha Zeta agricultural honor fraternity and the 2002-2003 meats judging team.

Ettredge also has knowledge of the Association and the cattle industry as her family has raised registered Angus cattle for the past nine years. In addition, Ettredge has been an active member of the National Junior Angus Association (NJAA) and the Texas Junior Angus Association since 1998.

Ettredge will use her previous knowledge and experience to benefit the Association as she attends shows in Louisiana and Kentucky, as well as the National Junior Angus Show (NJAS) in Indianapolis, Ind.

"Tammy has strong communications and leadership skills combined with knowledge of Angus programs, being a former junior Angus member," says Shelia Stannard, Association director of communications and event coordinator. "She will be a huge asset when it comes to promoting the Association's largest event, the National

Junior Angus Show, as she has participated in the event many times and understands the programs."

Ettredge is the daughter of Mike and Barbara Ettredge. In the fall, she plans to attend graduate school at Tarleton State University, where she will work on her master's degree in agricultural education with an emphasis in communications.

## Communications

Erin McMath, Estancia, N.M., has been named the 2006 communications intern for the Association. She is the daughter of Jimmy and Dena McMath.

"I am excited to have this opportunity to improve my photography and writing skills while staying involved in the cattle industry," McMath says. "I can't wait to learn more about the Angus Association and meet producers from across the United States."

As the communications intern, McMath will focus on writing and editing feature articles about Association programs and services and taking stock photographs. McMath will also be visiting various states, including Kansas, Nebraska, Florida and Georgia, to interview Angus producers and conduct photo shoots.

"She will be instrumental in updating our stock photography files while creating and updating some of our educational and promotional literature," Stannard says. "Erin has a wealth of industry and communications experience and is a welcome addition to the communications department this summer."

McMath's background in agriculture is deeply rooted. Growing up on an Angus-based commercial cow-calf operation that her family owned, she has gained an extensive understanding of the industry.

In May McMath graduated from Texas Tech University (TTU), Lubbock, with a bachelor's degree in agricultural communications with a minor in journalism. While at TTU, she was active in the Agricultural Communicators of Tomorrow (ACT) and Block and Bridle, and she was a member of the 2004 meats evaluation team. She has also worked as a magazine intern for *The Texas Techsan*, TTU's alumni magazine.

In the fall, McMath plans to continue her education by attending law school.



Left to Right:  
Matt Coulter, Tammy  
Ettredge and Erin McMath.

## Junior activities

Matt Coulter, Goodfield, Ill., is the 2006 junior activities intern for the Association.

During the course of his internship, Coulter will assist with many NJAA events, including the NJAS and the Leaders Engaged in Angus Development (LEAD) Conference in Oklahoma City, Okla. He will also travel to various state and regional preview shows across the country.

"As Matt stepped into the role as junior activities intern, he hit the ground running," says James Fisher, Association director of activities and junior activities. "The experience he has gained from participating in NJAA shows and events has enabled Matt to know and understand the intricacies of each NJAS contest."

He is no stranger to the NJAA. Growing up on a family-owned purebred Angus operation, Coulter was an active member of the NJAA for 12 years and is passionate about the Angus breed.

"This internship provides me the opportunity to work with both breeders and junior members alike," Coulter says. "Not only does it allow me to stay active within the industry, it also presents a chance for me to give back to the junior association."

Coulter is a senior at the University of Illinois at Urbana-Champaign (UIUC) majoring in animal science with an emphasis in animal business, management and industry. While at UIUC, Coulter has been active in the Hoof and Horn Club and Agriculture Business Club, and he has been a member of the livestock judging team.

Upon graduation, Coulter plans to pursue a career within the beef industry while still managing a profitable Angus herd.

Coulter is the son of Kevin and Mary Coulter, and has a sister, Jenny, who attends UIUC.

"My family has really supported my interests and encouraged me along the way," Coulter adds. "From them, I have gained confidence and developed the passion that has inspired me to follow my dreams and accomplish my goals."