



► LEAD Conference participants gather for the official event photo.

Junior Members Take a Bite Out of Life

Juniors gather in Athens for 2007 LEAD Conference.

Story & photos by *Shelia Stannard*

Southern hospitality, pertinent beef industry information and friendships to last a lifetime are just a few key items served up to National Junior Angus Association (NJAA) members at the 2007 Leaders Engaged in Angus Development (LEAD) Conference Aug. 2-5 in Athens, Ga. “Life’s a peach, so eat it up” was the theme of the LEAD Conference that drew 170 young leaders and their advisors from 34 states and Canada.

Georgia native and former NJAA member Christy (Bell) Page welcomed the group to Athens by sharing the highlights of her NJAA career, which included reigning as Miss American Angus, receiving the Outstanding Leadership Award and serving as the first junior activities intern. She challenged the youth, who ranged



from 14 to 21 years of age, to strive for excellence, get involved, make friends and be themselves.

Motivational speaker Kim Anderson, 4-H leadership specialist with the University of Georgia, had two opportunities to address the group of young leaders. She challenged the group to think about the importance of moving from a “competition” mind-set to a “completion” mind-set that works for the best of an organization. She demonstrated that by adding the letter “I” to “compete,” an organization can grow to enhance the experiences for all those involved.

In addition to motivational speakers, attendees had the opportunity to visit some Georgia attractions, including the Georgia Aquarium and World of Coca-Cola, both in Atlanta; and Three

CONTINUED ON PAGE 120



► Juniors demonstrate their teamwork by spelling LEAD in a pasture at Three Trees.

Trees Ranch in Sharpsburg. At Three Trees, attendees had opportunities to learn about the embryo transfer (ET) process, see the program's donor cows, take helicopter rides to view the ranch from the air, and enjoy an evening of fellowship and dancing.

NJAA Board members conducted four workshops to develop personal skills and enhance attendees' industry knowledge. "Quit your Rambling" was a workshop designed to teach the importance of communication skills and allowed the youth to work in groups to introduce their inventions to an audience. During "Life's a Dance," juniors learned proper dance moves for the two-step, which they could put to use later at the concluding dance.

The "Angus Wheel of Fortune" took a game-show approach to teach attendees about Angus and beef industry information. In the "C.A.BAM — Certified Angus Beef® (CAB®) has the Natural BAM" workshop, CAB specifications were introduced, and the participants had the opportunity to taste-test the differences between a CAB steak and a commodity product. All attendees participated in the four interactive workshops.

Special entertainment this year featured hypnotist Al Snyder. Making his second appearance at LEAD, Snyder demonstrated the power of hypnosis. About 20 individuals underwent hypnosis during his program.

An additional feature to this year's LEAD was the introduction of more programs designed for the adult advisors who attended the conference. Heather (Kalino) Shultz, former NJAA Board member and current 4-H program coordinator in Georgia, presented a workshop on the importance of volunteers to ensure the success of any organization. A roundtable discussion allowed parents and advisors to share ideas from various states and organizations.

CONTINUED ON PAGE 122



► **Above:** Hypnotist Al Snyder interviews South Dakota NJAA member Matt Tollefson, who is under hypnosis, during the opening night at LEAD.



► **Left:** Hypnosis causes Mississippi junior Emma Collins to not recognize the number 4 while counting her fingers.



► **Left and above:** A hypnotized Heather Foster, Snohomish, Wash., shows her strength by lifting a "dumbbell" single-handedly, while three champion body builders — Zane Gray, Jordan Hunter and Matt Tollefson — can barely lift the weight when combining their strength.



► **Right:** NJAB director Mallory Trosper leads a small group discussion for juniors to exchange ideas from their different state associations during the first evening of LEAD.





► **Above:** “Dancing with the Angus Stars” judges Kindra Wood, Tracee Veenstra and Rebecca Tokach try to hide their emotions as four celebrity couples showcase their talents. The junior board closes the first night with a skit they’ve prepared, which is usually a spin-off of a popular TV show or movie.

► **Left:** Smokin’ Hot Charleen and Ricky Bobby (Amanda Schnoor and Alex Tolbert) showcase their redneck moves.



► Rebecca Tokach and Taylor Short share a “Coke and a Smile” outside World of Coca-Cola in Atlanta. Rebecca was Taylor’s mentor at one of her first National Junior Angus Shows, and the two have continued their friendship.



► Dick Beck explains the daily workings of Three Trees Ranch to the 170 LEAD participants visiting the Sharpsburg location.



► Stan Thomas, owner of Three Trees, welcomes the NJAA members to his ranch. Thomas provided interested participants helicopter rides to see the ranch from the air.



► Kim Anderson, Georgia 4-H youth leadership program specialist, challenged the group to focus their energies to “complete” the NJAA to be the best youth organization ever, rather than to “compete” to be the best individually.

Junior Members Take a Bite Out of Life CONTINUED FROM PAGE 120

LEAD is conducted on an annual basis for 14- to 21-year-old NJAA members. The Angus Foundation sponsors the event as part of its mission to support education, youth and research. For more information about the NJAA or the Angus Foundation, visit www.njaa.info or www.angusfoundation.org.



►“Life’s a Peach on the Wheel of Fortune” was one of the four workshops the junior board developed to enhance knowledge of beef industry and interpersonal skills. During this beef industry version of hangman, Tracee Veenstra helps Hannah Woodard of Princeton, N.C., with a drawing during a short game of pictiquery.



►Above and below: This group faces the challenge of having only small balloons. Other groups had balloons with holes or limited supplies. However, diligence and perseverance pay off for these juniors.



►Daniel McFarland works with his group to build the tallest free-standing balloon structure.



►Above: Andrew Foster and Amanda Schnoor prepare beef samples during “C.A.BAM — Certified Angus Beef has the Natural BAM” where they discussed CAB product specs and compared the taste of CAB and commodity product in a taste test.

►Right: This sample of grilled Certified Angus Beef put a smile on Mitchell White’s face. Most juniors agreed they could distinguish the flavor, juiciness and tenderness differences in the two samples.



►Left and below: “Life’s a Dance” taught juniors the basics of swing dancing and the two-step. Missouri juniors Mallory Trospser and Austin Sayre practice what they learned while Kindra Wood shows Austin Perry the proper technique.

