

# NATIONAL JUNIOR ANGUS SHOW MEDIA KIT



## 50TH ANNIVERSARY 1969-2018

Alliant Energy Center  
1919 Alliant Energy Center Way  
Madison, WI 53713

# NJAS LEGACY

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Angus youth and their families travel hundreds, even thousands, of miles to attend the National Junior Angus Show (NJAS) each year to showcase progress within the Angus breed.

The National Junior Angus Association is the largest single-breed junior association and provides junior members the opportunity to learn responsibility, work ethic, sportsmanship, leadership and determination. These youth are the next generation of quality beef producers, and the week of the NJAS is their time to shine.



Number of Cattle Entered: 1,811

Number of Exhibitors Entered: 873

Theme: Living the Dream in 2018

Dates: July 7-13, 2018

## SPOTLIGHTS

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### 50th NJAS

The 2018 NJAS marks the 50th anniversary for the event. For half a century, Angus junior members and their families have traveled the country with their prized Angus cattle to showcase their showmanship and leadership skills. Every year, new activities are added to the program in hopes of giving the juniors a better experience. This year's new events include the revamped poster contest and auctioneering contest.

### Investing in the Future

The Angus Foundation supports education, youth and research to advance the Angus breed and beef cattle industry. Generous gifts from Angus breeders, allied industry partners and friends have enabled the organization to annually increase its investment in Angus youth undergraduate and graduate scholarships. Through the Angus Foundation, more than \$220,000 will be given in scholarships during the 2018 NJAS. Awards will be presented in the showing at the following times: Wednesday, July 11, at 12 p.m. and Thursday, July 12 at 12 p.m. and 7 p.m.

### Quality Beef for Consumers

In grocery stores and restaurants across the world, people enjoy high-quality *Certified Angus Beef*® (CAB®) brand products through the world's largest branded beef program. The All-American CAB® Cook-Off held annually during the NJAS encourages young leaders to continue the breed's and the brand's success. Sponsored by the American Angus Auxiliary, this contest gives exhibitors the opportunity to demonstrate their cooking and presentation skills, while preparing quality Angus beef.



## Educational Competitions

Juniors can compete in more than 15 contests that challenge their personal development.

- Career Development
- The All-American CAB® Cook-Off
- The Chef's Challenge
- Showmanship Contest
- Public Speaking Contest
- State Herdsmanship Contest
- Team Marketing
- Cattle Judging Contest
- Photography
- Auctioneering Contest
- *Angus Journal*® Photography Contest
- Team Sales
- Extemporaneous Public Speaking
- Team Fitting Competition
- Quiz Bowl
- Writing Contest
- Poster Contest
- Skill-a-thon
- Scrapbook Contest

# CONTACTS

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### Online Resources:

View Show Results:

[www.angus.org](http://www.angus.org)

Access News Releases:

***Under "News" section on the  
[angus.org](http://angus.org) homepage.***



National Junior Angus Association  
American Angus Association



@JrAngusAssoc – @AngusAssoc – #NJAS18



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AngusTV



NJAAsnap

## Angus Means Business

The American Angus Association® is the nation's largest beef breed organization, serving nearly 25,000 members across the United States and Canada. It provides programs and services to farmers, ranchers and others who rely on the power of Angus to produce quality genetics for the beef industry and quality beef for consumers. For more information about Angus cattle and the American Angus Association's programs and services, visit [www.angus.org](http://www.angus.org).

# ANGUS

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THE BUSINESS BREED

# SCHEDULE OF EVENTS

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## Sunday, July 8

- 8:00 a.m.**      **5k Run/Walk** – *Coliseum*  
The host state organized a 5k Run/Walk for NJAS attendants and a 1k Run/Walk for the younger kids to participate.
- 10:00 a.m.**      **Queen’s Luncheon** – *Monona Terrace*  
Advocates for the Angus breed Miss American Angus Kallie Knott and other Angus royalty connect and share experiences during lunch.
- 10:00 a.m.**      **Mentoring Mixer** – *Coliseum*  
Junior members new to the NJAS are paired with more experienced exhibitors who serve as mentors for the newcomers and help them learn about events and activities.
- 11:00 a.m.**      **Skill-a-thon Contest** – *Exhibition Hall*  
Juniors test their understanding and practical application of various beef-related production topics by identifying breeds, Association information, feedstuffs, livestock equipment, meat cuts, mineral/supplements and solve basic industry scenarios.
- 11:30 a.m.**      **Andis Educational Clinic** – *Coliseum*  
NJAS presents a series of educational workshops that teach juniors about showing cattle and the Angus breed.
- 12:00 p.m.**      **Weaver Leather Livestock Educational Clinic** – *Coliseum*  
NJAS presents a series of educational workshops that teach juniors about showing cattle and the Angus breed.
- 1:00 p.m.**      **Prepared Public Speaking Contest** – *Exhibition Hall*  
Juniors present speeches they have prepared on a topic or issue relating to the Angus breed or cattle industry. They are judged on their poise, knowledge and presentation.
- 2:00 p.m.**      **Auctioneering Contest** – *Exhibition Hall*  
This new event allows juniors the opportunity to learn what it’s like being an auctioneer and marketing livestock from a professional auctioneer.
- 6:00 p.m.**      **Opening Ceremonies** – *Coliseum*  
The NJAS officially begins and celebrates the NJAA and its members by introducing each state in attendance.

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## Monday, July 9

- 7:00 a.m.**      **Angus Foundation Golf Tournament** – *Pleasant View Golf Course, Middleton, WI*  
Hit the greens during a special golf tournament to support the Angus Foundation's mission to advance Angus education, youth and research.
- 7:30 a.m.**      **Career Development Contest** – *Exhibition Hall*  
This competition is designed to help NJAA members build a resume and improve their interview skills, which are developed only through practice and experience.
- 8:00 a.m.**      **Team Fitting Contest** – *Coliseum*  
Teams of four work to fit their animal for show to the best of their ability.
- 10:30 a.m.**      **Neogen Educational Clinic** – *Coliseum*  
Featuring genetics company Neogen, the NJAS presents a series of educational workshops that teach juniors about showing cattle and the Angus breed.
- 11:00 a.m.**      **Cattle Judging Contest** – *Coliseum*  
Juniors evaluate and rank classes of breeding and market cattle based on an industry-ideal set of criteria.
- 11:00 a.m.**      **Skill-a-thon Contest** – *Exhibition Hall*  
Juniors test their understanding and practical application of various beef-related production topics by identifying breeds, Association information, feedstuffs, livestock equipment, meat cuts, mineral/supplements and solve basic industry scenarios.
- 1:00 p.m.**      **Certified Angus Beef® Cook-Off Contest** – *Exhibition Hall*  
*Juniors group up in state teams to prepare a beef recipe and present it to a panel of judges, along with an educational and entertaining skit. In the Chef's Challenge, participants 19 and older work to create original recipes with ingredients revealed the day before the contest.*
- 4:00 p.m.**      **50th Birthday Celebration** – *Front of Pavilion 1*  
Join attendees to help celebrate 50 years of the NJAS.
- 6:00 p.m.**      **Annual Meeting of the NJAA** – *Sheraton Headquarters*  
Junior board candidates give their speeches and answer impromptu questions while delegates listen. This is all to prepare delegates for voting for the new board on Friday.

## Tuesday, July 10

- 8:00 a.m.**      **Begin Show** – *Coliseum*  
Bred and Owned Heifers – These females were bred and raised by the exhibitor.  
*Judge: Kyle Coyler; Assistant Judge: Jirl Buck*
- 11:00 a.m.**      **Skill-a-thon Contest** – *Exhibition Hall*  
Juniors test their understanding and practical application of various beef-related production topic by identifying breeds, Association information, feedstuffs, livestock equipment, meat cuts, mineral/supplements and solve basic industry scenarios.
- 11:30 a.m.**      **Extemporaneous Speaking Contest** – *Exhibition Hall*  
Juniors give a speech based on an Angus industry-related topic that is determined 30 minutes prior to the presentation. This contest teaches poise and polish while testing their Angus knowledge.
- 2:30 p.m.**      **Team Sales Competition** – *Coliseum*  
Juniors are placed into a real-world scenario as they team up to sell Angus cattle to a potential customer.
- 3:30 p.m.**      **Team Marketing Competition** – *Exhibition Hall*  
Juniors gain experience planning a successful marketing strategy through the use of technology. Emphasis will be placed on team organization, communication skills and marketing techniques.
- 4:00 p.m.**      **Stock Show University Educational Clinic** – *Coliseum*  
The NJAS presents a series of educational workshops that teach juniors about showing cattle and the Angus breed.
- 5:30 p.m.**      **Quiz Bowl Written Test** – *Exhibition Hall*  
Juniors put their Angus knowledge to the test. They will be quizzed on current issues, Angus history and general industry knowledge.
- 6:00 p.m.**      **Sullivan Bootcamp Educational Clinic** – *Exhibition Hall*  
Sullivan Supply will set up an obstacle course for the juniors to compete, while also providing educational content about showing supplies and practices.

## Wednesday, July 11

- 8:00 a.m.**      **Resume Show** – *Coliseum*  
*These cattle were bred and raised by the exhibitor.*  
Bred-and-Owned Cow-Calf Pairs  
Owned Cow-Calf Pairs  
Bred-and-Owned Bulls  
Steers  
Bred-and-Owned Best Five Head  
*Bred-and-Owned Judge: Judge: Kyle Coyler; Assistant Judge: Jirl Buck*  
*Owned Heifer Judge: Doug Satee; Assistant: Katy Satee*  
*Steer Judge: Miles Shout*

12:00 p.m.

### **Angus Foundation Scholarship Presentations** – Coliseum

The Angus Foundation general undergraduate and graduate scholarships will be awarded to participants during a break in the show.

1:30 p.m.

### **Showmanship Preliminaries** – Coliseum

Two juniors from each state compete in this elite contest. Exhibitors are evaluated on their ability to handle and show a heifer to the best of their ability. Juniors are allowed to compete in this event only once in their career.

*Judges: Jessica Radcliffe; John Griswold; Dan Kiesewetter*

5:00 p.m.

### **Quiz Bowl Finals** – Exhibition Hall

State teams compete using their knowledge of Angus cattle and the beef industry.

## **Thursday, July 12**

8:00 a.m.

### **Resume Show** – Coliseum

*These animals were purchased by the exhibitors.*

Owned Heifers

*Judge: Doug Satee; Assistant: Katy Satee*

11:00 a.m.

### **Award Presentations** – Coliseum

Advisor of the Year and Honorary Angus Foundation inductees will be recognized for their service, dedication and support of Angus youth. Aaron and Sue Schafer from Illinois won the Advisor of the Year award this year. Honorary Angus Foundation inductees are: Frank and Beelina VanderSloot, Terry and Sarah Cotton and Gary and Sharon Dameron.

12:00 p.m.

### **Scholarship Presentations** – Coliseum

The Angus Foundation general undergraduate and graduate scholarships will be awarded to participants during a break in the show. The Angus Foundation will award more than \$225,500 to NJAA juniors in 2018.

4:30 p.m.

### **NJAA Elections** – Coliseum

Delegates from each state cast their vote for new members of the National Junior Angus Board (NJAB). Most recognized in their green coats, these young leaders can be seen in the showing and at leadership events held across the country. Board members serve two-year terms.

7:00 p.m.

### **NJAA Awards Program** – Coliseum

Outstanding juniors receive awards for their accomplishments during the NJAS and throughout the year. Winners of the week's contests receive awards, and the new NJAB members are announced.

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## Friday, July 13

8:00 a.m.

### **Showmanship Finals** – *Coliseum*

Showmanship winds down as the top 15 compete in the showring for the Dean Hurlbut Award for the top showman.

9:30 a.m.

### **Resume Show** – *Coliseum*

*These heifers were purchased by the exhibitors.*

Owned Heifers (continued from Thursday)

*Owned Heifer Judge: Doug Satee; Assistant: Katy Satee*

The Premier Breeders, Sweepstakes, Tom Burke Achievement and Auxiliary Silver Pitcher award winners are announced at the conclusion of the show.

For complete show results and information, visit [www.angus.org](http://www.angus.org), download the Angus Mobile app or follow the latest news on social media using #NJAS18.

### **Walton Webcasting, a livestock broadcasting service will livestream complete NJAS coverage:**

Sunday, July 8 – Opening Ceremonies 6 p.m.

Monday, July 9 – Certified Angus Beef<sup>®</sup> Cook-Off 1 p.m.

Tuesday, July 10 – Bred and Owned Heifers 8 a.m.

Wednesday, July 11 – Show and Showmanship 8 a.m.

Thursday, July 12 – Owned Heifer Show 8 a.m.

Friday, July 13 – Showmanship Finals and Owned Heifers 8 a.m.

*All times are in Central Standard Time.*

Visit [www.njas.info](http://www.njas.info) to view the livestream, as well as find directions to the fairgrounds, hotel information and the mobile schedule.

### **Event Address:**

1919 Alliant Energy Center Way

Madison, WI 53713





National Junior Angus Association



*The first follower is just as important as the leader.  
Don't be afraid to join the movement.*

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