

JULY 19 - 25, 2020 | 4145 EAST 21ST ST. | TULSA, OK

NATIONAL JUNIOR ANGUS SHOW MEDIA KIT

“IT’S ALL OK” — OUR RESPONSE TO COVID-19

For youth across the nation, attending the National Junior Angus Show (NJAS) signifies the culmination of a year of growth and hard work. Knowing its importance to families across the country, and the Angus family as a whole, the American Angus Association® (AAA) and the National Junior Angus Association (NJAA) are committed to the safety of exhibitors and their families despite challenges with COVID-19.

In response to the COVID-19 pandemic, the AAA and NJAA are working diligently to accommodate new regulations and protocols. Appropriate changes have been made, as the staff is devoted to holding a safe and successful show. Since the decision was made to move the show, originally to be held in Harrisburg, Pennsylvania, appropriate changes were made to the show’s schedule and logistics.

The most significant changes made include the elimination of some in-person contests and events, the transition of some contests and events from in-person to virtual and the modification of notable elements of our typical NJAS format. Events, which were eliminated to abide by proper social distancing recommendations, are the Carcass Show (due to the limited capacity of beef processing facilities across the country), and the Team Fitting Contest, Judging Contest, Junior Social, Tailgate and Extemporaneous Speaking Contest (due to social distancing guidelines). The Photography, Graphic Design, Creative Writing, Career Development and Public Speaking contests were all held virtually prior to the show. The *Certified Angus Beef*® Cook-Off has been replaced with the *Certified Angus Beef*® at Home Contest. Numerous changes have been made to the NJAS schedule to ensure the safety of exhibitors, their families and the general public:

THIS WILL BE A “NO FIT” SHOW, MEANING THAT ANIMALS WILL NOT BE GROOMED TO THE FULLEST EXTENT, WHICH WOULD NORMALLY REQUIRE ADDITIONAL PERSONS TO ASSIST WITH THE PROCESS.

This typically requires additional people to help prepare cattle for the show. With the elimination of fitting, this should significantly decrease the need for an unnecessary excess of people in attendance at NJAS.

EXHIBITORS WILL BE STALLED AS A FAMILY WITH APPROPRIATE DISTANCE BETWEEN TACK AREAS.

Stalling refers to the location of their cattle and supplies within the barn. This will allow for social distancing when caring for the livestock.

RING SIDE SEATS WILL BE LIMITED.

Spectators will be encouraged to watch the show via live webcast throughout the grounds or online, thus eliminating potential crowds or numerous spectators in close proximity to the show ring.

THE SCHEDULE WILL ALLOW FOR SOCIAL DISTANCING.

Specified arrival times will be provided to limit the number of exhibitors unloading at one time. Cattle will be checked in upon arrival to decrease the necessity of additional face-to-face interactions. Once an exhibitor is done showing their animals, they will be allowed to depart immediately rather than waiting until the conclusion of the show.

THE PHOTO BACKDROP WILL BE MOVED TO ALLOW FOR INCREASED DISTANCING.

Only exhibitors and their families will be allowed in photos. Rather than its typical placement in a high-traffic area, the backdrop will be located at a significant distance from the show ring.

NO GROUP MEALS WILL BE PROVIDED.

We will coordinate to ensure there are sufficient food vendors and concession stands throughout the grounds with no indoor dining offered.



THE NJAS LEGACY

Since its inception in 1969, the National Junior Angus Show has grown to be the largest event of its kind throughout the nation. Each year junior Angus exhibitors travel from all corners of the country to gather for one week of fierce competition and fellowship. Juniors' skills are put to the test both in and out of the ring. In addition to exhibiting their animals, youth also grow through participating in contests, attending educational clinics and building a strong network of friends from around the nation – fondly referred to as our Angus family.

This year's theme, as we gather in Tulsa, Oklahoma, is appropriately **"It's All OK."** While significant changes have been made to the event's location, schedule and format, its value to the Angus family remains the same. We expect to welcome 1,400 head of cattle, exhibited by 684 junior exhibitors and their families. The desire to move forward safely with this event speaks to the true resilience, optimism and passion possessed by NJAA members, Angus breeders and supporters.

The Events and Education Department at the American Angus Association was started in 1956, later transitioning to the NJAA in 1980. Its original purpose was to encourage young people to become involved with Angus steer and heifer projects and to assist them in being successful with those cattle. Since its creation, the functions of the junior program have evolved to encompass countless opportunities for Angus youth to learn, grow and prepare for the future, both in and out of the show ring.

This desire to impact members beyond the ring is evident in the additional contests and events held throughout the week at NJAS. From public speaking to sales and marketing, juniors are encouraged to step outside of their comfort zones and explore their personal areas of interest. Opportunities to mentor, serve and network with fellow members are abundant and allow the NJAA to build the next generation of leaders within the cattle industry. The knowledge and growth gained annually at the NJAS, and throughout the duration of one's time as an NJAA member, are instrumental in helping juniors to excel in their future endeavors.

There are nearly 6,000 active junior members from all parts of the United States and Canada. Throughout the country there are many regional, state and local junior Angus associations that comprise the NJAA. Involvement in this junior association equips members with career and leadership skills that will allow them to become the next generation of both dedicated beef producers and talented professionals.



LET US CONNECT YOU WITH A FAMILY WHO HAS ATTENDED THE NJAS FOR YEARS AND CAN ATTEST TO ITS LEGACY.

DEVELOPING TOMORROW'S LEADERS

The opportunities the NJAA provides for members extend far beyond the show ring. Annually, juniors participate in numerous activities which encourage the development of leadership and career skills. In addition to participation in educational contests and clinics at the NJAS, members may attend a variety of conferences around the nation. The Leaders Engaged in Angus Development (LEAD), Raising the Bar and State Training Angus Retreat (STAR) conferences create environments for juniors to focus on personal growth and leadership development. These experiences are a top priority for the NJAA, as they are equally as beneficial for members as time spent exhibiting cattle. NJAA involvement equips youth with leadership abilities and strength of character, instrumental in ensuring a prosperous future for the Angus breed and the entire cattle industry.

THE NJAA BOARD OF DIRECTORS

Members of the NJAA have the unique opportunity to serve as a director on the National Junior Angus Board.

For many, the chance to wear "the green coat" is an aspiration dreamed about from a young age. Annually, candidates from across the nation run for one of six open spots in which they serve two years if elected. This elite leadership opportunity exemplifies unwavering dedication to the NJAA and the Angus breed. Junior board members use their passion and leadership skills to influence the association throughout their term, developing and implementing programs around the country. For more information about the board, visit angus.org/njaa/boardmembers.

WE CAN HELP YOU MEET A BOARD MEMBER, PAST OR PRESENT, TO SHARE ABOUT THIS ROLE.



PROVIDING LEARNING OPPORTUNITIES

CONTESTS

Throughout the NJAS, members are encouraged to compete in a variety of educational contests. Participation allows juniors to gain experience in areas directly applicable to their future endeavors, extending beyond the cattle industry. The NJAA recognizes the value of these opportunities and is working hard this year to ensure that we can continue to safely hold the majority of these contests. Contests held at the 2020 NJAS will include (*contests held virtually in last column*):

- AUCTIONEERING
- POSTER
- QUIZ BOWL
- SCRAPBOOK
- SHOWMANSHIP
- SKILL-A-THON
- HERDSMANSHIP
- TEAM MARKETING
- TEAM SALES
- HERDSMAN OF THE YEAR
- PHOTOGRAPHY
- GRAPHIC DESIGN
- CREATIVE WRITING
- CAREER DEVELOPMENT
- PUBLIC SPEAKING

CONSIDER INTERVIEWING ONE OF THIS YEAR'S CONTEST PARTICIPANTS TO HEAR ABOUT WHAT THEY LEARNED THROUGH THE EXPERIENCE.

CLINICS

Hosting educational clinics provides an additional opportunity for members to learn throughout the week. This year, juniors will have the opportunity to attend two different clinics at the show:

SHOWMANSHIP CLINIC SPONSORED BY SULLIVAN SUPPLY - Sullivan Supply will share showmanship tips and tricks with members for how to make their animals look their best. These clinics are designed to teach juniors how to be more successful when exhibiting their livestock.

GENOMICS AND PGS EDUCATIONAL CLINIC PRESENTED BY ANGUS UNIVERSITY - Members will gain a greater understanding of the science behind genomics.



AMP IT UP

The Angus Mentoring Program (AMP It Up) aims to assist new junior members in making connections during their first few years in the breed. A first or second-year member is paired with a junior, 14 years or older, who has attended at least two previous NJAS. Throughout the week, mentors introduce mentees to other members, answer questions, participate in fun activities and attend contests and events their mentee is interested in. Having a mentor to rely on as a resource and make them feel welcome helps new members make the most of their first NJAS experience.



VISIT WITH A PAST MENTEE TO HEAR ABOUT THE WAY THE AMP IT UP PROGRAM INFLUENCED THEIR FIRST NJAS EXPERIENCE.

ANGUS IMPACT

The Angus Impact program is a new initiative designed to encourage juniors to serve others. The NJAA recognizes the importance of service and hopes to instill this value in youth throughout their membership. At the 2020 NJAS, juniors are able to participate in a community service project aiming to support the fight for food security. Juniors will bring non-perishable food items to be donated to the Community Food Bank of Eastern Oklahoma. The NJAA is eager to continue creating opportunities for members to build strong character through positively impacting others.



BETTER THAN OK: STORIES TO HIGHLIGHT

THE ANGUS FOUNDATION

The Angus Foundation was established in 1980 as a non-profit organization to fund and support programs involving education, youth and research in the Angus breed and the agricultural industry. Since its inception, a primary funding focus of the Angus Foundation has been to provide Angus youth opportunities to become strong leaders for the future of the Angus breed and the agricultural industry. This is being accomplished by awarding scholarships, supporting programs and activities of the National Junior Angus Association (NJAA) and emphasizing the development of personal growth and leadership skills. Since 1998, the Foundation has presented more than \$3.5 million in youth scholarships and continues to offer support to Angus youth as they pursue higher education. To help offset the cost of undergraduate and graduate degrees, 90 juniors received scholarships that totaled \$226,700 at the 2019 NJAS, held July 14-20 in Louisville, Kentucky. In 2020, the Foundation is again awarding many deserving juniors with scholarships, although it will occur in a virtual format.

Young people across the nation credit their now successful careers to past support from the Angus Foundation. In 2019, the Foundation caught up with five NJAA alumni who shared stories of how their involvement with Angus programs influenced them as they pursued their passions professionally. These individuals were recognized in print, video and social media displaying their specific form of success and how they serve as advocates for the beef industry. Bailey Harsh, assistant professor at the University of Florida; Daniel McFarland, administrative fellow at Johns Hopkins; Zeb Gray, beef feedlot nutritionist at Furst-McNess; Michael Cropp, meat science extension program specialist at Iowa State University; and Jara Settles, general counsel and vice president of risk mitigation at the Livestock Marketing Association were all once juniors who were active in the NJAA. All these individuals also directly benefited from receiving Angus Foundation scholarships to allow them to pursue higher education. All serve as role models for the next generation of professionals. Visit AngusFoundation.org to see these Angus Foundation success stories and how they worked hard but also dreamed big.

WE'LL INTRODUCE YOU TO A SCHOLARSHIP RECIPIENT WHO CAN ATTEST TO THE VALUE OF SUPPORT GIVEN BY THE ANGUS FOUNDATION.



Angus Foundation

SHOWMANSHIP: WHAT IT TAKES TO WIN

The Showmanship Contest at the NJAS can be equated to the Superbowl for events of its kind. Earning the title of "Champion Angus Showman" is an achievement Angus youth grow up dreaming of. To be eligible to compete, juniors must place first or second in the Showmanship Contest within their respective states. This process of qualifying, coupled with the fact that juniors may only compete one year, makes it one of the most prestigious showmanship contests in the nation. With one shot at a long-awaited goal, this is one of the most special events at NJAS. To be named the 2020 Champion Angus Showman, one must possess a relentless dedication to their cattle, which extends far beyond the ring. This event is the culmination of years of experience on the halter, countless hours spent in the barn and a strong desire to succeed. Each year, the Angus family eagerly comes together to celebrate the recognition of a talented, hard-working junior deemed deserving of this honor.



WE CAN CONNECT YOU WITH A PAST CHAMPION ANGUS SHOWMAN OR A 2020 SHOWMANSHIP FINALIST TO SHARE ABOUT THE LABORIOUS JOURNEY TO ACHIEVING THIS HONOR.

THE ANGUS FAMILY

For many Angus breeders, their involvement with the breed spans generations. For younger juniors attending NJAS, this could be the first Angus heifer they've ever shown. Regardless of age, it doesn't take long to realize that when you become involved with Angus, you're a part of something incredibly special. Folks around the country, united by a love for Angus cattle, have begun to affectionately refer to this bond as the "Angus family."

The NJAS is a summer vacation for most families. This long-awaited week spent showing cattle is enjoyable because of the people they get to share it with. Fellow Angus cattlemen may be from the other side of the nation, but they share the same deep-rooted values and beliefs. These friendships remain strong despite only seeing each other a handful of times each year. Children grow up together, guided by lessons learned in the barn and the show ring. These relationships, forged by a common interest, soon become about much more than the cattle.

The Angus family has grown to be a group of people who support each other through all things. They come together to celebrate new milestones and mourn losses. Rather than simply viewing each other as fellow competitors, they stay in each other's lives, becoming bridesmaids, godparents, and lifelong mentors. The Angus family is there to congratulate achievements, but also weather and overcome hardships. Their support is evident from caring actions like rallying behind a family in need with fundraisers and kind words to helping a trailer with a flat tire on the way to a show. Few can say they have a support system that spans an entire country, which is what makes the Angus family such a treasured rarity.

GROWTH THROUGH THE NJAS

There's no shortage of NJAA members, both past and present, who will attest to the fact that the week spent at NJAS is about much more than showing cattle. Many elements of the NJAS make it a unique event—from the high-caliber livestock to the families it draws from across the nation. Arguably, one of the most notable reasons to celebrate this event is the opportunities it creates for young people to learn and grow. The NJAS differs greatly from a typical livestock show because it offers more opportunity to compete outside of the ring than on the halter. Members are encouraged to participate in a multitude of contests that focus on developing strong career skills for the future.

Juniors will leave Tulsa knowing not only how their steer placed in class, but also how well their team marketing skills stacked up. The Public Speaking Contest allows members to gain experience that, while not applicable in the show ring, is instrumental in serving as an advocate for the agricultural industry. Members will test and improve knowledge through the Skill-a-thon contest, and will take home and directly apply that knowledge to their operations. This ability to engage in events, that make them prepared for the future and marketable to employers, is invaluable to NJAS attendees. The NJAA prides itself on this commitment to ensure that youth leave the association equipped with the experiences necessary to achieve great success in their future endeavors.

RESOURCES

SHOW RESULTS & NEWS RELEASES

For complete show results and information, visit Angus.org, download the **Angus Mobile app** or follow the latest news on social media using **#NJAS20**.

LIVESTREAMS

Walton Webcasting, a livestock broadcasting service, will livestream complete NJAS coverage. Visit waltonwebcasting.com to view the livestream, as well as find directions to the fairgrounds, hotel information and the mobile schedule.

Opening and closing ceremonies will be conducted virtually and can be watched live at NJAS.info.

PHOTOS

Photos of NJAS events and award winners are available upon request.

SCHEDULE

The full NJAS schedule can be found at NJAS.info.

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NJAASNAP



#NJAS20

About the NJAA - The NJAA promotes the involvement of young people in raising Angus cattle while also providing leadership and self-development opportunities for more than 5,000 active members nationwide.

About the Angus Foundation - Established as a 501(c)(3) organization in 1980, the Angus Foundation remains focused on its mission to support Angus education, youth and research. The organization has distributed more than \$3.5 million in youth scholarships since 1998 and has also invested more than \$1.3 million in beef cattle research throughout the past decade. *For more information, contact the Angus Foundation at 816-383-5100 or visit www.angusfoundation.org.*

ANGUS MEANS BUSINESS. The American Angus Association® is the nation's largest beef breed organization, serving more than 25,000 members across the United States, Canada and several other countries. It's home to an extensive breed registry that grows by nearly 300,000 animals each year. The Association also provides programs and services to farmers, ranchers and others who rely on 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, visit www.angus.org.*