

Hereford Juniors Learn Life Skills At Leadership Conference

KANSAS CITY, Mo. — Members of the American Junior Hereford Association (AJHA) and National Junior Polled Hereford Council (NJPHC) gathered recently in Kansas City, Mo., for the 33rd annual AJHA Convention and NJPHC Pride Congress.

With the theme "Living the Legacy," the three-day event encouraged those in attendance to set goals, work hard and smartly, develop teamwork skills, and take the Hereford breed's rich heritage and build upon its traditions in the future.

The AJHA portion of the conference was possible this year through sponsorships from Fort Dodge Animal Health, Overland Park, Kan.; Moorman's Inc., Quincy, Ill.; ABS Global Inc., DeForest, Wis.; Lawrence Herefords, Coon Rapids, Minn.; Dyer Herefords, Crawford, Neb.; Rausch Herefords, Hoven, S.D.; Square G. Ranch, Putnam, Okla.; and Gary and Kathy Buchholz, Tarzan, Texas. NJPHC sponsors included Michael Jay and Family, Scandia, Minn.; Dirt Road Farms, Franklin, Tenn.; and Grandview Plantation, Como, Miss.

The AJHA activities kicked off Nov. 7 with a stringent public speaking contest featuring the nation's best. Opening ceremonies followed with a feature film including Hereford breeder John Wayne. AJHA directors encouraged the delegates to build upon the legacies left by great Hereford breeders such as Wayne.

Following roll call and state cheers, a presentation from the 1997 AJHA Australian Exchange representatives Tom Ostgaard, Dayton, Ohio, and Dennis Rankin, Fletcher, Okla., captured the audience's attention. They shared a slide show and commentary of their four-week visit to Australia and New Zealand this summer. Friday's activities concluded with a delegate mixer.

NJPHC delegates kicked off their Friday activities with mixer activities to introduce everyone and build trust and teamwork with each other.

Saturday's activities started with joint leadership workshops. American Hereford Association Director of Research and Performance Records John Hough used a hands-on activity weighing various members of the audience to

teach the delegates how EPDs are calculated and the importance of accurate information, Jay Carlson, beef regional sales manager, led a workshop titled "Careers in Agriculture." In his presentation, he told delegates, "It's not only what you know, it's who you know, who they know and what they all think of you."

Bryan Lawrence, Coon Rapids, Minn., rounded out the speakers, "Enthusiasm is more contagious than the common cold," he encouraged.

While the AJHA members had the opportunity to listen to the candidates for their board of directors, the NJPHC delegates headed to the American Royal to watch the junior polled Hereford shoe, followed by dinner at the Hereford House. AJHA delegates enjoyed the Hereford House treat, and then took a break to watch the junior horned Hereford show at the American Royal. Afterward, candidates gave answers to delegates' questions concerning their goals, the AJHA and industry issues. Both groups met later to dance the night away.

On Sunday, both groups toured the AHA headquarters, where AJHA members had one last opportunity to question director candidates in a round-table setting. Vespers inspired the delegates to think about the choices they make in life.

National Cattlemen's Beef Association Chief Executive Officer Chuck Schroeder delivered the keynote address. He told delegates, "Progress is never easy. Those that accept the challenge, add dimensions." He challenged delegates to reach out to beef consumers with information and a quality product. "We have a consumer coming along who is three generations from anyone who has spent any time in the kitchen," he said. Schroeder said if the beef industry continues as it has, beef consumption will decline one percent annually. He said beef groups can't continue to carry individual flags. Leadership is required to change attitudes because "our

competitors are ready to eat our lunch."

With the group invigorated and ready to accept his challenges, AJHA delegates turned to a more serious point of business and elected three new directors. A ceremonial passing of the traditional red jacket announced new directors Leslie Bennett, Connell, Wash.; Misti Gleason, Putnam, Okla.; and Steven Schohr, Gridley, Calif.; to serve a three-year term.

The final business of the group

was to elect officers for the upcoming year. Sam Shaw, Caldwell, Idaho, earned the majority vote to lead the organization as president. The responsibilities of first vice president were awarded to Danny Davis, Maple Hill, Kan. The second vice president duties were assumed by Tami Bishop, Hardin, Mont. Other officers elected were Audra Koester, Denison, Minn., secretary; Craig Crutcher, Newton, Ill.; treasurer; and Lee Chastain, Ft. Worth, Texas, reporter.

Retiring directors Samantha Dyer, Crawford, Neb.; Kendra Gleason, Putnam, Okla.; and Nick Rausch, Hoven, S.D.; gave words of wisdom to the junior members in individual retiring addresses. Each received a bronzed Hereford bull for their dedication and service to the organization.

As the new officer and director team took the helm, the three-day weekend concluded with recognition of several outstanding juniors and junior state organizations at the AJHA awards luncheon.

Evans To Retire After 35 Years With Angus Association

ST. JOSEPH, Mo. — Keith Evans, director of communications and public relations for the American Angus Association, will retire next April 15 after more than 35 years with the association, reported Richard L. Spader, executive vice president.

Evans joined the association in October 1962 as public relations assistant. In 1968 he was named associate director and manager of the association's national advertising program. Ten years later, he was tapped to head the department.

"I told my wife Shirley in 1962 that we would take the Angus job and move to St. Joseph for three or four years until something better came along," Evans said. "There proved to be nothing better for this Missouri farm boy who loved to write, take pictures, travel, and work with farm and ranch people who raise Angus cattle. I've had opportunities that many people only dream of."

"We hate to lose Keith and his wealth of experience," Spader said, "but he has earned the right to slow down and pursue other activities after 35 years with the association. We have started an executive search for his replacement."

Evans does not intend to drop out of the business. He plans to do free-lance writing, to present programs on advertising and market-

ing, and continue to write advertising and marketing columns for selected publications. However he will take a four-month sabbatical to travel and spend time with grandchildren before starting any projects.

Under his direction the association has won numerous first place national advertising awards. Two motion pictures he wrote and helped produce won national CINE Golden Eagle awards. In 1984 he began the Merchandising column in the Angus Journal to help Angus breeders better understand advertising and marketing, and to do a more effective job of herd advertising. These columns have won numerous awards and were named best regular column by the Livestock Publications Council. Two books of Evans' Merchandising columns, titled "How to Sell Angus Cattle," are in print, and a third is planned.

Evans edited the Angus Bulletin, which was discontinued after the association purchased the Angus Journal. Since 1985, he has edited the Angus Beef Bulletin, a tabloid publication that is distributed to some 43,000 commercial beef cattle producers who use Angus bulls.

He has written numerous promotional and educational booklets for the American Angus Association. He conducts marketing seminars and speaks on advertis-

ing and marketing. Four times he has been called upon to be a national advertising awards judge for the National Agri-Marketing Association (NAMA).

He has worked closely with Angus cattle associations and societies around the world and with their international organization, the World Aberdeen-Angus Secretariat. He has taken part in every World Angus Forum since the first one was held in the United States in 1973. He recently spoke on herd and Angus association advertising at the 1997 World Angus Forum in Sydney, Australia.

A fifth-generation native of Clinton County, Missouri, Evans grew up on a general grain and livestock farm there and graduated from Lathrop High School in 1952, and the University of Missouri in 1956 with a bachelor's degree in agricultural journalism. He worked as assistant manager of the Fort Smith, Ark., Chamber of Commerce before being drafted into the U.S. Army, where he edited the post newspaper at Fort Polk, La. After his discharge, he took a job as writer and photographer for the Chicago Daily Drovers Journal, published in the Chicago Stock Yards.

He met his future wife, Shirley Jean Petersen, in Chicago and they were married there in 1960. They have three children and two grandchildren.

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