

# Penn State Students Win National Beef Quiz Bowl

**UNIVERSITY PARK** (Centre Co.) — Students from Penn State University's College of Agriculture Sciences were named National Collegiate Beef Quiz Bowl champions at the 2003 National Cattlemen's Beef Association Annual Convention Jan. 29 in Nashville, Tenn.

The quiz bowl competition is sponsored by the National Cattlemen's Foundation, a charitable institution whose mission is to promote the future of the beef industry.

Penn State competed against other regional winning teams from Michigan State University, University of Florida, and the University of Wyoming. The teams earned the privilege of competing by winning their sectional competition in the American Society of Animal Science Academic Quadrathlon.

Members of the Penn State team are seniors in animal sciences and include LeeAnn Tice, Middlebury; Sarah Kreiser,

Annville; Jennifer Flinchbaugh, York, and Lori Connelly, Pennsylvania Furnace.

Dr. Dan Kniffen accompanied the team to the competition.

Penn State has represented the northeast 10 of the last 11 years, winning the contest six times and placing second two times.

Penn State teams won the NCBA Quiz Bowl in 1993, 1995, 1996, 2000, 2001 and 2003, and finished second in 1998 and 1999.

# Image Is Clear, NCBA CEO Says

NASHVILLE, Tenn. — "NCBA is us, not them; we not they," said National Cattlemen's Beef Association Chief Executive Officer Terry Stokes at the Cattle Industry Annual Convention. Stokes, who has held the top staff position for just under one year, delivered a management report to NCBA's executive committee.

"We've made a great deal of progress toward crystallizing NCBA's image in the country," Stokes said. "I, along with my senior staff and producer leaders, have participated in more than 30 town hall meetings in 15 states since our summer conference in Reno. It is very difficult to understand the intensity of issues for producers without meeting with them in their hometowns and on

their terms," he said. These meetings have reinforced our commitment to increasing profit opportunities for members and enhancing the business climate for cattlemen.

NCBA membership renewal and recruitment increased 13 percent in the first quarter of fiscal 2003 compared to the same period last year. NCBA continues to tackle financial challenges, but the outlook looks favorable, Stokes said. The Bush Administration provides a favorable political climate for NCBA to get the job done for cattlemen, while on the consumer front research shows that three-quarters of the U.S. population has a passion for beef and that beef demand has increased nearly 10 percent since 1998.



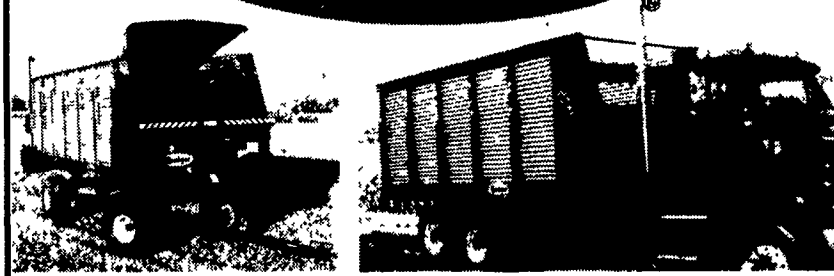
Penn State National Beef Quiz Bowl Champion Team, from left, LeeAnn Tice, Middlebury; Jennifer Flinchbaugh, York; Dr. Dan Kniffen, coach; Lori Connelly, Pennsylvania Furnace; and Sarah Kreiser, Annville.

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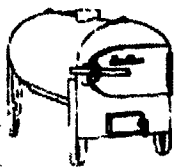
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