

# Destined to Design

Angus juniors show off their tech-savvy creativity and marketing know-how in the NJAA Graphic Design Contest.

by **Kasey Brown**, associate editor

Many of the contests at the National Junior Angus Show (NJAS) put to the test skills that will serve National Junior Angus Association (NJAA) members well into adulthood. Marketing, technology use and creativity are useful to anyone considering a career in communications later in life, and the NJAA Graphic Design Contest is cultivating those skills in junior members.

A relatively new contest, the goal is to display the creative talent of NJAA members; share ideas that may be useful in promotion of the Angus breed, Angus organizations and individual herds; and provide another fun, educational and competitive activity for interested juniors who may or may not be able to participate in other programs. This contest allows juniors



► **Dylan Denny**, Lubbock, Texas, won first place in the junior division with his operation's business card.



► **Brooke Harward**, Richfield, N.C., won first place in the senior division with this flyer promoting the CAB® brand.

to submit an entry even if they cannot attend the show.

Themes were set for each age division. Juniors designed a business card for their Angus operation. Intermediates designed a brochure to promote the *Certified Angus Beef*® (CAB®) brand. Senior entrants designed a flyer promoting CAB.

Savvy use of technology was evident in this year's winners displayed in Indianapolis, Ind., July 6-12. The winners also received prize money for their efforts; first place won \$50,

second place won \$30; and third won \$20.

This year, winning the junior division was Dylan Denny, Lubbock, Texas. The intermediate division was won by Jera Pipkin, Republic, Mo. The senior division was won by Brooke Harward, Richfield, N.C.

For backdrop pictures of the winners of this contest and others, see "At the Backdrop," which begins on page 200.

## 35 Keys to Success Youth Development

**quality**  
Each carcass must meet 10-point quality requirements to be branded with CAB's legendary brand.

**flavor**  
The Certified Angus Beef® brand means incomparably flavorful, tender and juicy beef, due to genetics resulting in every cut.

**variety**  
CAB not only does steaks, but commercial items as well. The variety extends about CAB's full range, roasts and fresh steaks.

**availability**  
Today, the CAB brand is sold in the US and in 21 international countries to nearly 18,000 restaurants and grocery stores.

**superiority**  
The Certified Angus Beef® brand is the best Angus brand available. It's a cut above USDA Prime, Choice and Select.

60 million head of cattle  
only 1.5% of the beef

With Certified Angus Beef you...

It's the best beef available.

The Certified Angus Beef Program was formed in 1978 to promote consumers of beef quality and flavor to consumers, who during the 1970s were largely dissatisfied with beef quality. Today, the brand sells over 60 million pounds of product per month through foodservice and grocery stores worldwide. It is the largest, most successful brand of beef and a symbol of excellence to consumers at nearly 18,000 restaurants and grocery stores in the United States and throughout the world.

The Certified Angus Beef® brand is brought to you by generations of American farming and teaching families, determined to raise the very best beef for your family and those they work hard to provide. Angus beef of the highest quality that you taste the brand's premium stock. In order to raise our top, best beef that is quality, the USDA Choice or Prime grades, there must be the Certified Angus Beef® brand's additional quality standards.

The brand is part of 10 national brand specific plans for marketing, size and uniformity across a top of the line product.

CAB is raised on family farms. Producers are determined to raise the best beef for their family and yours.

**committed to quality.**

You want flavorful beef on your family's dinner table. So do America's Angus cattle producers. For generations, America's cattlemen and women have worked to produce the most flavorful, tender and juicy beef available. They are committed to raising superior beef for you, the consumer.

Look for the Certified Angus Beef® brand label. It's the only brand owned by the thousands of member producers of the American Angus Association.

**ADDRESS**  
206 Ruffel Rd.  
Weaver, OH 44091

**PHONE & FAX**  
330-345-2353  
FAX: 330-345-0800

**WEBSITE**  
www.certifiedangusbeef.com

**certified angus beef**  
taste the difference.

► **Jera Pipkin**, Republic, Mo., won first place in the intermediate division with this brochure promoting the *Certified Angus Beef*® brand.