

GELBVIEW

AMERICAN GELBVIEW JUNIOR ASSOCIATION



They have proven to have very valuable insight with a different perspective, benefiting the board with a vast realm of knowledge.

This past year, a goal of the junior board was to increase our relationships with the AGA Board of Directors and the American Gelbvieh Foundation (AGF) Board of Directors. Starting this past January, there have been two junior board members attending each AGA board meeting and giving updates on recent activities. We have felt this to be a valuable tool in keeping a close

working relationship with the adult association through fundraising efforts, organization of activities, and planning for events.

Another focus this past year was fundraising. In the spring, the junior board was tasked with the challenge of having all the money for junior nationals paid by outside sponsors. This was a daunting test for the board, but it paid off having all the monies donated for the first time in history. However, we know this would not have been remotely possible without the generous outpouring of support from our great AGA members. For that, we are grateful to you and thank you for your support.

In August, the AGJA embarked upon an industry leading leadership conference with two other breed associations. We joined forces with the American Junior Simmental Association and the American Junior Shorthorn Association to put on The Summit. It was a great event that brought new ideas to advance our junior associations in the livestock industry as well as create great relationships. For more information on this event, you can visit the junior page on gelbvieh.org.

Once again, the AGJA is extremely grateful to be a part of such a great organization like the AGA. We know many of our exciting activities wouldn't be possible without your support and we can't thank you enough. This year, we will again be seeking sponsorships for individual classes, divisions, and contests from individual breeders and operations. If you are interested in being a sponsor for the 2018 Corn Fed Classic, please contact the AGA office or a

A YEAR IN REVIEW

Members of the AGA,

Another year of great change and excitement accompanied the members of the American Gelbvieh Junior Association (AGJA). With the changes made in the past and the major strides taken over the course of the last year, the AGJA is at a very impressive place in the industry. The following is a review of the major activities and accomplishments for the organization this past year.

This past July after junior nationals our Junior Programs Coordinator, Mary Bea Martin stepped down from her role to accept a job with the National Cattlemen's Beef Association. We want to thank Mary Bea for all her hard work and dedication, and wish her well in her future endeavors within the industry! With her departure, we were fortunate to land a very talented person to take over. We are excited to welcome Taylor Evans, member and youth programs coordinator. The Board has enjoyed working with him in the last few months. Having prior experience as an ag teacher, Taylor is very passionate about youth programs and progressing our junior organization in the industry.

As mentioned last year, we are very lucky to work with extremely passionate American Gelbvieh Association (AGA) members to advise the AGJA Board of Directors. Mike and Toni Shrewsbury have been tremendous advisors for many years and have been great assets in assisting the board with tough decisions. Andrea Murray and Emily Schilling have just completed their first year as advisors.

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member of the AGJA Board of Directors.

For more information about AGJA activities this past year, feel free to visit with any member on the board. A copy of minutes from AGJA Board of Directors meetings can be obtained by contacting the AGA office at 303-465-2333, or myself at 785-821-1082. If you would like more information regarding the board of directors, or the AGJA please don't hesitate to reach out.

Sincerely,
Callahan Grund, AGJA President



MEET YOUR BOARD

Callahan Grund, president, is from Wallace, Kansas. He currently attends Kansas State University and is a senior obtaining a degree in animal science with a business option. Callahan's goal is to make his way back to the family operation and continue to help expand their cow base. Callahan's dad and grandpa Layal are his two biggest role models. Their passion for not only the cattle industry, but also the Gelbvieh breed and the junior organization has been inspiring.

Kyle Vehige, vice president is from Bonnots Mill, Missouri, and is a senior at Texas Tech University where he is pursuing a bachelor's degree in animal science with an emphasis in beef production. After college Kyle plans to return home and expand his herd with his business partner and biggest role model, his dad, Tom. His love for the cattle industry and his drive to work hard has left an everlasting impression on Kyle.

Grace Vehige, secretary, grew up near Bonnots Mill, Missouri, which is in rural central Missouri.

Over the years, Grace's family has worked to maintain and develop a herd of registered Gelbvieh and Balancer cattle, which has grown her love for the agriculture industry. Grace currently attends the University of Arkansas and is majoring in agriculture communications. She hopes to continue her education in graduate or law school. Grace hopes that her passion for agriculture, coupled with her interest in policy, will one day lead her to a career to advocate for the agriculture industry, whether it be as a lobbyist, lawyer, or public relations representative.

Jesse Henson, vice president of leadership and development, is from Canton, North Carolina, and is attending Oklahoma State University. He is majoring in animal science, business option and is also on the livestock judging team. Jesse has enjoyed his time on the board and particularly likes being able to work together for the betterment of the association.

Caitlin Griffin, treasurer, is from Westminster, South Carolina. She currently attends Tri-County Technical College and plans to fully transfer to Clemson University next fall majoring in agribusiness. Her plans after college are undecided, but will be involved in the beef industry. She has served as Oconee County Farm Bureau Ambassador and currently works for Davis Farms Show Cattle in Iva, South Carolina, serves as the livestock director over the South Carolina Foothills Heritage Fair, and teaches children's church on Sundays.

Aubree Beenken, ex-officio, is from Buckingham, Iowa, and attends Iowa State University where she is double majoring in animal science and agriculture and society. Aubree sees the Gelbvieh breed impacting more crossbreeding programs in the future with the advantageous maternal and performance traits producers are sure to experience. Aubree's advice to other members is to find a mentor that can help you navigate through your experience within the AGJA and beyond.

Wyatt Forbes, director, is from Arlington, South Dakota. He currently attends Lake Area Technical Institute and is majoring in ranch management and agricultural business. In the future, he plans to expand the family Gelbvieh herd. Wyatt's role models are his parents because seeing them work hard every day is an inspiration.

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Grady Hammer, director, is from Wallace, Kansas, and is a freshman at Hutchinson Community College majoring in agronomy and animal science. After finishing his sophomore year at Hutchinson, he plans to transfer to Kansas State University for his bachelor's degrees. Grady is passionate about the Gelbvieh breed and plans to continue to raise and promote this breed after graduation. His future plans are to expand his herd and produce Gelbvieh cattle that are functional and efficient for both the purebred breeder and commercial cattlemen. His role models include his parents and grandparents because they have always been willing to volunteer and encourage others to become leaders in their community as well as the Gelbvieh organization.

Kallie Mattison, director, is from Lamberton, Minnesota, and plans to attend South Dakota State University in Brookings, South Dakota, next fall to

pursue a degree in animal nutrition. One of her long-term goals is to own a herd of high quality purebred and commercial cattle. Kallie's role model is her father, Scott. He is responsible for raising her to be the hard working, passionate, cow-loving young woman that she is today.

Anna Ring, director, is from Oregon, Illinois. She is currently attending Kishwaukee Community College in Malta, Illinois, and will graduate in May with her associate degree. Following that, she will transfer to Northern Illinois University to pursue a bachelor's degree in elementary education. After graduation, she hopes to get a job teaching 5th grade English. Anna's biggest role models are her grandparents. "My grandpa has done so much for us and has such a giving heart and my grandma was a teacher and a very strong Christian." 

AGJA LONG RANGE STRATEGIC PLAN

By: Aubree Beenken

At the annual meeting held during the Big Red Classic in Grand Island, Nebraska, the American Gelbvieh Junior Association (AGJA) Board of Directors presented to the membership a long-range strategic plan for the association. The strategic plan will set a precedent for the future path of the junior association.

The AGJA long-range strategic plan is comprised of four primary objectives, mirroring the objectives seen in the American Gelbvieh Association (AGA) strategic plan with greater emphasis placed upon the goals of junior members. As the junior board diligently worked on the strategic plan, they developed four objectives centered around the mission and vision of the AGJA. The vision of the AGJA is: Unify, educate and develop leaders of the beef industry. Even greater importance resides within the mission of the AGJA, as follows: By instilling a sense of responsibility, dedication, pride, and professionalism, we develop and enhance the leadership and education of our members, stressing the importance of ethical practices

in marketing a sound philosophy for the future of the beef industry. With the vision and mission of the AGJA as guidance the junior board developed the following strategic plan with four pillars of focus: membership opportunity, membership growth, keeping the tradition, and establishing a strong relationship with the American Gelbvieh Foundation Board of Directors.

The first objective laid forth is membership opportunity. The purpose behind this objective is to continue to provide the membership with opportunities to participate in numerous leadership and educational activities throughout the year including serving on contest committees at junior classic and attending The Summit, the IGS breeds leadership conference. The AGJA wants to continue to provide opportunities to members, thus the board included the goal of obtaining one new corporate sponsor annually and to retain sponsors already in place to ensure the junior's budget allows for these opportunities.

The second objective focuses even more upon the importance of growing AGJA membership. There are two parts to membership growth: 1) reach out to commercial beef industry youth who purchase Gelbvieh and Balancers and encourage them to join the AGJA and participate in events such as The Summit, regional shows, and junior classic. 2) Retain current membership and

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achieve 3 percent growth annually by maintaining good relationships with current members through newsletters, birthday cards, etc.

Keeping the tradition is the third objective of the strategic plan. The AGJA wants to continue to provide membership with a sense of the Gelbvieh family. This objective focuses on the unique aspect the AGJA provides for our members and their families that other breeds cannot compare to. The AGJA wants to retain the Gelbvieh values while striving to improve and grow. It is also critical to assist junior members make the transition to successful adult members by hosting an alumni dinner at convention and seeking opportunities to help fund the registration for junior members to attend AGA National Convention.

The final objective is to develop a strong relationship with the American Gelbvieh Foundation Board of Directors. The Foundation was developed with the purpose to responsibly distribute assets for research, member education, and youth development to sustain and grow Gelbvieh genetics. The AGJA believes a strong relationship with the American Gelbvieh Foundation will allow for more educational opportunities for junior members and further opportunities to develop future leaders in the Gelbvieh breed.

The AGJA Long-Range Strategic Plan received unanimous approval from the junior membership at the Annual Meeting. The Junior Board is excited to work towards achieving the objectives set forth to create a promising future for the AGJA and junior members for generations to come. 

RECAP OF NATIONAL FFA CONVENTION

By Grace Vehige, AGJA Secretary

Each year at National FFA Convention, more than 65,000 young peers gather together with one common theme: agriculture. This year the American Gelbvieh Junior Association (AGJA) represented itself alongside many other companies involved in the agriculture industry. On behalf of the AGJA, Taylor Evans, Kallie

Mattison, and myself, Grace Vehige, attended with the goal of increasing public knowledge about Gelbvieh and to recruit new junior members. When working at the AGJA booth, we would ask the students, advisors, and visitors what they knew about Gelbvieh, if anything at all. Upon response, we would share a briefing about our breed and how it could be a fit for their futures. Like any convention, there was time to socialize, network, and reconnect with old friends. It was truly a humbling experience to be able to communicate to the public about Gelbvieh and to see so many passionate individuals in one place under the context of agriculture, knowledge, and friendship. 



AGJA MEMBERS COMPLETE THEIR FINAL YEAR

The American Gelbvieh Junior Association (AGJA) would like to wish the following AGJA members good fortune as they complete their final year in the AGJA this month.

- Kevin J. Welke
- Justin Vehige
- Lucas Mose Waters
- Tanner Levi Taubenheim
- Summer Vogl
- Justin Michael Teeter
- Meredith Clark
- Tiana M. Garcia
- Karly Alexander
- Tanner Aherin
- Chase Tabor

- Katie Frankenfield
- Caitlin Chaffin
- Taylor Harless
- Elizabeth Krajewski
- Kendrah Schafer
- Austin Starr
- Amanda Jo Morrow
- Cody J. Welke
- Keith Edward Jones Jr
- Jordan Thull
- Courtney Lyon