



Foundation Fundamentals

► by *Milford Jenkins*, president, Angus Foundation

Building Angus castles in the air

“Do not worry if you have built your castles in the air. They are where they should be. Now put the foundations under them.”

— *Henry David Thoreau*

As we move ever closer to the midway point of our \$11 million fundraising goal for Vision of Value: Campaign for Angus, this inspirational quote by Thoreau affirms our belief as progressive Angus breeders that no goal is too lofty, no dream is too big, nor will we hold a small vision of what our breed can become in the future — if we will but only build the foundations under our Angus castles in the air.

Indeed, by working together today, we are laying the bricks, one by one, side by side, and putting in place the foundations under the castles in the air envisioned for the betterment of our Angus breed tomorrow.

Launched in November 2006 at the Angus Foundation’s Supporter Recognition Event in Louisville, Ky., Vision of Value: Campaign for Angus is a monumental and

unprecedented effort to raise \$11 million by Dec. 31, 2011, for education, youth and research activities to advance the future of the Angus breed and agricultural industry.

As a result of the generous financial support from individuals, allied industry interests and friends, the Vision of Value: Campaign for Angus is steadily progressing forward with more than \$4.5 million in outright cash gifts, pledges and planned giving commitments being received as of May 2008.

Extensive planning went into identifying the funding priorities for the campaign, which in general include: \$3.5 million to support educational opportunities for Angus breeders and enthusiasts, \$6 million for youth development activities, and \$1.5 million toward scientific research.

The Foundation firsthand

So, Milford, you might ask, what new and exciting education, youth and research goals, dreams and visions have been brought about from funds received in the campaign thus far?

Rather than having me answer that question, I offer that you pose this question to Matthew Tollefson of Clark, S.D.; Kevin Gleason from Midlothian, Texas; and Courtenay DeHoff of Tonganoxie, Kan., who are just three of the 20 winners of the \$3,000 general undergraduate scholarships awarded at the recent National Junior Angus Show (NJAS).

Or ask Brittany Full, Mount Airy, Md.; Nicole Jorgensen from Culver, Ore.; Ashlyn Carter of Noblesville, Ind.; or Ryan Mittensen of Ada, Minn., who are only four of the 30 outstanding Angus youth who each received \$1,000 in general undergraduate scholarships.

Then there’s Jessica Clowser of Milford, Neb., and Walt Stinson, Talbott, Tenn., who received the prestigious Richard “Dick” Spader Scholarships, respectively, at \$5,000.

No doubt Jake Tiedeman, North Platte, Neb.; Ashley Gillig, Aurora, Mo.; Zebadiah Gray, Toledo, Iowa; Joshua Jackson, Salvisa, Ky.; and Wravenna Phipps of Edmond, Okla., can answer your question. These incredibly talented young men and women were selected as the first recipients of the Angus Foundation’s five new \$5,000 graduate student scholarships awarded at the NJAS at Des Moines, Iowa.

Answers to this question could also come from the more than 250 Angus breeders like

Keith Grissom, Prague, Okla.; Donna Malone, Arkadelphia, Ark.; Dan Byrd, Red Bluff, Calif.; or Chip Smallwood of Dickerson, Md., and others from across the country

who have attended the increasingly popular Cattlemen’s Boot Camps and benefited from the American Angus Association’s educational programs provided with help of the Angus Foundation’s financial support.

A couple of other groups with whom to raise the question of new educational opportunities for Angus breeders would be regional and state Angus association officers



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from 13 different states who attended the Angus Leaders Boot Camp last fall, along with the young Angus breeders who experienced the first-ever Beef Leaders Institute (BLI) put on earlier this summer by the American Angus Association and assisted financially by the Angus Foundation.

And soon, via distance education through the National Cattlemen's Foundation (NCF) web site, Angus breeders and commercial breeders can access the new comprehensive, yet very "user friendly" bovine reproduction efficiency educational module on the Cattlemen's Learning Center. The vision for the module was brought into reality by the Angus Foundation's investment of \$30,000 in partnering with Pfizer Animal Health and NCF.

Angus breeders who utilize this effective educational strategy and apply it to increase key performance measures in reproduction efficiency resulting in higher profitability will also be able to answer this question.

Once the results are gleaned from the extensive research relative to development of genetic evaluation methodology for traits of economic importance in Angus cattle — such as feed efficiency, currently being funded by the Angus Foundation — Angus breeders benefiting from these investments will also be sources to answer this question.

Feel free to visit www.angusfoundation.org and click on "About the Foundation" to see the "Current Impact of Foundation," featuring a more complete list of the expansive array of education, youth and research activities financially supported by the Angus Foundation and made possible by generous contributions to the campaign.

Brick by brick

I'll close with this story. One afternoon a passerby was walking by a construction site where workers were mixing cement for the foundation and laying bricks. New to town, the passerby was curious as to what the bricklayers were building on the construction site.

He asked the nearest bricklayer, "Sir, what are you building?"

The bricklayer responded, "I'm laying bricks."

The passerby went on to the next bricklayer and asked him the same question, "Sir, what are you building?"

The second bricklayer responded, "I'm laying the bricks necessary to build a wall."

Still very much curious and wondering what the bricklayers were working on so hard, the passerby went to the third bricklayer and asked him the same question, "Sir, what are you building?"

This bricklayer paused for a moment and motioning up to the sky with a bright sparkle

in his eye and enthusiasm in his voice said proudly, "I'm building a cathedral!"

Yes, Vision of Value: Campaign for Angus will empower the American Angus Association, Angus Foundation and supporters to enhance existing and develop countless new education, youth and research activities to benefit the Angus breed further over the course of the campaign and afterwards.

Far more importantly, the campaign is making a difference in people's lives and helping them to achieve their goals and dreams, brick by brick.

It is my hope and that of your Angus Foundation Board of Directors and Vision of

Value: Campaign for Angus Leadership Cabinet that you too will join us in this noble cause of putting the foundations under these goals, dreams and vision. Your help is needed for us to successfully build Angus castles in the air!



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Author's note: Visit www.angusfoundation.org for more information regarding the Angus Foundation, scholarships and the campaign.