

AUXILIARY NOTES

by Deanna L. Hofing, president, American Angus Auxiliary

New Year, New Chapter

American Angus Auxiliary celebrates 70 years of supporting Angus youth and beef education.

Happy New Year to all Angus families! I am honored and humbled to be serving as your 2022 American Angus Auxiliary president. I hope I can live up to the expectations of this prestigious position and represent the Angus Auxiliary to its fullest.

In 2021 we had many highlights that should be celebrated. First, the Auxiliary was able to increase its activities and member interactions with COVID restrictions becoming more flexible. These yearlong activities hit their peak during the National Junior Angus Show (NJAS), and culminated with our 70th-year kickoff party and the Full Circle Online Auction in November.

The 70th-anniversary kickoff party was an enormous success, hosted at the Cowgirl Hall of Fame and Museum in Fort Worth, Texas. We auctioned off five amazing items, raising \$20,000 for our endowment funds to benefit our Angus juniors.

Thanks to all who supported us by donating the items to auction, being an event sponsor as well as all the bidders and buyers for this once-in-a-lifetime event.

Our main fundraiser of the year, the Full Circle Online Auction, was filled with unique and desirable items. The bidding was at a feverish pace on Angus Live Nov. 11. Once again it was a successful event, thanks to the amazing support from all bidders and buyers.

With the new year starts a new chapter for the American Angus Auxiliary, as we will be celebrating our 70th anniversary. It is incredible to think for the last 70 years, the Auxiliary has been supporting Angus youth through scholarships and promoting beef education. This is a fun and exciting time for our Auxiliary family.

A key event for 2022 is our signature Women's Connected Conference that only happens every other year. This event will take place in Excelsior Springs, Mo., March 23-25. Please visit our website for application information and submission deadline, which is in January.

As this year's Auxiliary president, I know there will be many tough conversations to be had. To be a progressive organization, change is necessary; and with change, tough conversations are inevitable. When preparing for a tough conversation, I consider how I would want to be treated, and what I want to accomplish through the conversation. However, I hope everyone knows that I am putting the Auxiliary's best interests at the forefront while treating them with respect.

Best wishes in the new year!



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Join us for...

Women
Angus
Connected
Engaging ~ Empowering ~ Educating

**March 23-25
2022**

**Elms Hotel and Spa,
Excelsior Springs,
MO**

Angus Women Connected Conference is hosted by the American Angus Auxiliary and underwritten by the Angus Foundation. Participate in this biennial conference designed to Engage, Empower and Educate women from diverse backgrounds and demographics that share the common bond of Angus Cattle.

For complete details and to apply, visit angusauxiliary.com

**Applications due
January 23**

