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by Nancy Jo Sullivan, president, American Angus Auxiliary

Wrap-up of 2002 events

February is the month for President's Day, Valentine's Day and, of course, the American Angus Auxiliary Annual Yearbook pull-out section. I hope you will find this section helpful and keep it for future reference. A special thank you to the Angus Journal for making this possible.

Upcoming projects and gift ideas

Scholarship applications are in the hands of the state contacts. The deadline for the American Angus Auxiliary Scholarship Contest is May 10, 2003. For more information, contact Amy Iman Bellis, chairperson, at (816) 770-3386 or e-mail her at bellisfamilyfarm@aol.com. You can also go to www.angus.org/ auxiliary and click on the scholarship link.

Ways & Means chairperson Gigi Hunter has a collection of black cows, license plates, coffee cups, clocks, plus many other items that make great gifts. Please contact her at (417) 267-3474 to order.

The "Miss Liberty" heifer by Harvey Rattey makes a great gift or trophy. The pewter model with a black patina finish is \$100, and the bronze model with a black patina finish is \$300. All orders will be shipped from Rattey in Glendive, Mont. Please allow a minimum of two weeks for the shipment to arrive. Make checks payable to American Angus Auxiliary, and mail your payment to PO Box 220, Malta, MT 59538. You can also e-mail orders to Yvonne Hinman at hinmanangus@ hotmail.com, or fax them to (406) 654-1800. Call Hinman at (406) 654-1809 for more information.

The Certified Angus Beef® (CAB®) Gift of Taste is the best way to honor family, friends and business associates throughout the year. That's why we've teamed up with leading gift catalog company Rocke's Meating Haus, Morton, Ill., to suggest CAB steaks for your giftgiving needs. Ten percent of the purchase price goes to the American Angus Auxiliary to support educational outreach and scholarship programs. Visit www.angus.org/auxiliary, and click on the Gift of Taste link.

Historian Lois Foster is requesting help from all state auxiliary members. She is in

need of pictures, articles and photos from their respective states. Please mail items to Foster at 11893 M-140, Niles, MI 49120. Foster and her committee do a fantastic job of keeping our history in order, and we need to help her.

Achievement Award Chair, Renée Driscoll, is updating her files. She is requesting the names of the Auxiliary Achievement Award state contacts. March is the deadline to mail out the procedures and applications to all state contacts. Please call her at (319) 668-2082 or e-mail her at walridge@avalon.net.

Accomplishments of 2001-2002

Advisory on Trust — Co-chairs Nellie Meinders and Susan Quam and committee members worked hard on the Advisory on Trust guidelines and policies. They worked with Richard Wilson, treasurer of the Angus Foundation, to answer members' questions and to develop a process to transfer the funds from the American Auxiliary Scholarship trust fund to the Angus Foundation. The American Angus Auxiliary Executive Board and the Auxiliary membership approved this transfer, so the committee will proceed.

Auxiliary Extension — Chair Annie Landry Viator had a request from Florida women and Debra Gilmore of the Florida Angus Association to form a women's auxiliary in Florida. Gilmore feels this is important because she has witnessed firsthand the impact that the Auxiliary has made on junior programs in other states and on the national level. We want Florida to reap the same benefits. We pledge the Executive Committee's support in making this a reality and hope many other members will also. Their association has approved the organization and will meet in January 2003 to elect officers.

Awards Committee — The awards were

presented at the National Junior Angus Show (NJAS) in Wisconsin without a hitch. Sherrie Grappe

has resigned as chairman of the committee. Thank you, Sherrie, for all your work these past years. Cathy Watkins reported there might be two more contests added to the Janet Castle Award point system. Watkins also reported that a long-term goal is to ensure that funds are available to continue these awards.

Beef Education — Anne Patton Schubert and committee did another great job this year executing the 19th Auxiliary-sponsored All-American Certified Angus Beef Cook-Off during the NJAS in Milwaukee, Wis. More than 170 people prepared, cooked, danced, sang and presented the various entrées in the Fresh Meat and Quick-N-Easy categories. This year we videotaped the contest and hope to next year as well. Fiftieth Anniversary Prints were presented to these contestants.

Next year will be the 20th anniversary of the Cook-Off. Look for special gifts and the possibility of another category of

Legislative/By-Laws — This committee was asked to review the by-laws providing for filling a vacancy in the presidency. They ascertained that according to Article IV, section 3b, Nancy Jo Sullivan should assume the presidency and likewise recommended under Article IV, Section 2f, that she should appoint someone to fill the vacant office of vice president. Hinman was selected to perform the duty. Jane Ebert developed a ballot for approval of the vice president and mailed it out to the American Angus Auxiliary Executive Board, Hinman was approved overwhelmingly.

Historian Committee — Foster and committee prepared a scrapbook for the Grote family that is very special.

Foster, Linda Brost, Meinders and many others spent a great deal of time recording and documenting the American Angus Auxiliary's first 50 years. With the help of the Angus Journal staff, they have put together a great 50th Anniversary book.

Membership Committee — Vicki Meiburg, Sandra Wallace, Lisa Campbell, Karen Johnson and Cindy Kinder spent this past year entering the past life members into Microsoft Access Data Base Software. The next step is to merge all the



files into one. Meiburg reluctantly resigned as chairman. Thank you, Vicki, for all you accomplished.

Scholarship — Hinman headed up this committee. This year a total of \$8,700 was awarded to 10 high school graduates. Each winner also received an Auxiliary 50th Anniversary print.

A scholarship task force was appointed at the mid-year meeting in Milwaukee to research the scholarship application and judging process. Recommendations will be submitted in writing to the president. Christy Crenshaw headed up this task force.

Miss American Angus — Ann Bell and Christy Page head up this committee and really do a first-class job. They kept in close contact with the 2002 Miss American Angus, Cortney HillDukehart. Cortney is the first young lady in quite a few years from the Northeast, and she has stirred some excitement from those states. Cortney was asked to attend numerous events, to speak and to represent the Angus industry. (She traveled 37,000 miles across the United States promoting the Angus industry.)

Bell and Page, with the help of Brost, have compiled a scrapbook of all past Miss American Angus winners. The scrapbook will be displayed in the Holiday Room. Thanks, ladies!

Public Relations — Darla Eggers, Kelli Toledo and Anne Lampe did a nice job with flyers, ads and the Web page. Thanks, gals.

Ways & Means — Hunter took over this committee this year and has done a nice job. Hunter has some new purchases

she is excited about. We also have a new Harvey Rattey piece, a pewter or bronze heifer. We had a contest to name the piece and used the suggestion "Miss Liberty," which came from Jackie Witte.

Program and Hospitality — Sandra McCurry heads up this committee. It is a lot of work. Be sure to thank McCurry and committee for the brunch and for organizing our meeting facilities.

I wish I had more time and room to mention everyone, but I do want to thank everyone who pitched in this year and helped the American Angus Auxiliary finish out the year in a great fashion.

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Minutes of the 2002 American Angus Auxiliary general membership meeting

Sunday, Nov. 17, 2002

The annual meeting of the American Angus Auxiliary was called to order by President Nancy Jo Sullivan. Copies of the meeting agenda were handed out. Fortythree members were present.

The president introduced the Executive Committee and committee chairwomen and thanked them for their dedication this year. Past presidents introduced themselves. They included Jane Ebert (2001), Yvonne Hinman (2000), Mary McCurry (1999), Renée Driscoll (1998), Susan Quam (1997), Linda Brost (1994), Bette Votaw (1993), Ardyce O'Neill (1991), Lois Foster (1990), June Hagenbuch (1984), Anne Patton Schubert (1983), Jeanette Stevenson (1978), Eddie Lou Halsey (1977) and Anita Becky (1974).

Distinguished Women in attendance were Stevenson, Brost, Schubert and Rosie Bearden.

Amy Iman Bellis moved to accept the minutes of the 2001 membership meeting as printed in the February 2002 issue of the *Angus Journal*. Velma Krininger seconded it, and the motion passed.

Treasurer's report

The annual treasurer's report was given by Bellis and will be printed in the February 2003 *Angus Journal* insert. Darla Eggers moved to accept the financial report and Votaw seconded it. The motion passed.

Committee reports

Committee reports were given in detail at the Executive Board Meeting and will be printed to be included in the new notebooks. An envelope was passed around allowing members to request committee reports be mailed to them. This was to save on paper and making copies of every committee report.

Advisory on Trust — Susan Quam gave her committee's recommendation, and guidelines were approved to move the American Angus Auxiliary Scholarship Trust Fund Investment account to the Angus Foundation, overseen by Richard Wilson. The Foundation is a 501(C)(3) Charitable Organization so all contributions will be deductible as charitable contributions.

The contribution will be made to the Foundation as of Dec. 1 (or later for funds that are currently invested and not

coming due). The balance of this account as of Oct. 31, 2002, was \$162,390.12. The president congratulated Quam and Nellie Meinders for their work on this committee.

Audit — Sullivan reported that the audit will be completed and printed in the Angus Journal.

Auxiliary Extension — Florida is preparing to organize a new state auxiliary. Sullivan reported that Debbie Gilmore will be the new president of that group and that they have received the American Angus Auxiliary Handbook. This handbook will be updated this year and sent to all state presidents or contacts.

Awards — Sullivan gave the Awards Committee report as presented at the Executive Committee meeting.

Achievement Award applications are coming in slowly. Not many states have sent them yet. Achievement Award applications are due Nov. 1 each year. The recipients will be listed in the May Angus Journal.

Crystal Awards for the educational contests at the National Junior Angus Show (NJAS) will have two new contests added in 2003. Those are Creative Writing and Quiz Bowl. Cathy Watkins and Beaver Ridge Farm will generously fund the Crystal Awards for \$200 each year for the next five years.

The Silver Pitcher Award committee will have a new chairman appointed by the president in 2003.

Beef Education — This will be the 20th year of the Auxiliary-Sponsored All-American Certified Angus Beef® Cook-Off as reported by Schubert. A new category and an alumni division may be added. Last year 38 teams and 173 participants cooked. Volunteers were requested for the 2003 NJAS 20th Anniversary Cook-Off in Louisville, Ky. A donor has been found for Cook-Off T-shirts at the NJAS.

Computer Technicians — Past membership records were entered on Access this year by the computer technicians. Darla Eggers will be taking over management of the American Angus Auxiliary Web site this year.

Finance — The 2003 proposed budget was presented by Linda Brost, Finance Committee chairwoman. Her committee report explained that the bookkeeper system has not been tried yet and that the bookkeeper role would be further defined at the Finance Committee meeting.

Historian — Lois Foster dedicated this year's president scrapbook to Pat Grote, who passed away in February 2002 during her presidency. A special scrapbook was made and presented to the Grote family at the Annual Breakfast. Foster also made a golden anniversary memory album this year. The Dwight David Eisenhower letter to the Auxiliary was museum-quality matted, framed and shown. It will go to the library of the American Angus Association for display.

Legislative & By-Laws — Brost stated that a new format was used on guidelines this year but that it did not affect the numbering. She submitted a report on her committee's response due to the loss of our president and filling that position. Sullivan was asked to assume that position and to appoint someone to fill the vacancy of the vice president position. Hinman accepted the vice president position for the remainder of the year.

Liaison — Hinman presented a report from the Angus Journal totaling the amount of labor and advertising given freely to the Auxiliary this year. This amount was \$15,528.49. Cheryl Oxley, advertising/production manager, and Stephanie Veldman, assistant editor, from the Angus Journal were then introduced and thanked for all they do for the Auxiliary.

Membership — Vickie Meiburg's updated report stated that we have received 105 annual memberships and nine lifetime memberships so far this calendar year. All past membership records have been entered on Access and are on the Angus Journal's hard drive.

Miss American Angus — This committee was busy conducting the 2003 Miss American Angus (MAA) competition during the meeting but did submit a report showing that 2002 MAA Cortney Hill-Dukehart logged almost 37,000 miles this year.

Nominating — Jane Ebert gave the report of her committee, recommending Shirley Williams from Arkansas as the new secretary-treasurer. Williams is a full-time farmer whose husband, Fred, works off the farm. She is a self-described "heifer mom." Williams has six years of involvement with the auxiliary and junior programs in Arkansas and the National Junior Angus Association (NJAA). She has two children and will be a great asset to

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the American Angus Auxiliary. She can be reached at PO Box 789, Fort Smith, AR 72902. Her phone number is (479) 474-1013.

Program & Hospitality — Sandra McCurry submitted her committee's report and stated that we now have guidelines from the American Angus Association for live and silent auction items. The No. 1 Harvey Rattey bronze sculpture will be in the live auction.

Public Relations — Eggers' committee reported that they have run pieces and photos about the American Angus Auxiliary

and its importance in the *Angus Journal*.

Scholarship — Hinman and Sullivan co-chaired the scholarship committee and stated that \$8,700 was awarded to 10 high school graduates. In 2003 each contestant will be asked for seven copies of his/her application; none of these will be returned. It was suggested that the year be written on the top of the applications so there is no confusion and we will not receive old copies of applications. A mock scholarship application will be sent to each state scholarship chair this year and will be available for display at the NJAS Auxiliary booth.

Ways & Means - Bellis gave the financial report of the Ways & Means Committee with \$30,333.48 income, \$13,559.87 expenses and a total profit of \$16,773.61. Gigi **Hunter** has ordered Montana Silversmith jewelry, visors, frisbees, mugs, alarm clocks, money clips, paperweights, travel wallets and Christmas ornaments to sell in the Holiday Room. These bills will total approximately \$11,000-\$12,000 to be paid next year. Hunter's ending inventory total was more than \$17,000 and is housed at the warehouse in the Kansas City area.

50th Anniversary — Brost and McCurry submitted their report that 50th Anniversary glass boxes were presented to winning contestants in showmanship, Silver Pitcher and scholarship and to the Crystal Award winners at the NJAS. A 50th Anniversary print

was also presented to each contestant and to the Cook-Off contestants.

50th Anniversary pins were given to all state queens or princesses attending the NJAS. The 50th Anniversary book is done and can be purchased for \$15 in the Holiday Room. Certified Angus Beef LLC (CAB) sponsored the light buffet at the 50th Anniversary Pool Party that featured fashions, fads, movies and music of each of the Auxiliary decades. It was a huge success and was enjoyed tremendously.

Table 1: American Angus Auxiliary 2002 Receipts & Disbursements^a and 2003 Proposed Budget^b

	2002 Actual	2002 Budgeted	2003 Budgeted
Income:			
Annual Meeting ^c	\$4, 684.50	\$5,000.00	5,000.00
Beef Education ^d	2,200.00	2,200.00	2,400.00
Membership dues	2,070.00	1,700.00	1,800.00
Miscellaneous	381.28	500.00	1,000.00
Awards	0.00	700.00	1,000.00
Miss American Angus			
Travel ^e	5,000.00	5,000.00	5,000.00
Expense	1,094.00	1,000.00	1,200.00
Ways & Means	30, 333.48	14,000.00	25,000.00
50th Anniversary	92.00	700.00	NA
Special Events	NA	NA	600.00
Grote nut income	<u>317.80</u>	0.00	<u>1,000.00</u>
Total income	<u>\$46,173.06</u>	<u>\$30,800.00</u>	<u>\$44,000.00</u>
Expenses:			
Annual Meeting	\$4, 937.45	\$4,800.00	5,700.00
Awards	755.63	700.00	1,000.00
Beef Education	1,587.23	3,000.00	3,500.00
General fund	404.75	700.00	NA
Miss American Angus			
Travel	4,973.26	5,000.00	5,000.00
Expense	2,607.90	1,500.00	2,500.00
Officers' expenses	4,860.00	4,500.00	4,500.00
Phone	817.52	500.00	800.00
Postage	399.68	1,000.00	1,000.00
Printing	332.81	500.00	400.00
Professional fees	0.00	800.00	500.00
Scholarship	796.38	500.00	NA
50th Anniversary	883.03	800.00	NA
Ways & Means	13,559.87	6,500.00	15,000.00
Grote nut expense	572.20	0.00	500.00
Grote Memorial	NA	NA	500.00
Dues	NA	NA	100.00
Miscellaneous	NA	NA	1,600.00
Special events	NA	NA	1,400.00
Total expenses	<u>\$37,487.71</u>	\$30,800.00	\$44,000.00

^aNov. 1, 2001, through Oct. 31, 2002. ^bNov. 1, 2002, through Oct. 31, 2003.

Table 2: American Angus Auxiliary summary of financial accounts.

Checking Account Balance 10/31/01	\$6,091.33
Transferred from Money Market Account	7,000.00
ncome for 2001-2002	+46,173.06
Expenses for 2001-2002	-37,487.71
Total	\$21,776.68

A report was given by the president that state contacts for the scholarship committee will be updated and put on the Web.

New business

Ebert's nomination committee report was given, and Hinman moved to accept this slate of officers: President: Nancy Jo Sullivan of Ohio; President-Elect: Amy Iman Bellis of Missouri; and Secretary-Treasurer: Shirley Williams of Arkansas. Jane Ebert of North Carolina will continue as Advisor.

Nancy Thelen seconded the motion and

it carried. Ebert then passed Sullivan her official pin and gavel.

Foster reported that the Montana Angus Auxiliary had tried a new dues program this year, and it was working nicely. In it, active members paid \$10 dues, inactive members paid \$25 dues since they were unable to come to events and help out. The Membership Committee will look into this and give us a report at the midyear meeting at the NJAS about possibly changing our dues structure to reflect a \$200-\$250 lifetime dues cost in the future. Lifetime dues are presently \$100.

Announcements

Ebert reminded everyone that RMH Foods gives 10% of their Certified Angus Beef (CAB) sales back to the American Angus Auxiliary. She also stated that the Grote nut machine was running and could use helpers in the Holiday Room. The Grote family donated Shannon and Pat's nut-glazing machine to the American Angus Auxiliary this year; profit from the nut sales goes to the Grote Memorial.

Hinman reminded everyone to try to sell Harvey Rattey statues, as they will contribute to the American Angus Auxiliary, even if the piece ordered is not one of our commissioned ones.

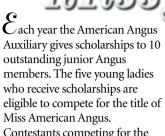
Door prizes that were donated by the state auxiliaries were then awarded.

Sullivan adjourned the meeting.

-submitted by Amy Iman Bellis

c\$1,800 from the American Angus Association.

d\$1,200 from the American Angus Association.
e\$5,000 from the American Angus Association.



Contestants competing for the 2003 Miss American Angus title were Hope Herd, Fair Grove, Mo.; Alicia Kramer, Farina, Ill.; Emily McCurry, Burrton, Kan.; Joanna Olson, Hereford, Texas; and Kristi Wilson, Orleans, Ind.

The royalty competition takes place each November in conjunction with the North American International Livestock Exposition (NAILE) in Louisville, Ky.

There are four phases of the competition. The first is a written test that evaluates the contestants' knowledge of the Angus breed and the beef industry.

Prior to the competition, contestants are given a topic from

which they must prepare a 5- to 7minute speech. This year's theme was "Strengthening Angus Values."

In addition, a panel of three judges conducts a personal interview with each contestant. This year's panel included Sharon Baldwin of Baldwin Angus Ranch, Ocala, Fla.; Jo Ann Hausner of JDH Cattle Co., Dover, Pa.; and Mark Nelson of Five Star Land and Livestock, Wilton, Calif.

The final component of the competition requires that each contestant answer an impromptu question before an audience.

The 2003 Miss American Angus is Joanna Olson. The daughter of Steve and Ginger Olson, she attends Texas A&M University in College Station, and is majoring in animal science.

The text of the speech she presented during the 2003 Miss American Angus competition follows.

Strengthening Angus Values

Gone With the Wind, Shenandoah, A Field of Dreams! Blockbuster, the No. 1 supplier of movie rentals, including these great classics, provides service to approximately 3 million customers every day. Their growing success can be



measured by their market share, from owning only 19 stores in 1985 to owning approximately 5,000 in the United States by 2000. Their remarkable expansion can be

attributed to a strong and stable foundation and a consumer-driven attitude of stocking the most complete selection of movie rentals.

The success of the Angus breed, just like any other flourishing company, relies on a strong foundation from which it can grow and expand. The Angus values we have stem from the foundation upon which our founders established. In strengthening those values, the Angus breed needs to increase its market share within the beef industry by producing a more marketable product.

Creating a marketable product

In an effort to increase the marketability of Angus beef, we as producers must continually ask ourselves: What do consumers want? The answer to this question in today's society is simple. Consistency, convenience, safety and nutrition are four primary concerns impacting the consumer's decision of what's for dinner.

The goal of producing a consistent product has been addressed by the beef industry through the promotion of branded beef programs. The Angus industry has been a leader in branded beef programs, which is evident by the success of *Certified Angus Beef*® (CAB®). The qualifications for these programs were implemented to create a more consistent, high-quality product — a product that satisfies the desires of consumers' demanding taste buds without sacrificing their thin figures.

Branded beef products not only influence the actions of consumers, but they also drive producers to create this more coveted product that is higher in value. Dr. Jeff Savell, a professor at Texas A&M University once said, "If you grow a

tough chicken, you make about eight or 10 people mad. If you produce a tough, tasteless beef carcass, there are 542 people who are unhappy with their eating experience. And what do you do? If you eat something good, you tell a few people. If you eat something bad, you tell everybody."

As Angus producers we must strive to strengthen the value of consistently making every eating experience the best one yet!

Producing a convenient product

Another concern associated with consumer demand involves the importance of producing a convenient product. The stereotypical "soccer mom" of today's society is constantly on the lookout for the quickest route to school, the closest spot she can find in the Wal-Mart parking lot and, of course, the easiest and quickest dinner to prepare.

But not only must it be convenient, it must also be safe and nutritious for her family. The beef industry has embraced this concept of quick and easy through the development of heat-and-eat meals.

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The Angus industry has strengthened its value of providing a more convenient product by taking a spin-off of this new marketing tool. Angus branded beef programs, such as CAB, have combined the ideas of consistency and convenience by marketing their own value-added products. As value-added products continue to evolve we must identify how we can jump ahead of our competitors. When looking across other meat sources, chicken and pork have quick-and-easy down to a science. This provides an opportunity for the beef industry, and specifically the Angus industry, to create economical entrées that exceed the eating experience gained by our competitor meats. Our industry must continue to strive to identify a better cross section of meat cuts from the carcass that will satisfy this goal.

Food safety

A third key point that has become vital in strengthening the value of consumer demand is safety. The meat packing industry has gone to great lengths in eliminating the penetration of foodborne bacteria in beef through implementing a HACCP (Hazard Analysis and Critical Control Point) plan in their plants and also through the development of caseready products. These products are processed and packaged by the packer and sold to the grocers as retail products. By creating these products, the retailer is able to minimize the handling of beef,

giving it less exposure to bacteria.

These programs give producers an incentive to produce a lean, nutritious product to satisfy the health-conscious consumer. As a result of case-ready products, the value of a lean, highcutability carcass will increase. This future shift in the market should be targeted by the Angus industry in order to strengthen value even further. In strengthening Angus values we must close the gap and align producers vertically with retailers to gain the largest benefit from producing products that meet the demands set for the case-ready programs. This ultimately provides producers with the best feedback from the end consumer!

Communication is important

We can create many ideas of how the Angus industry can improve, but we cannot truly strengthen Angus values until we put those words into action. The final piece of that puzzle is communication.

In order for producers to create the ideal product, a strong relationship among the seedstock producers, commercial producers, feedlots, packers and consumers must exist. The networking of these groups is essential in utilizing the data and information gathered for the advancement of our end product.

The American Angus Association can advance in the future by creating a system of information available to any producer regardless of breed composition within their herd. The availability of this data would encourage commercial producers to incorporate the best genetics into their herds and enhance the value of loyalty and commitment towards the Angus breed. Recognizing the importance of communication is a key element in strengthening the value of our Angus product.

The end goal of increasing Angus market share within the industry and raising the value of our product can be met through a consumer-driven attitude that resembles the same motivation that made Blockbuster so successful. By leaving a positive perception of Angus beef in the minds of consumers, we will be given the power to strengthen Angus values.

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►The 2003 officer team, elected at the Auxiliary Annual Meeting, consists of (seated) President Nancy Jo Sullivan; (standing, from left) Advisor Jane Ebert; Secretary-Treasurer Shirley Williams; and Vice President Amy Iman Bellis.