

ONE OF A KIND

Shally Rogen honored with American Angus Auxiliary's 2023 Distinguished Woman Award.

by Megan Silveira, associate editor

Though she grew up showing Simmental cattle “back when they were red,” today Shally Rogen is a well-known member of *The Business Breed*. For having a servant’s heart and an uncanny ability to see the best in everyone she meets, Deanna Hofing announced Rogen as the 2023 American Angus Auxiliary’s Distinguished Woman.

Hofing says this award is one of the most prestigious honors to be given to an Auxiliary member. Recipients have proven to be longtime champions of the organization and have devoted time as officers, committee members and in many other roles for the betterment of the Auxiliary.

Rogen was recognized during the Auxiliary’s annual meeting Nov. 5, hosted during the 2023 National Angus Convention in Orlando, Fla.

A SHINING LIGHT

A childhood spent in show rings across South Dakota fostered Rogen’s love of agriculture at a



Shally Rogen was recognized with the American Angus Auxiliary Distinguished Woman Award. Pictured (from left) are Mary McCurry, Rogen and Deanna Hofing.

young age. It was when her sons, Andrew and Alex, started showing Angus cattle that Rogen first gave her heart to black-hided cattle.

It was all-consuming love. Before she knew it, Rogen was involved on nearly every level possible. Her Angus tenure has seen her serve the South Dakota Angus Association, South Dakota Junior Angus Association and the American Angus Auxiliary.

Rogen created the Full Circle Online Auction, an event that has served as a key fundraiser for the Auxiliary for the past seven years. She’s also filled the role of national delegate and taken on officer duties.

But most notable — to both her

family and her peers — is her service to the juniors. The junior board of directors for her home state knew her as advisor, and her influence on the young group was why she was named Angus Breeder of the Year by the South Dakota Angus Association.

Rogen’s desire to leave a lasting mark on the community doesn’t stop with the Angus family, however. Her family says she excels at

interacting with visiting clients to the family’s veterinarian clinic.

At Split Rock Lutheran Church, she’s a constant friendly figure. Christmas is a special season where she exchanges a typical easy-going attitude for a “crazy Lutheran church basement lady” — her sons’ words — as she helps with the annual cookie exchange.

In fact, her skills in the kitchen that have been known to tempt people of all backgrounds. Past customers have called the ranch asking if they’ll be gifted a batch of cookies or jar of salsa with another show heifer. **AJ**