

AUXILIARY NOTES



by Leslie Mindemann, American Angus Auxiliary

Tradition with a twist

“A people without the knowledge of their history, origin and culture is like a tree without roots.”

The American Angus Auxiliary is steeped in tradition. You may remember the many years generous breeders donated a heifer for auction at the All-American Angus Breeders’ Futurity in Louisville, Ky., as our annual fundraiser. The support of this tradition cannot be understated. Yet, just as roots anchor us and bear tradition, branches represent growth.

Branching into new territory in 2016, we were approached with an interesting concept offering nationwide exposure with multiple donors and buyers. It would reduce the individual cost, yet create a masterful combination to increase support for the Auxiliary.

The Full Circle Online Auction is an innovative web-based consignment market that offers Angus breeders, families and allied industry the opportunity to both sell and buy, while making a substantial contribution to help ensure the sustainability of the Auxiliary’s ongoing support of the Angus breed and its youth.

Seeking items

Consignors can donate 100% to the Auxiliary or can choose to receive 50% of the gross revenue



their lots generate. We are currently seeking a wide variety of items with a minimum fair-market value of \$100. Auction categories include Angus memorabilia/collectibles, games/toys, vacation packages, home décor, cattle services, embryo/semen packages, and other useful items.

Recognition

Consignments accepted, per committee review, by June 1 will receive 90 days of advertising, including the launch at the 2018 National Junior Angus Show (NJAS); a full-color promotional brochure; and a September ad in the *Angus Journal*.

All consignments will receive recognition in member emails; on the Auxiliary website and

Facebook page; at the online auction site throughout July, August and September; and in *Angus Journal* advertising after the sale. Thanks to overwhelming support, in the first two years the event averaged more than \$11,000. The Auxiliary invites you to be a part of this exciting event!

The online auction will take place Sept. 26-27 and is hosted by www.AngusLive.com. Proceeds will support the Auxiliary’s mission, including breed promotion such



as our April Women Connected Conference, beef education with the All-American *Certified Angus Beef*® Cook-Off at NJAS, and youth development through Leaders Engaged in Angus Development (LEAD) grants, NJAS contest awards, scholarships and the Miss American Angus program.

Become part of our tradition. Make a consignment or mark your calendar. This is a great way to give back to the Auxiliary if your child has ever received one of the many scholarships or awards sponsored by the Auxiliary. Look to our website, angusauxiliary.com, on the Fundraising tab “Full Circle Online Auction” for full details and a consignment contract, or contact any Auxiliary officer or regional director.

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2018 calendar of events

APRIL 2018

- 18-20 Women Connected Conference, Excelsior Springs, Mo.
- 20-21 Executive Board spring planning meeting, Saint Joseph, Mo.

MAY 2018

- 1 American Angus Auxiliary Scholarship postmark deadline
- 15 All-American *Certified Angus Beef*® (CAB®) Cook-Off entry and recipe submission deadline

JUNE 2018

- 1 Contribution deadline for advertising inclusion Full Circle Online Auction

JULY 2018

- 7-13 National Junior Angus Show (NJAS), Madison, Wis.
- 9 All-American CAB Cook-Off, NJAS, Madison, Wis.
- 10 Mid-Year meeting, social and activity, NJAS, Madison, Wis.

SEPTEMBER 2018

- 26-27 Full Circle Online Auction

NOVEMBER 2018

- 3-5 National Angus Convention & Trade Show, Columbus, Ohio

Inaugural Spring Production Sale

Mark your calendars for the Inaugural Spring Production Sale at Spring Grove Ranch in Appomattox, Virginia! The event will be held on Saturday, May 26th, at 12:00 p.m. EST.



SPRING GROVE
RANCH
www.springgroveranch.com



4414 Spring Grove Road, Appomattox, VA 24522