

# AUXILIARY NOTES

by Cindy Ahearn, President, American Angus Auxiliary

## We are a Tradition

*Have you ever heard that if a business can make it to their fifth year they are probably here to stay? Ever heard the remarks about too many women together? You know “too many cats in a sack,” or “too many hens in the hen house,” or “too much estrogen in the room?” It can’t help but bring a smile to your face.*

We have all experienced it. Sometimes this scenario can make for an unhappy ending. However, we choose to channel this euphemism correctly; we prefer to take the optimistic option and use that ideology to define our presence. We are the American Angus Auxiliary. We were founded in 1952 and yes, we are a group of many women. Our current membership is 994 strong. Therefore, we are not transient. We are a tradition. We continue to make it work, and we have made our mark.

How did you make your mark? What is your mark? Do people look at you, your name, your family, your ranch, your actions and have a loose association in their mind or do they have a concrete impression? Have you branded yourself well? You did not get to where you are today by sitting back. Somewhere along your journey, you identified that discipline was the bridge between goals and accomplishments. You stood firm in your belief, disregarding the fear of fitting in. This is the example we want to set for our Angus juniors.

The Auxiliary is no different. You may reflect or contemplate upon just how did the Auxiliary make it to its

67th year? It may come as a surprise to some of you, but we continue our tradition because of the basics.

**“A wise person is hungry for knowledge, while the fool feeds on trash.” —Proverbs 15:14**

We identify and understand our customer, and know how to market our program.

Our customer is you, the Angus breeder; the mother at the grocery store; and ultimately our youth, who will carry on our beloved breed. Throughout our history, the Auxiliary has broadened its many programs to keep pace with the changing generations. Tweaking things, struggling with change all for the benefit of our customer.

There are 21 active committees that serve as the backbone of our success. Any new officer is always mesmerized by the amount of work and many hands active behind the scenes. Our spring meeting at the Certified Angus Beef LLC headquarters in March is a time of hard work.

It is a continuous evolution of differentiating between temptation and opportunity. We work to identify

what we can do to attract and keep our customers, seek them out and respond to their needs. Mentor letters go out to the Angus juniors who will be aging out, encouraging them to stay active by joining the Auxiliary.

Our commitment to progressive growth will help us avoid the stereotype of being “a bunch of old cackling hens.” We are adamant to reassure our historians that tradition will not be lost amidst securing a good understanding of how to tune our marketing program to a key that will attract and hold onto today’s youth, assure the young mother her choice to feed her family beef is healthy and safe while keeping the Business Breed number one.

Tradition will stand the test of time. Keeping up with the times will help us continue to make our mark.

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*Editor’s note: Correction to the Texas Scholarship Chair: Barbara Ettredge, 1001 Berend Road, Pilot Point, Texas 76258.*