

# A Foundation for the Future

Angus Foundation support provides opportunities for junior members.

BY ABRA UNGEHEUER

Investing in the future of the Angus breed can be done in several ways. Perhaps the most important is by investing in the growth and development of young people, namely the members of the National Junior Angus Association (NJAA).

The Angus Foundation is the main lifeline that supports the NJAA. Therefore, anytime a contribution is made to the Foundation, those funds will be used to help junior Angus members seeking to expand their knowledge of the Angus breed or improve their leadership skills. In turn, they will one day be able to more effectively serve the industry if they choose to remain a part of it in the future.

Perhaps you are looking for a specific way to give support to the Angus Foundation. Or maybe you are wondering what your support helps provide for the Angus breed. Here's a glimpse of how your contributions make a difference not only to junior members, but to the entire Angus breed.

The Angus Foundation was established in 1980 as a means to support youth, education and research. It was created so tax-deductible donations could be made by individuals to support programs.

There are nearly 11,500 junior members of the American Angus Association. Many

of the activities in which junior Angus members can participate — such as contests, award recognition, leadership conferences and serving on the NJAA Board of Directors — are made possible by the Angus Foundation.

## Junior Board

A majority of the funding given to the Angus Foundation is used for the NJAA Board of Directors. Since the formation of the NJAA Board in 1980, its responsibilities have increased tremendously. Board members are required to assist with a certain number of shows each year. A large part of their responsibility is coordinating the National Junior Angus Show (NJAS). All of these responsibilities require money in order to be accomplished, which is why the Angus Foundation plays a vital role in supporting the NJAA Board.

Sonya Smith, chairman of the NJAA Board, says that at one point many of the expenses were the responsibility of individual junior Board members. These included the expense of the green jackets, the uniform of the NJAA Board. That is no longer the case.

"Anyone can run for the Board because the expenses (travel, green jackets) are paid for," Smith says.

Therefore, support from the Foundation provides the opportunity for any junior Angus members to test their potential by setting goals and striving to reach them, without the worry that they won't be able to afford being on the junior Board. In addition, the support that the junior Board receives from the Angus Foundation has allowed an expansion of the programs within the NJAA.

## Junior activities

Another valuable program funded by the Angus Foundation is the scholarship program, founded in 1998. More than \$20,000 in Angus Foundation scholarships is awarded annually. Fifteen \$1,000 and two \$2,500 scholarships are awarded to qualified applicants annually. With continued support of this program, the Angus Foundation hopes to increase either the amount or number of scholarships awarded to junior members in the future.

*Directions* is the official newsletter of the NJAA and is made possible by Foundation funds. Published in the spring and fall, this newsletter is the main communication line between the NJAA Board and all junior Angus members. The newsletter includes updates on state junior Angus programs and activities, profiles of Association staff, information about the NJAA Board, and other pertinent information for junior members. The communications director and committee coordinate the material submitted for the newsletter.

The Youth Beef Industry Congress (YBIC) is a biennial event that brings together youth involved in the beef industry from all across the nation. YBIC is not a specific program of the NJAA; rather, it is a seminar for junior leaders in national beef breed associations and state junior cattlemen's associations. The youth who attend YBIC are usually college-age students and are the beef industry's cream of the crop. Nationally known speakers address the delegates during each YBIC in order to further their knowledge and understanding of the beef industry.

The congress is not possible without participation and support from sponsors. Funding from the Foundation makes it possible for Angus juniors to participate in the program. These junior members, the future of the beef industry, are able to participate in valuable leadership training.

"Leadership conferences are important in the development of leadership skills, as well as friendships that will last a lifetime," says Sy Olson, Foundation director of the NJAA Board. "The youth involved in the junior Association today will be an important part of the adult Association in the near future. The more education,



Since the formation of the NJAA Board in 1980, its responsibilities have increased greatly. The Angus Foundation provides financial support for the Board.

leadership development and educational activities we, as an Association, provide for the youth today will greatly influence and benefit the Angus industry of tomorrow.”

### New fund-raiser

“Funding needed to support an organization of the magnitude of the National Junior Angus Association constantly requires new ideas, as well as continuous support from the breeders, and the adult Board and staff of the American Angus Association,” Olson says. The idea of a Foundation Golf Tournament had been discussed the last several years, and it was really researched and pushed last year in hope of providing a new source of support for the Angus Foundation.

The new event will be July 10 in conjunction with the 2001 NJAS in Denver, Colo. Money raised as a result of the tournament will be used toward programs supported by the Angus Foundation.

“The funds from the golf tournament” Olson says, “will be used to support the future of the Angus industry through scholarships, leadership development, as well as educational contests.”

For more information about the tournament, contact the Junior Activities Department at the Association.

### Traditional means of support

A continuing Foundation program is the “Profitmaker Prints.” This program is set up so donors can “purchase” Frank Murphy Angus prints by donating \$100 to the Foundation. The current print selection is a set of four black-and-white grease-pencil drawings. The four 11-by-14-inch images were used in the Association advertising campaign from 1966 to 1970.

Proceeds from the Angus Foundation Heifer Package that is sold each year at the National Western Stock Show (NWSS) also go to the Foundation. In recent years, the support for this program has increased, leading to record-breaking sales of the package. When the program started in 1980, the first heifer was purchased for \$6,000. As the program became more popular, average sales grew closer to \$20,000. During the 2001 sale, that number hit a record-breaking \$101,000.

Davis on the Highlands donated the 2000 Angus Foundation heifer. Ashley Davis, Springfield, Ky., says his family wanted to contribute something to the Angus Foundation that would show their respect and love for the Angus breed. As a former NJAA Board member, Davis had the opportunity to grow as a person through activities supported by the Angus



Left: NJAA members benefit from leadership activities.

Below: NJAA Board members are asked to fulfill a multitude of roles during their two-year terms.



Foundation, such as the speech contest that is part of the NJAS activities.

The NJAA teaches respect, poise and composure, Davis says. “The NJAA teaches you a lot about communication on the national level. It teaches a lot of people about leadership.”

The heifer donated by the Davis family was unique. They wanted to try something different, in hopes of challenging others to do the same. Davis had encouraged his father to purchase the Angus Foundation heifer in 1994. The heifer his family donated in 2000 was out of that Foundation heifer.

### Future aspirations

Goals of the Angus Foundation include the development of a Web site. The site will provide updated information about the Angus Foundation. As funds are accumulated, more money could be used for educational and research purposes for the breed. Currently, the magnitude of funds needed in order to invest in such projects is not available.

In addition, a financial consultant, Rod Rockman, recently was hired to serve as a

resource for Angus producers interested in charitable remainder trusts. Rockman will be introduced to the Association Board of Directors in June. After that, the Foundation hopes to make him available to give presentations at larger livestock shows, such as the North American International Livestock Exposition (NAILE).

There comes a time when everyone must reflect upon what they hope to contribute in the world, the legacy they hope to leave. Many Angus breeders see value in leaving a legacy by supporting the Angus Foundation. By doing so, not only do they invest in the improvement of the Angus breed, but they also invest in the people of the Angus breed.

“The Angus Foundation provides a rare opportunity to look beyond the immediate and look into the future. Look at the needs on the state and national level and see where you can meet the need,” Davis encourages. “Most people don’t think they can contribute much, but everyone has the ability to give back more than they receive.”

