

# FOUNDATION IN FOCUS

by Thomas Marten  
Angus Foundation executive director



## Master marketers

*When you think of master marketers, you likely think of folks like Henry Ford, Ray Kroc or Steve Jobs, and for good reason. They are indeed as strong of marketers as they were insightful innovators.*

In many ways the father of American Angus, George Grant, shared the qualities you find in masters of industry such as a risk-taking entrepreneurial spirit, a keen sense of people, and enough grit and determination to get the job done.

When Prince Albert, husband of Queen Victoria, took ill, Grant, at the time a Scottish cloth merchant, acquired all the black crepe he could get. Upon Prince Albert's passing, Grant was the only vendor available to provide the traditional mourning badges. As Curtis Long often notes, it is good to be lucky.

With a fortune amassed by cornering the market on black crepe fabric in the British Isles, Grant traveled coast to coast across North America and fell in love with the prairies of Ellis County, Kan. He purchased 69,000 acres in and around what would become Victoria, Kan. In 1873, he brought the first four Angus bulls to the United States, arriving at Victoria May 17, 1873.

### Angus Day of Giving

149 years later, on May 17, 2022, Angus breeders across the country will celebrate this anniversary with the second annual Angus Day of Giving. Last year you smashed our inaugural goals and raised enough to fund the Raising the Bar conference!

This year we have our eyes set on raising \$20,000 for the Angus Fund with 25 first-time donors.

Help celebrate the breed that changed America and those masters of innovation, marketing and entrepreneurship who paved the way for Angus. Make a gift for the Angus Fund using the QR code in this article, share the impact of the breed and programs funded by the Angus Foundation with friends on social media, and invite five others to join you in making a gift.

### Golf tournament

You also have the opportunity to register now as a sponsor and player for the 2022 Angus Foundation golf tournament July 5, 2022, at Shiloh Springs Golf Club in Platte City, Mo., during the National Junior Angus Show (NJAS). This longstanding tradition continues to grow, and we look forward to another record-breaking year with your sponsorship and hole-in-one on the greens.

To sign up for the golf tournament, call or email Kris Sticken at 816-383-5100 or KSticken@angus.org.

### Farewell

On a final note, you have likely heard the terrific news that Jaclyn Upperman will be taking the helm of the Angus Foundation. Her vast

experiences and relationships from her work leading the Association's events and education initiatives have prepared her to take the Angus Foundation to the next level. If you have not already done so, please send Jaclyn a note to welcome her into this role (better yet, include it with your Angus Day of Giving gift).

It has been an absolute pleasure to serve the Angus Foundation the past couple years. As I prepare for seminary formation for a different kind of nonprofit career, I will remain indebted for the many conversations I have had with you. Keep me in prayer, and remember to be generous in building an even brighter future for the breed and the next generation of rural Americans. <sup>AJ</sup>

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*Editor's note: For more information regarding the Angus Foundation, contact Jaclyn Upperman at (816) 383-5100 or jupperman@angus.org.*

**SCAN TO GIVE NOW**  
or visit [www.angus.org/Foundation](http://www.angus.org/Foundation)

