

AUXILIARY NOTES



by Leslie Mindemann, American Angus Auxiliary

Engaging, empowering, educating

This spring has been busy for the American Angus Auxiliary. We hosted the fourth Women Connected Conference, “Engaging Minds and Renewing Spirits,” at the Elms Hotel in Excelsior Springs, Mo. Funded by the Angus Foundation, the event brought together women from 19 states to meet, learn and network with the commonality of Angus.

Presentations included Kelli Retallick, Angus Genetics Inc. (AGI), on the value of genomic testing in relation to expected progeny differences (EPDs); Ashley Grant, Ranch House Designs, on marketing and promotion strategies; Chef Alli Winter, Chef Alli’s Farm Fresh Kitchen; Debbie Lyons Blythe, blogger of *Kids, Cows & Grass*, on “fast” cooking for a hungry crew and “influencing” consumers positively on ag production, presented in hilarious fashion; and Milford Jenkins, Angus Foundation, on the Angus Team and the role of the Foundation. Thank you to all these wonderful speakers.

Highlights of the event were a CAB strip steak dinner; truth and laughter entertainment parodies by Cara Ayres (CaraBout Ag), our Region 1 director; and a tour of the American Angus Association headquarters.

Attendees had an opportunity to meet the people behind the scenes in membership, registrations, Angus Herd Improvement Records (AHIR®) and Angus Information Management Software (AIMS) departments; Angus Media; and AGI. They were able to ask general questions or those



specific to their Angus operation. We all came away much smarter.

Looking ahead

On the radar is our Mid-Year Meeting and Social July 10 during the National Junior Angus Show (NJAS). “Don’t Rub Me the Wrong Way,” presented by Kara Lee of Certified Angus Beef LLC (CAB), will provide insight and instruction on the best way to season meats. With a hands-on activity provided by the Wisconsin Beef Council, you can prepare and take home your own custom rub seasoning. Since we will be in Wisconsin, a must will be cheese and sausage sampling.

Just prior to our social, the Auxiliary will hold a scholarship workshop to talk about steps to keeping good records, attaining the National Junior Angus Program’s Bronze and Silver awards, and how to prepare a winning scholarship application. Suited for all ages,

this workshop will help set you up to avoid the headaches of crunch time when high school scholarship season rolls around. It’s also good instruction for junior advisors and state scholarship chairs.

Speaking of scholarships, since 1956, when we first awarded \$300 to one young lady, the Auxiliary has grown to offer \$17,000 this year to the top five boys and top five girls from applications submitted by each state. These young ladies, presented during the awards ceremony July 13, will have the opportunity to compete in November for the prestigious title of being the 50th Miss American Angus.

Being in my home state of Wisconsin, I can’t wait to welcome you to America’s Dairyland or the “Land of Angus” during NJAS week. We hope you can join us while “Living the Dream in 2018” as we celebrate the 50th Anniversary of the National Junior Angus Show. We hope to engage you.

Leslie Mindemann
lesmindy@gmail.com