

Please
join us...

American Angus Auxiliary Mid-Year Meeting

July 14, 2021
Grand Island, NE
Meeting begins 4:00 PM

Social and
Scholarship
Workshop
before the
meeting.

Visit with friends,
meet someone new and
learn the ins and outs of
the Auxiliary Scholarship
application.

AUXILIARY NOTES

by Pam Velisek, President, American Angus Auxiliary

Planning for the Future

When I sat down to write this month's column, I really thought that I didn't like the topic of "Sealing the Deal," but after more thought, it really fits in with what the Executive Committee spent a lot of time discussing at our spring meeting last month.


Sealing the deal is all about marketing and strategies. We do that in our own businesses but also in the many organizations we all belong to. We spend a great deal of energy in figuring out how to market our cattle or improve our breeding programs or reach our customers more efficiently. We also need to find effective ways to reach our members.

At the end of March, the Executive Committee of the American Angus Auxiliary met in Saint Joseph, Mo., for our spring meeting. We were unable to go into the Association for our meeting, but the staff still welcomed us with open arms and made our stay enjoyable. We got updates from American Angus Association staff, and it is safe to say our Association is in good hands.

Saturday morning we jumped into our meeting full speed ahead. We started off with committee reports and all are working diligently. The year 2020 was a difficult for all and that includes the Auxiliary in some ways. We fell a little short on income because schedules got changed,

travel was shut down for a bit and the Angus Convention was scaled back, but we are ready roll now. Our Angus Gift Barn Committee has been working hard at finding new and exciting items, so you want to be sure to visit us in Grand Island, Neb.

Next year we will celebrate our 70th Anniversary. We spent time strategizing ways to honor these exciting times, and we hope to have some fun activities planned for 2022. We will raffle a beautiful Holy-Cow Couture designer bag. Tickets are on sale now, and you can get them from any of the Regional Directors or officers. The winning tickets will be pulled July.

The Auxiliary will host its mid-year meeting Wednesday, July 14, in Grand Island, and we hope you all can join us. 



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