

# AUXILIARY NOTES

by Julie Conover, president, American Angus Auxiliary

## Service

*A one-size-fits-all approach rarely works in the Angus business.*

From how we market cattle to the ways in which we each build our own brand, customization — or at least the opportunity for it — becomes essential.


Service has long been a fundamental word in my life from first volunteering as a 4-H teen leader, which helped lead me to my first career as an agriscience instructor and FFA advisor. The incredible things you learn standing in front of a classroom teach you so much about yourself, as well as the world you live in. In my second career, I served youth, but with the primary responsibility of educating staff and adult volunteers while in the role of statewide livestock and veterinary science extension educator. The importance of partnerships and working together to better serve all was ingrained in this process.

In 2017 a third move would take me on a new adventure as a spouse of a regional manager and sole employee of an association. I have been blessed to work for the Missouri Angus Association board of directors and serve its membership, navigating through numerous challenges and opportunities. In this role I discovered the true meaning of service. As you might imagine, working for a board is much different than a school district or university, with goal posts not as defined. While there is plenty of water to navigate, the rewards are plentiful

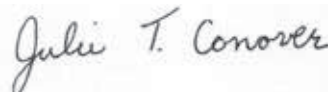
in seeing the results of service to our members. Whether helping to design an ad for our almost-monthly publication, running events for our junior and adult membership, or creating new board-driven initiatives with the potential to truly affect the way bulls are marketed in the state, serving a membership organization can make quite an impact.

In 2023 I am appreciative to serve as your 69th American Angus Auxiliary president. In the past 71 years, there have been many hard-working women who have donated time, items and funds to help drive our mission forward. The American Angus Auxiliary offers individuals interested in the welfare of Angus the opportunity to work together to provide educational, promotional and social programs and activities.

Thank you to our members across the country for your service to the Angus breed. Service does not come without a time commitment, and we truly appreciate yours.

If you have any questions or are interested in joining or getting more involved, please reach out to myself or any of our Auxiliary officers or regional directors. 

Sincerely,



[julie@missouriangus.org](mailto:julie@missouriangus.org)



**The American Angus Auxiliary presents the 8th Annual Full Circle Online Auction NOVEMBER 9, 2023 hosted by Angus Live**



**Now through August 1st** currently seeking a variety of items with a fair market value in excess of \$100.

### Supports:

Auxiliary's mission, including breed promotion, beef education, and youth development through programs, awards and scholarships

### Visit

[www.angusauxiliary.com/fundraisers/FullCircleOnlineAuction.html](http://www.angusauxiliary.com/fundraisers/FullCircleOnlineAuction.html)

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