

Auxiliary Notes

► by Jane Ebert, president, American Angus Auxiliary

Presidential reflections: You are important!

How important are you? More than you think! A rooster minus a hen equals no baby chicks. If the nail factory closes, what good is the hammer factory? Certified Angus Beef LLC (CAB) minus the beef producer equals no Certified Angus Beef® (CAB®) meats.

Just as Rodgers needed Hammerstein, you need someone, and someone needs you! Putting people and opportunities together has been the focus this summer — come along, and let's begin!

New auxiliary formed

Birth announcement: I am proud to present to you the newest arrival to the American Angus Auxiliary family. A birth certificate was registered to the Atlantic National Angus Auxiliary at 2 p.m. on Friday, May 25, at the Maryland State Fairgrounds in Timonium, Md. In one short hour, the new organization elected a chairwoman, Lisa Campbell, Pennsylvania Furnace, Pa.; and two directors, Ann Harrison, Woodbine, Md., and Ginger Woycik, Rapidan, Va.

The meeting featured Lacey Robinson, who shared her experiences as Miss American Angus.

A brief introduction of the new chairwoman told us that Lisa and her husband, Roy, own and operate Sycamore Farms, a farrow-to-finish hog operation, and farm 625 acres of cropland. They have three daughters, two in college and one in elementary school. Their older daughters, Elizabeth and Julie, own seven head of Angus cattle. Emilie, who is 7, will be a junior Angus participant in a few short years. Welcome aboard, Lisa!

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Lisa indicated that they are relatively new to the Angus business. What a great lady to step forth and enjoy Angus leadership and fellowship. A welcome mat has been extended for potential new members to the Atlantic National Angus Auxiliary. Call Lisa at (814) 237-3770 for more information.

Working together

I received another great call this past month from Shirley Williams of Fair Oaks Farm in Arkansas. She was inquiring about special Auxiliary Ways & Means projects and whether the Arkansas Junior Angus Association could incorporate the Auxiliary's fund-raisers into its 2001 foundation heifer draw-down.

Lawson Hembree, Sugar Hill Farms, donated the 2001 Arkansas foundation heifer. Shirley and I had a wonderful visit. I learned how their successful foundation heifer package is marketed and that Arkansas wants to support the efforts of the American Angus Auxiliary. It's wonderful when Angus breeders and organizations can support each other's endeavors.

Of course, the heifer was the grand prize in the draw-down, but the group used a Harvey Rattey bronze sculpture, "The New Generation," as one of the final draw-down prizes. They also gave a CAB gift box by RMH Foods Inc. Every time a CAB gift box is purchased, it benefits the educational efforts of the Auxiliary.

If this approach works for Arkansas, why couldn't it work for your state program? For more information, contact Shirley at PO Box 789, Fort Smith, AR 72902.

Ideas for the holidays

Brainstorms are churning in the Auxiliary as to how we can become savvier in our fund-raisers. Let me pitch a few to you in hopes of receiving your feedback.

Gift Idea 1: holiday gifts. Sitting at my computer this evening, I could count on my 10 toes and 10 fingers the Angus producers who have business connections beyond Angus cattle. Now is the time that you and your general manager or executive secretary are discussing gifts for your business friends and contacts for the 2001 holidays.

You can give these clients a sample of our industry — a CAB gift box. Don't drop the ball and miss a marketing opportunity! Call me; we're working on a corporate CAB gift box for the 2001 holidays.

Gift ideas 2 and 3: a knitted blanket featuring the *new* CAB logo (it's beautiful) and a steak platter featuring none other than an Angus bull with a CAB logo. Ordering information for these items will be on the Auxiliary Web site (www.angus.org/auxiliary) and the CAB Web site (www.certifiedangusbeef.com).

Coming up

At the next writing, my husband, Bill, and I will be in the process of relocating to our home in Sparta, N.C. We will be living in the Blue Ridge Mountains, enjoying mountaintop views of the hills and valleys and sounds of the rushing water of the Little River. Lots of wildlife!

Actually, I think one of the requirements for serving as president of the Auxiliary is that you move during the year. Dave and Yvonne Hinman did it last year, so we are trying it, too.

Circle your calendar for our Annual Meeting in Louisville, Ky., Nov. 11. The North Carolina Angus Auxiliary will serve as brunch hostesses. It will be Southern hospitality at its best.

A 50th-anniversary celebration will be featured and much more! Remember, if you have Auxiliary photos, news articles or historical data, please send them to Kelli Toledo for Annual Meeting preparation and to Lois Foster for scrapbook information.

Historical note

In 1968, first-place scholarship winner Sharon (Harrold) Sommers of Indiana was crowned national Angus queen.



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