

# FOUNDATION IN FOCUS

by Rod Schoenbine, Angus Foundation

## A Just Cause – Not Just a Cause

*These words of Simon Sinek, leadership guru, are a beautiful descriptor of your Angus Foundation. His definition of a “Just Cause” is a description of a future state or vision so ideal that we will sacrifice trying to achieve it.*

This was on full display at the National Junior Angus Show (NJAS). People willing to sacrifice their time, treasure and talents for the “Just Cause” of the Angus Foundation’s mission. The mission of fostering the advancement of youth, education and research to bolster the Angus breed.

It was a big week for the Angus Foundation during the NJAS in Louisville, Ky. Truly a team effort that could not have been done without the backing of the entire Angus staff and board of directors and most importantly, the generous donors. Thank you for your support in helping your Angus Foundation have such an exceptional week.

### NJAS highlights

Over \$231,000 in scholarships were awarded to 91 students. This was a record year, a beautiful setting and great execution with the events staff to recognize these deserving Angus youth.

The Foundation’s Silent Auction

netted \$11,241. State junior and adult Angus associations, breeders, allied industry and Angus enthusiasts from around the country donated 139 items



A portion of the unrestricted funds raised by the Angus Foundation are given out as scholarships.

to help raise unrestricted dollars.


The top selling item was a 2019 NJAS commemorative corn hole game set from the California Junior Angus Association bringing \$400.

The 19th Annual Foundation Golf Tournament was one of the best in recent years netting \$14,948. Over 23 teams competed with ABS Global, Neogen, Connealy Angus, Certified

Angus Beef® (CAB®) and Roger Behlmann as major sponsors for this year’s event.

The Angus Store brought in \$23,520 (gross). You can purchase Angus swag at the Angus Brand Store online at [www.shop.angus.org](http://www.shop.angus.org).

The communications team literally rolled out new “Work Hard Dream Big” messaging with pull-up banners highlighting the impact the Angus Foundation has had on three past National Junior Angus Association (NJAA) members.

The many programs, funded by unrestricted funds, will continue to create future leaders with the work ethic, integrity and leadership skills needed to enhance our industry. Work hard, dream big is a fitting tag line to support the mission and vision of the Angus Foundation’s “Just Cause.” Please join us in supporting your Angus Foundation. 

*Rod Schoenbine*

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