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# Lori Fink

## Kansas Secretary-Fieldman

by Lori Riffel

**F**ieldman, advisor, secretary, director, storehouse of Angus information, member, officer, partner and wife. Lori Fink.

Kansas Angus Assn. secretary-fieldman for the past five years, Lori Fink is a woman of few words, but an enthusiast of the utmost. She has the Kansas Angus Assn. on a progressive incline of active membership and cattle breeding.

From the time she interviewed for the secretary-fieldman position, Lori has made things happen. With the introduction of a platform of changes and improvements she would like to see enacted in the Kansas Angus Assn. in 1979, the word was go. And there haven't been any stop signs since.



Keeping an active membership and encouraging participation in activities is a tough feat within any organization, but Lori seems to have the knack and does it with ease.

"First you yourself have to show enthusiasm and set an example that being involved and active is good for you and good for the Angus environment in your state," she says.

Lori believes such enthusiasm tends to rub off on others and an increase in volunteers and participants follows before long.

### More than full time

She's a mover. Handling one state and doing what Lori sets out to accomplish for her members makes a full-time job out of a part-time position.

But she'll have it no other way. Lori attends all the events she can and seems to thrive on the hectic schedule a secretary-fieldman's position offers.

"To me it is so important to be there and represent our state association," says Lori. And go she does.

Tom Perrier of Dalebanks Angus, Eureka, Kan., is currently president of the Kansas Angus Assn. He backs her up.

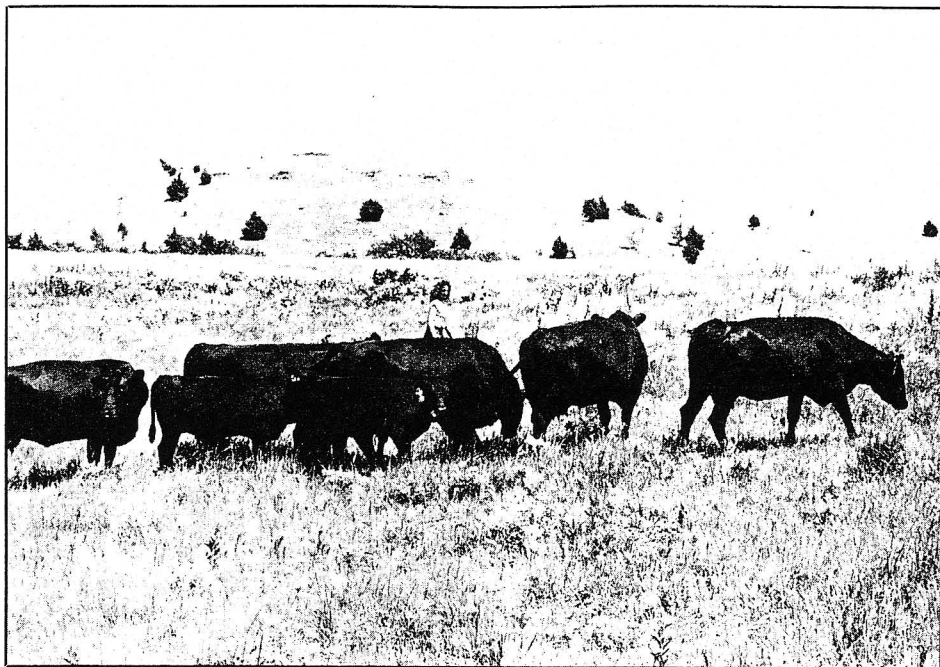
"She's in front of a lot of people, especially non-members and is the visible part of the Kansas Angus Assn. She's the main representative and makes a good impression," he summarizes.

### Many miles, many efforts

Throughout the spring and fall months, Lori attends every Kansas Angus sale possible. She also manages three sales annually and finds her way to many shows, including all the state's district junior shows.

The Kansas Beef Expo, a major state cattlemen's event sponsored by the Kansas Livestock Assn. (KLA) and involving more than a dozen breeds, requires year-round work. Lori serves on the Expo board as the spokesperson for the Angus breed, helping to establish rules and regulations as well as coordinate the shows, sales, judging contests and a steak fry. In addition to normal show and sale planning—i.e., booking an auctioneer, sending out entry forms and stirring up interest months ahead of time—Lori personally looks at entries to see if they qualify.

"The last week in December, Don Laughlin (American Angus Assn. regional manager) and I screen most cattle in the Expo," says Lori. The catalog is put together in January and represents a two-week venture itself. The



*During her relaxing moments, Lori likes to spend time with the Fink cow herd.*

show and sale takes place in early March.

"And the Expo's a timed event," explains Lori. "A breed has to get in, have the show and sale, and then get out so the next breed can come in."

Lori knows what she has to do and does it. She credits the aid of an Angus committee that helps to keep events running smoothly.

"It's a matter of good organization on everyone's part," she adds.

### Never tires

When Lori's not behind the scenes at a show or sale, snapping pictures or jotting notes for future news releases, she

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organizes tours and banquets, attends conferences and plays an active role in the KLA (with which many Angus events are correlated throughout the year).

"Lori never tires and never quits until the job is done. If there's not a show for three months, she'll be working on another project for Kansas breeders," says Cindy Houck, Bushong, Kan., past

president of the Kansas Junior Angus Assn. and reigning Miss American Angus.

Lori sticks to basics in her job, but is aggressive. A born Kansan, she is a firm believer in her state and its cattle.

She gives Kansas full attention and in her "slack" months makes herd visits across the state. In the last five years she has traveled to over 250 farms.

"People really appreciate having someone come to their farm and look at their Angus cattle, visit with them and let them know the state association cares about them and that they're not just a name in the directory," says Lori.

Cindy Houck adds, "she really cares—if you have a good sale or a rough one, or if your new babies (calves) are born without difficulty—Lori is always excited about everybody's business and what they are doing with their Angus."

Lori takes several avenues in selling Kansas Angus. She single-handedly publishes the association's monthly newsletter, Kansas Angus News, coordinating all advertising, editorial copy and photographs. The small magazine averages 24 pages an issue (it has reached 60 pages on occasion and brags of an increasing number of advertisers) and covers state and national Angus news.

Utilizing a mailing list upwards of 3,000 people, Lori sees that the newsletters and annual directories not only reach Kansas Angus breeders' homes,

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—Tom Perrier, Kansas Angus Assn. president



*Usually the main person in charge at Kansas events, Lori keeps things running smoothly, which may include being master of ceremonies.*



*Lori utilizes all information and pictures possible in the Kansas Angus News, including American Angus Assn. news releases and photographs.*



*Lori thanking the Kansas juniors when they presented her with the honorary junior membership award. Lori hands credit to the juniors themselves for a successful association is only possible through teamwork.*

but those of out-of-state and commercial cattlemen as well.

If you ever attend any Kansas Angus events you will more than likely find Lori's promotional booth and sign-up sheet for the free monthly newsletter.

"That's where you are able to pick up commercial breeders and new people and increase the mailing list," she says.

### **Headlines important**

The energy doesn't stop there, however.

Keeping Kansas Angus cattle and breeders in front of the public is an important goal to Lori, so she fully implements news releases. Angus pictures and stories in state and local farm papers, she believes, do as much promotion as any method of advertising.

"People will pick up the Grass & Grain or High Plains Journal, see pictures and think 'hey, these are black cattle and they're in the news,'" Lori explains.

Tom Perrier adds, "Lori does a good job getting information and publicity out on the association—getting our events to the news media."

Lori (and husband Galen) are also advisors for the Kansas Junior Angus Assn. Lori is a stalwart of the junior organization as she tries to repay to today's youth what she gained herself being a junior member.

"If I can help kids and give them inspiration—keep their desire and momentum going in Angus—then that means a lot to me," says Lori.

Cindy Houck credits Lori in that "she helped me a lot seven years ago getting me involved in the junior association. She gets the younger juniors involved by starting them in lower offices."

At the Kansas Junior Preview Show in July, Lori was presented with the honorary junior member award from the youth who look up to her.

### **Involved as a breeder, too**

When Lori isn't out on the road, she can be found working with and spending time with the Fink Angus operation. Lori and Galen, who is also the herdsman for Kansas State University's breeding beef operation, run more than 100 head of registered Angus just outside Manhattan.

Kansas Angus breeders are proud of the gal that serves as their secretary-fieldman. In fact, you'll find a prejudiced bunch who thinks Lori Fink is the best.