

AUXILIARY NOTES

by Deanna L. Hofing, president, American Angus Auxiliary

New Season, Same Forward Progress

Fall, what a wonderful time of year! For my family, it is one of our favorite seasons. Cool evenings, moderately tempered days and the beautifully colored trees.

This is also when many Angus production sales secure this year's profits. Annual sales, for many producers, are a measure of value.

Value can be defined as not only the importance, worth or usefulness of something, but also the numerical or monetary value. Bringing value to the Angus breed and youth is the American Angus Auxiliary's focus. The mission of the Auxiliary is to offer individuals interested in the welfare of the breed the opportunity to provide educational, promotional, and social programs and activities.


This year we addressed, researched and discussed many sensitive and difficult topics. A special research committee was organized to research if any changes in verbiage should be suggested to the scholarship program. This committee worked wonderfully together and brought recommendations to the membership in a transparent manner for the midyear meeting.

I am proud to say the midyear meeting was attended by record numbers with excellent participation and decisions made in a productive, respectful manner. I hope all who attended this meeting felt they had a chance to speak their views and contribute to the Auxiliary's future. It

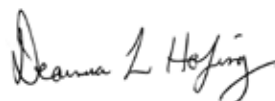
was a pleasure to meet new members and members who had not attended in quite some time.

Many times this year, I was asked, "Why, as a president, did you bring forward a polarizing topic to be discussed, if it will just create friction and make your presidential term difficult?" I have to say as a leader, it is not in my DNA to just stick my head in the sand and table the tough topics for the next president to deal with. I wanted to provide value to the organization by tackling some of the more difficult topics.

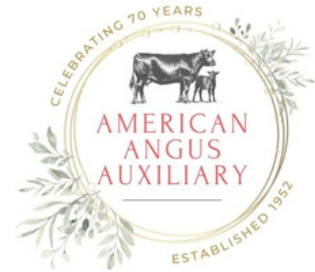
If a member brings me a valid topic, it is my duty to support them and give them a voice. Yes, there was friction and high emotions at times. Yet, as an organization steeped with tradition, it is essential to have these discussions to stay relevant and influential in the industry. How can we support our youth if we don't consider their changing dynamics?

Thanks again for the support from women across the country and Mark McCully for your guidance. 

Cheers!



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Full Circle Auction

November 10, 2022
hosted by www.AngusLive.com

"Full Circle Online Auction" is an innovative web-based consignment market that offers Angus breeders, families and allied industry the opportunity to both sell and buy, while making a substantial contribution to help ensure the sustainability of the Auxiliary's ongoing support of the Angus breed and it's youth.

Proceeds will support the Auxiliary's mission, including breed promotion, beef education, and youth development through programs, awards and scholarships. The Auxiliary is currently seeking a wide variety of items with a fair market value in excess of \$100. Auction categories include Angus memorabilia/collectibles, games/toys, vacation packages, home décor, cattle services and other useful items.

If there are any questions, please contact one of the following:

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