



Foundation Fundamentals

► by *Milford Jenkins*, president, Angus Foundation

The NJAS: A place to grow

While attending the 2006 National Junior Angus Show (NJAS) in Indianapolis, Ind., and thinking about this column, it occurred to me that the NJAS can be described as “a place to grow” for anyone, regardless of age, who attends this awe-inspiring Angus event.

For young and old

For you see, the NJAS provides Angus youth a place to showcase on a national level the beautiful fruits of their labors and proud results of their countless hours of hard work and energies invested at home in preparing for competition against peers from the 34 states represented at this year's show.

Regardless of the NJAS contest(s) in which the enthusiastic Angus youth compete or how they place, by competing, they grow further in developing lifelong principles of character, integrity and sportsmanship. The contests allow youth to experience the joys and exhilaration of winning as well as, when necessary, finding in themselves the maturity and humility to gracefully handle defeat when unfortunately faced with that fate in their competitions.

Parents, grandparents and great-grandparents alike grow immeasurably themselves at the NJAS through watching their children, grandchildren and great-grandchildren compete in the showing, public speaking contests, Auxiliary-sponsored All-American *Certified Angus Beef*® (CAB®) Cook-Off, team sales competition, quiz bowl and other activities. All of these competitions empower Angus youth to grow in their confidence and abilities as a result of their accomplishments

and achievements. These invaluable experiences and leadership skills will help them be successful in whatever career path or vocation they may

choose to embark upon later in life.

The NJAS is a place for young and old alike to also grow socially by making new friends and renewing existing relationships with acquaintances in the Angus breed from across the United States. And, yes, although everyone at the NJAS is there to compete, a sense of family exudes throughout the show with the unselfish, encouraging support given to peers in abundant supply — truly making the NJAS a place to grow for everyone.

One doesn't have to be at the NJAS very long to grow a profound and convincing sense of confidence that the future of our beloved Angus breed — and, for that matter, our country as a whole — is in very capable hands. Seeing these outstanding young men and women in action is truly a special sight to behold.

Foundation focus

You may be wondering at this juncture why the NJAS is the focal point of the “Foundation Fundamentals” column.

The answer is simple. It takes a lot of money to put the NJAS on each year.

The NJAS is just one of a multitude of education, youth and research activities that the Angus Foundation can help to further grow and fund in the future. However, it will require a significant influx of generous

financial support from Angus breeders, allied industry interests, current and past show exhibitors and their families and friends.

Officially identified as a fundraising priority in the Strategic Fundraising Plan approved by the Angus Foundation Board of Directors in February, the NJAS will be included in the select group of education, youth and research concerns targeted for funding through this visionary and ambitious multiyear, multimillion-dollar fundraising campaign to be announced Nov. 11 at the Angus Foundation's Supporter Recognition Event in Louisville, Ky. (Your \$250 gift to the Angus Foundation by the end of this fiscal year, Sept. 30, will reserve your seat for this historic campaign announcement.)

From a long-term perspective, by growing a \$2.5 million (minimum) permanent endowment in the Angus Foundation specifically for the NJAS (with only the income revenue generated by this endowment each year being spent on the NJAS), a very reliable and consistent stream of income can be counted on to help offset a portion of the show's expenses. You will want to be in Louisville to hear more about this exciting, monumental and unprecedented Angus fundraising campaign announcement.

In closing, when combined, my \$250 gift with your \$250 gift each and every year can exponentially advance the future of our Angus breed through education and research and help ensure that the NJAS will always be “a place to grow!”



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