

The SPIRIT of the Season

The Angus Foundation offers cattlemen a number of ways to contribute this fall.

by Crystal Albers

The fall season is an active time for those in the Angus industry. In the midst of changing leaves and shifting autumn winds, breeders balance the demands of a busy sale season while building herd programs and attending numerous industry functions featuring the latest changes within the industry.

In the spirit of seasonal change, the Angus Foundation is preparing to broaden its efforts toward education- and research-oriented initiatives in an organization that has historically focused on youth. Angus Foundation President Paul Hill is quick to point out that youth development will remain a focus of the not-for-profit entity; however, he says, more educational initiatives are being explored to ensure the future success of the breed and expand upon the original mission of the Foundation.

"The Foundation Board's focus is not to lessen the emphasis on youth," Hill cautions. "But there is a desire to increase education and leadership development efforts."

Milford Jenkins, Angus Foundation director of development, says a number of educational opportunities are being discussed, with a breeder informational forum and an adult leadership development program among possible considerations.

"Hockey great Wayne Gretzky once said, 'You don't skate to where the puck has been, you skate to where the puck will be.' This analogy is very applicable to breeding Angus cattle and maintaining our enviable

competitive edge in the marketplace," he says. "The creation of educational programs, like breeder forums, will further enhance the position of Angus in the beef industry."

But innovative programs require innovative fund-raising efforts. That's why Angus leaders like Fred and Betty Johnson of Summitcrest Farms, Summitville, Ohio, have already begun to fuel the drive for educational advancements. The Johnsons will host the 2004 Angus Foundation Gala and Auction Oct. 31, with proceeds going toward future Angus-based educational programs. The event will be the first



of its kind for the Foundation — an event hosted and largely underwritten by a breeder on behalf of the Angus Foundation — and will offer Angus breeders from all backgrounds an opportunity to contribute.

A bewitching benefit

Angus enthusiasts from across the nation are invited to attend the Halloween event, themed "That Old Black Magic." (See the invitation inserted between pages 264 and 265 in the September *Angus Journal*.)

Tickets, which can be purchased for \$100 a piece, will guarantee gala-goers a memorable event, says Julie McMahon French, event co-chairwoman.

Scheduled to begin at 5 p.m., the evening will feature a long list of entertainers, including a magician, a live band and syndicated columnist and radio commentator Baxter Black. Hors d'oeuvres and a social hour will be followed by a buffet dinner and several other treats.

Of course, there will be several opportunities to donate to the Angus Foundation. Both a silent and a live auction will feature numerous items, listed on the Angus Foundation Web site, www.angusfoundation.org, and \$100 raffle tickets can win one lucky donor a \$1,000-shopping spree at Sullivan Supply.

Jenkins stresses that all fund-raising proceeds from the event, unless directed otherwise by a donor, will be available to the Angus Foundation toward the development of educational initiatives and related priorities targeted for the occasion.

"Numerous individuals and ranches have provided bewitching, enchanting and magical items for both the silent and live auctions," he says. "Our primary goal is to provide everyone the opportunity to involve themselves in some manner, either by purchasing a ticket to attend the event or buying a lucky ticket for a chance to win the shopping spree."

French, who developed the idea for the benefit after watching other livestock

associations conduct similar events, says the variety of giving opportunities allows enthusiasts of all abilities to contribute.

"There may be some people out there who haven't considered giving to the Foundation before because they may have felt as though they couldn't afford to give in the same way others have. They look at a photo of donors in the magazine and think, 'That's not for me.' But this event establishes so many different levels and opportunities for

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giving. It's a new way for breeders to participate in something that's fun and interesting to them and to take ownership in the Foundation and in the breed."

Event co-chairwoman Wynn Herbers agrees. "There will be more opportunities for more people to show their support and to give in a way that they personally can give, whether that be serving on a committee or giving monetarily."

Patti Colbert, event consultant, says the evening will be about showing support for the Angus Foundation, whether through financial contributions or other methods.

"It doesn't have to be a check or contribution," Colbert says. "In this case, this evening is about participation and fun. It's about attending and showing your support. It's important that from a business and emotional standpoint that people participate in these kinds of events."

Hosting a gala

Jenkins says the Angus Foundation will consider proposals from other Angus enthusiasts interested in hosting similar events. All they have to do is consult with

Jenkins and submit a qualified proposal in accordance with Foundation policy.

"It is anticipated this partnership between the Foundation and the host of the event will generate ideas as to how the host can best support the Foundation," he says. "Hosts must be unselfishly willing to assume the costs of the meal, entertainment, physical set-up and the venue suitable for the occasion."

While that may encompass considerable expense, Johnson says the idea behind the gala has a lot of merit.

"It's a means to have more and more people participate in Foundation activities for education and research," he says. "I'm sure the great majority of Angus breeders believe the future of the business lies in the work of the Foundation."

Colbert reminds producers that even if they're unable to attend the

event, gift-giving opportunities remain available.

"It's never too late to give," she says. "If breeders miss the deadline, contact the Foundation, and we will make something happen with your contribution."

French says Association members throughout the country should take ownership in the Angus Foundation.

"The heart of the American Angus Association isn't just in Saint Joseph, Mo. It's everywhere, USA," she says. "The goodness of Angus

people and their desire to support the breed is spread throughout the country. The Association belongs to them, and so does the future of the breed."

And, French says, supporting educational opportunities for breeders of all levels is key for its success.



Enthusiasts to build upon vision in Louisville

Angus Foundation supporters won't want to miss the second annual Angus Foundation Reception, 6 p.m., Saturday, Nov. 13. The event, themed "Building Upon the Vision," will take place in the Queen of Scots Room at the Executive West Hotel in Louisville, Ky., in conjunction with Angus events surrounding the North American International Livestock Exposition (NAILE).

Angus Foundation supporters who have donated \$250 or more during the last three fiscal years will be invited to the event, which will include entertainment, cocktails, hors d'oeuvres and an auction featuring the American Angus Association's 15 millionth registration number. Plans are also underway to unveil the newly developed Angus Foundation logo.

Angus Foundation President Paul Hill says he's expecting approximately 250 participants at this year's event.

"There has been increased enthusiasm for the Foundation program this past year," he says. "In attending last year's reception, it was evident that everyone thought the power of their gifts, their investments and their passions for the Foundation would make a difference in education, youth development and ultimately scientific research."

Milford Jenkins, Angus Foundation director of development, says Angus enthusiasts who hope to attend the event can still receive an invitation by making a donation of \$250 or more.

"Donors offering gifts of \$250 or more to the Angus Foundation between now and the event will be invited to the donor reception," he says. "I've no doubt that owning the bragging rights to this registration number will create a fun and high-spirited bidding contest for this prestigious claim of Angus history."