



Auxiliary Notes

► by *Anne Lampe*, president, American Angus Auxiliary

Don't leave without a story to tell

During the recent Certified Angus Beef® (CAB®) Annual Conference, I had the opportunity to listen to a keynote address by Ken Schmidt, former director of communications for Harley-Davidson Motor Co. Schmidt's motivating presentation on branding, creating a fanatic customer base and developing leaders who inspire contained a key phrase that he used to make his point. He said, "Don't leave without a story to tell," expounding that if there is no story, then nothing happened. Your story can be sparked by a nice or engaging dinner conversation, a new friend met, something learned or experienced. Big or small, there is a story to tell.

My story

After Schmidt's presentation, while still at the conference I began mentally putting this column together knowing that my final "Notes" was due soon after my return home. I began to think about what would be my story and what would be the story of current officers, members and those the Auxiliary touched this year through our programs, awards, meetings or events.

As I prepare to end my year as president, I am excited to tell my story and the story of the Auxiliary's 60th year. It is a story that will be forever ingrained in me and will always be a very special memory. In the beginning of my term, I set personal goals, as well as goals for my year as president. My No. 1 goal was to bring a greater open awareness of the Auxiliary and to reach out to those who may not know our mission and purpose. At that time I was not thinking about "telling a story" at the end; however, we do have a great story to tell and share. Here is just a little of that story.

Our story

The story begins with the nine women who have served with me this year as officers and regional directors. While I am sure that each of them could tell her own story, the story we can tell together is one of a successful and personally fulfilling year as we worked together to uphold the 60-year-old mission of the Auxiliary. Each of these women brings unique talents, experience and perspectives while sharing a passion for our mission and Angus cattle that unite us as a team.

Last fall, we entered into a partnership with Certified Angus Beef LLC (CAB) that brought our Gifts that Sizzle program to new levels. With this new partnership, our net income for the project this year was almost \$3,000 — a 438% increase compared to 2011. The Auxiliary gets a percentage of every CAB gift box sold via www.angusauxiliary.com or www.certifiedangusbeef.com. The proceeds of this project are used to enhance our junior Angus scholarship and awards programs. My compliments and thanks go to CAB and to committee co-chairwomen Jane Ebert and Mary Greiman.

A big part of our story is our first-ever Women Connected Conference, which took place last spring in Saint Joseph, Mo. Made possible by the sponsorship of the Angus Foundation and the support of the American Angus Association, we connected with a diverse group of women from different regions of the country and backgrounds that are connected by and share a common bond — Angus cattle. Participants first submitted applications, and from those applicants, 20 women were selected to join the Auxiliary executive committee to engage one another in conversation and friendship, and to empower leadership and educate themselves in a variety of relevant topics.

Auxiliary schedule In Louisville

Please join us for the Auxiliary activities that are in conjunction with the North American International Livestock Exhibition (NAILE) and the 129th Annual Meeting of the American Angus Association. (All events are at the Crowne Plaza unless otherwise noted.)

Saturday, Nov. 10

- 1-6 p.m. — Holiday Room, Angus Gift Barn and Silent Auction open
- 2 p.m. — Auxiliary Executive Board Meeting
- 3 p.m. — Annual Meeting (open to Auxiliary membership and guests)

Sunday, Nov. 11

- 8 a.m. — Auxiliary Breakfast, Kentucky Fair and Expo Center (KFEC); open to everyone, ticket required, \$25, advanced reservations suggested; to purchase or reserve tickets, contact MichelleRieff@aol.com, 479-936-1685.
- 10 a.m.-6 p.m. — Holiday Room, Angus Gift Barn and Silent Auction open
- 3:30-4:30 p.m. — 60th anniversary cupcake and punch reception (all invited)
- 4:30 p.m. — Miss American Angus candidate speeches and questions (open to public)

Monday, Nov. 12

- 8 a.m. to 6 p.m. — Holiday Room and Angus Gift Barn open
- 2013 Miss American Angus Crowning — just prior to selection of Grand Champion Angus Bull, KFEC

Our supporters

In June, we continued the re-introduced tradition of selling a heifer during The All-American Breeders' Futurity in Louisville, Ky. A bred heifer donated by Gardiner Angus Ranch, Ashland, Kan., was sold during The All-American Angus Breeders' Futurity for \$9,000 to French River Cattle Co. and Daisy Springs, Ont., Canada. The entire proceeds of this sale have been invested in our scholarship and awards endowments. Collaboration with The All-American Angus Breeders' Futurity and the Angus Foundation for this project lends awareness of our organization and our mission. Our story is made more exciting through the generosity of our supporters.

Just prior to the National Junior Angus Show (NJAS), we conducted our first Facebook contest asking fans to submit ideas for a T-shirt to be sold in the Angus Gift Barn. From this contest we not only got a great design, but we increased the number

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2012 American Angus Auxiliary Officers

- **President** — Anne Lampe, 5201 E. Rd. 110, Scott City, KS 67871; 620-872-3915; 620-874-4273; alampe@wbsnet.org
- **President-elect** — Cortney Hill-Dukehart Cates, 7893 S. Indian Trail, Modoc, IN 47358; 410-707-0267; cortneyhd@gmail.com
- **Secretary-treasurer** — Cortney Holshouser, 746 Collins Mill Rd., Castalia, NC 27816; 919-796-2346; kncholshouser@aol.com
- **Advisor** — Barbara Ettredge, 1001 Berend Rd., Pilot Point, TX 76258; 940-686-2958; 940-390-2861; circleefarms@aol.com

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of our Facebook fans, reaching the mark of more than 1,000 fans and increasing our awareness through social media.

Adding chapters

Our story gained new pages during the NJAS, as we coordinated our 29th annual All-American CAB Cook-Off and third Chef's Challenge Contest, awarded the 59th silver pitcher awards, presented silver bowls to showmanship winners for the 45th year and honored junior Angus members with

numerous other awards, including \$12,000 in scholarships. We conducted scholarship and Miss American Angus workshops to a standing-room-only crowd and welcomed the membership to a social and mid-year meeting.

The final part of this story will be written this month in Louisville in our annual meeting, breakfast and 60th anniversary reception and with the induction of a Distinguished Woman and the crowning of the new Miss American Angus.

Perhaps most importantly, our story, as well as my story, will continue with the renewal of old friendships and meeting new people who share our commitment to the Angus breed. As we move forward as an organization, we have many more chapters to add. I have been truly honored to serve as the 60th president of the Auxiliary; this story is one that I will continue to tell.



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