



# Auxiliary Notes

► by *Cortney Hill-Dukehart Cates, American Angus Auxiliary*

## A successful harvest

*Before the 16th century, harvest was the term usually used to refer to the fall season. However, as more people gradually moved from working the land to living in towns, the word harvest lost its reference to the time of year, and autumn, as well as fall, began to replace it as a reference to the season.*

### Culture

I recently attended the Certified Angus Beef LLC (CAB) Annual Conference, and I feel like a stronger leader after just a few short days. Keynote speaker Jim Knight discussed providing a “Culture that Rocks.” One of the main points he made: “Although many things make up an organizational culture, my core definition of a company’s culture is that it is simply a collection of individual behaviors.

“As one person joins the company, the culture changes. As one person leaves the brand, the culture again changes. The culture is in constant flux as people come and go. Therefore, you would want to make sure that you hire and retain the absolute best brand ambassadors you can find — people who deserve to be in the brand — vs. the ones who are simply going through the motions. Surrounding yourself with people who are committed to an inspiring collective mission is one of the greatest ways to positively affect company culture.”

I realized that the American Angus Auxiliary has a “culture that rocks.” It is

composed of a group of women who are totally committed to the collective success of the organization. They travel many miles, paying their own expenses for transportation, food and lodging, while contributing goods and money to make this organization work for the youth of the National Junior Angus Association (NJAA).

They spend countless hours on committee work, phone calls, recruiting new members and attending Angus events in their areas. There is very little recognition for their efforts; however, that is not why they work as hard as they do to raise funds for scholarships and awards. They are dedicated to the organization, they are dedicated to the mission, and they are dedicated to the breed. They truly fit the definition of Jim

Knight’s criteria for a successful organization.

### Nurture

In preparing for my last month of presidency with the Auxiliary, I can’t help but feel excited, motivated and inspired for what is to come within this amazing group of women. As I thought back to my Angus involvement, I could not help but realize how the experiences I have had in the Angus breed have really impacted my life, career and family.

I do not come from generations of Angus breeders. My mother grew up showing horses, while my father never had a pet or any other animal until he married my mother. I was extremely fortunate to have supportive parents who let their 10-year-old daughter begin showing cattle because she asked. Our family had to learn from the ground up what was involved in the cattle show world. My parents and I would take 10-15 head to a local county fair without any outside help.

Through NJAA and 4-H, I learned everything necessary and was able to produce the 2002 NJAA bred-and-owned reserve

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**— Jim Knight**

champion heifer, not an easy feat even for the very experienced breeder. Because I had to learn how to do it all, I was allowed to take ownership of my cattle project, and the experiences within the Angus breed sparked a passion that would stay with me beyond my junior years. While I love the cattle industry and the Angus breed, it is the people who have provided the experiences that have shaped my life.

When I ended my junior career in the NJAA, I wanted to be able to give back to the Auxiliary by continuing to provide young people the opportunities and experiences I had been offered. I am proud to work with a great group of women from around the country who have the same passion about the breed and its future. I have learned a lot about teamwork, made great and lasting friendships, and relished the opportunities I have experienced. I was so honored to have been offered the opportunity to serve as the American Angus Auxiliary president and to help shape the future of this organization.

### Reap

The use of the term harvest may not be in common use to describe autumn any longer, but to members of the American Angus Auxiliary this is still a time of harvest. It is a time to reap the rewards of the past year’s work as we see our new officers being elected, watch our juniors enter college utilizing the scholarships that we have been able to provide and proudly select our new Miss American Angus. This is the only reward that we seek — a successful harvest.

*Cortney Hill-Dukehart Cates*

**EMAIL:** [cortneyhd@gmail.com](mailto:cortneyhd@gmail.com)  
[www.angusauxiliary.com](http://www.angusauxiliary.com)



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### 2013 American Angus Auxiliary Officers

- **President** — Cortney Hill-Dukehart Cates, 7893 South Indian Trail, Modoc, IN 47358; 410-707-0267; [cortneyhd@gmail.com](mailto:cortneyhd@gmail.com)
- **President-elect** — Cortney Holshouser, 746 Collins Mill Rd., Castalia, NC 27816; 919-796-2346; [kncholsouser@aol.com](mailto:kncholsouser@aol.com)
- **Secretary-treasurer** — Lynne Hinrichsen, 13080 Christian Rd., Westmoreland, KS 66549; 785-457-2848; [rlangus@bluevalley.net](mailto:rlangus@bluevalley.net)
- **Advisor** — Anne Lampe, 5201 E. Rd. 110, Scott City, KS 67871; 620-872-3915; 620-874-4273; [alampe@wbsnet.org](mailto:alampe@wbsnet.org)