Challenge

Happy New Year! What a special year for the American Angus Auxiliary as we celebrate our 65th year in 2017.

Passion and purpose

Chartered in 1952 with the purpose and mission for women Angus breeders and wives of Angus breeders to get better acquainted, to aid in promoting the breed and to present awards to deserving youth showing Aberdeen-Angus projects, today the mission of the American Angus Auxiliary offers individuals interested in the welfare of the Angus breed the opportunity to work together to provide educational, promotional and social programs and activities. A major emphasis of this mission is to champion the future of the breed through youth development, scholarships and awards.

The Auxiliary is a proud part of the Angus breed. Together with the American Angus Association, the Angus Foundation, the National Junior Angus Association (NJAA), Certified Angus Beef LLC (CAB) and Angus breeders across the country, we are Angus.

The Auxiliary is thankful for the relationship we have with each of our entities and appreciate the support we receive to further our mission. Our scholarship recipients represent the best, Miss American Angus reaches audiences of all ages and demographics during her reign, and the Auxiliary-sponsored All-American *Certified Angus Beef*® (CAB®) Cook-Off contest grows annually, educating Angus youth about the

2016 American Angus Auxiliary Officers

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importance of our Angus beef product. It is all made possible with the vision of the Auxiliary and the support of the Angus breed.

My challenge to you in the 65th year of the Auxiliary is to continue to uphold our traditions while sharing our stories with those near and far. Continued education and promotion of what we do, the youth we support and are raising in our breed, and the community we work with daily as a part of the beef industry need to be shared with those who know who we are, but most importantly, those who don't know who we are. If each of us were to share our story, we can contribute to continuing this legacy.

Each Angus story

I am looking forward to the year ahead. While I don't make resolutions, I do commit to telling my Angus story every chance I get. I hope you will do the same.

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▶ Left: The American Angus Auxiliary honored Anne Lampe, Scott City, Kan., with the Distinguished Woman Award during activities at the 2016 Angus Convention. Pictured are Lynne Hinrichsen, Westmoreland, Kan.; Lampe; Lois Foster, Niles, Mich.; and Anne Patton Schubert, Taylorsville, Ky.



▶ Elected to serve as officers of the American Angus Auxiliary are (front row, from left) Cindy Ahearn, Wills Point, Texas, secretary-treasurer; Leslie Mindemann, Sullivan, Wis., president-elect; Julie Murnin, Huntley, Mont., president; Shally Rogen, Brandon, S.D., advisor; and directors (back row, from left) Karla Knapp, Bloomfield, Iowa, Region 3; Gina Hope, Berryville, Va., Region 6; Melanie Kiani, Morton, Miss., Region 4; Vivian Wolf, Windthorst, Texas, Region 2; and Deanna Hofing, Coatesville, Ind., Region 5. Not pictured is Cara Ayres, Rogue River, Ore., Region 1 director.