



Auxiliary Notes

► by *Shally Rogen, American Angus Auxiliary*

Teamwork

“Unity is strength ... when there is teamwork and collaboration, wonderful things can be achieved.” — Mattie Stepanek. This quote summarizes my year as president of the Auxiliary. When an organization shares one vision and works as a team to achieve its goals, great things do happen.

Anxiety

I was a bit anxious when I took over the president’s office last year. You see, I wasn’t in line to be the president of the Auxiliary (I was completing my term as a regional director), but sometimes life throws you a curve or an opportunity and then it’s up to you to decide how you’re going to respond. I’m glad I took the opportunity. It brought a unique experience for my son, Alex, and me to lead our respective organizations in the same year. In the process, we both wanted to encourage participation and reward our Angus youth.

New fundraiser

Fresh ideas, teamwork and success describe our “Full Circle Online Auction.” The fresh idea came from Julie French. The teamwork was led by Cortney Hill-Dukehart Cates, Jena Wagner and me. The success came from the consignors, buyers and bidders. The Full Circle Online Auction made its debut for the Auxiliary Sept. 28. It’s an exciting web-based consignment market that offers Angus breeders and allied industry the opportunity to both sell and buy, while making a substantial contribution to help ensure the sustainability of the Auxiliary’s ongoing support of Angus youth.



AngusLive.com hosted our first online auction with 22 lots for a gross sale amount of \$11,630, with a net of \$10,215! The goal for this event was to establish a business relationship with the consignors so they would be willing to consign year after year. Consignors would receive 50% of the gross sale and the Auxiliary receives the other 50%. We also wanted to involve Angus enthusiasts around the country and, of course, raise revenue to support Auxiliary scholarships and youth programs.

A huge thank you to all of the consignors, buyers and the 58 bidders who made this inaugural event so successful! Consignments for 2017 are now being accepted.

Communication goals

One of my goals this past year was to have more frequent communication to our members and to make them feel more a part of each Auxiliary event. The first step was to update our website and to make it more mobile friendly.

We also started a new email service called e-blast for our membership. Three e-blasts a month are being sent out to 500 members. That response has been nothing but positive. Thank you Public Relations Chair Cortney Holshouser and Chelsea Duis for making this happen.

Two weeks prior to the Full Circle Online Auction, we had 23,200 hits on Facebook. It’s obvious that social media can make a huge impact in sharing information. The Auxiliary needs to be a part of that excitement.

Mentorship

This summer the Auxiliary kicked off a mentor program, which is designed to make a connection with junior girls ages 18-23 years to Auxiliary members who share the same career path and, of course, the same passion for Angus cattle. It’s an opportunity to bridge the gap between a junior member and an Auxiliary member while making an impact through support and life experiences in a young woman’s life.

We have 23 juniors/Auxiliary mentors participating. I couldn’t be more thrilled with the connections being made through this program.

CAB conference

Being involved with the American Angus Auxiliary has provided me with many unique experiences and opportunities. Recently, I had the pleasure of attending the Certified Angus Beef LLC (CAB) Annual Conference in Tucson. Wow! The pride and inspiration that I left with was unbelievable. What a great event!

One message heard repeatedly was, “It doesn’t matter how big or small your operation is, it’s just important to tell your story.” That is so simple, but so important.

Auxiliary’s 65th year

As we celebrate our 65th Annual Auxiliary festivities in Indianapolis, I invite you to attend our meetings, get involved and when you have that opportunity, tell your story. To everyone who has contributed to the Auxiliary’s success this year, I thank you. Thank you for being involved in this awesome organization in whatever role you may have played. Your involvement is so important and is very much appreciated. Keep your eyes open for those opportunities that come your way. They can be life changing! It has been an honor serving this membership.

Enthusiastically,

EMAIL: drogen3061@aol.com
www.angusauxiliary.com

2016 American Angus Auxiliary Officers

- **President** — Shally Rogen, 48274 258th St., Brandon, SD 57005; (home) 605-582-3630; (cell) 605-321-3806; drogen3061@aol.com
- **President-elect** — Julie Murnin, PO Box 6, Huntley, MT 59037; 406-850-0508; juliemurnin@cattledesign.com
- **Secretary-treasurer** — Leslie Mindemann, W1551 CR B, Sullivan, WI 58178; 262-593-8836; lesmindy@gmail.com
- **Advisor** — Lynne Hinrichsen, 13080 Christian Rd., Westmoreland, KS 66549; 785-457-2848; rlangus@bluevalley.net

Regional Director and Committee Reports were provided in the meeting packet.

Shally called on several committees to provide oral reports:

Beef Education/Cook-Off. Anne Patton Schubert and Anne Lampe reported that there were 45 cook-off teams in the Steak (18), Roast (15) and Other (12) (CAB Shredded Brisket) categories. There were two junior teams in the Chef's Challenge and four adult entries. Friends of the Black Kettle support additional awards for the teams through donors who contribute \$100 annually to the program. Anyone can join Friends of the Black Kettle. This year the cook-off made Page 1 of the local paper.

Public Relations Committee. Cortney Holshouser reported that Angus Productions Inc. (API) is in the process of rebuilding the Auxiliary website for a new look. We have quite a bit of archived material that is taking time to incorporate. We've just launched an email service called Constant Contact to keep the membership up to date with current activities. The plan is to send two to four emails per month. If you are not receiving these, you can contact the Auxiliary via the email link on our website.

Angus Gift Barn. Christy Perdue explained that she would like everyone to spread the word that the Angus Gift Barn is part of the Auxiliary and our funding tool. Christy attends NJAS, Angus Convention, and the Atlantic Nationals as cash and carry. Please sign up to help in the Gift Barn. Two hours' work will earn you a 10% discount on your purchases. Check out the many new items and don't forget to check the Angus Gift Barn website often for new items when they are added.

Scholarship Committee. Julie Murnin reported that eight boys and 10 girls, representing 15 states, applied for the Auxiliary scholarships. Friday night we will award \$15,500 in scholarships, which is an increase over last year. The five Miss American Angus candidates will also be announced.

Nominating Committee. Lynne Hinrichsen reminded attendees that Aug. 1 is the deadline for Auxiliary Board applications. Nominations are being accepted for secretary-treasurer and regional directors in regions 1, 2 and 3. Nomination forms can be found online. Ballots for regional directors will be in the fall edition of the *Auxiliary Post*. The secretary-treasurer position will be voted on at the Auxiliary annual meeting in November.

Miss American Angus Jera Pipkin spoke on her activities as MAA. If you had an opportunity to read her article in the Spring *Auxiliary Post* you'll find what she's been doing during the first part of her reign. Since then she's attended several spring shows with extensive traveling. She is truly enjoying all her experiences in this position. You can keep up with her activities through her Facebook page. Find her at #2016missamericanangus on Instagram, or connect with her blog at www.missamericanangus.wordpress.com. She also invited everyone to chat with her during the NJAS. Jera expressed her deep thanks to Anne Patton Schubert, who commissioned a portrait of her from C.J. Brown. What a wonderful keepsake of all her memories as Miss American Angus.

Membership Concerns. Leslie Mindemann reported that they have been working diligently on bringing the membership list up to date the past few years by asking state presidents to review their respective lists, contacting annual members, and at this meeting asking each of you to verify and update your information. With the advent of our email communications, it's even more important to maintain accurate information. Contact our membership chair, Jamie Rutledge, with personal updates as they occur.

New Business

Bylaw Revisions. Per our governing bylaws, any revision is to be presented and discussed at the Midyear Meeting. Following a suggestion to make an update, the Board thoroughly reviewed all areas and recommends several changes in light of our additional funds and newer technology. Recommended revisions were in the meeting packet. Shally read and reviewed each change recommended.

Mary Greiman asked about section 10.5 that says the Auxiliary would turn over funds to the Angus Association rather than the Foundation. Since the original purpose of the funds is the directive, the Board felt the Association would most likely keep the funds in place so long as the Foundation is still an active entity.

Anne Patton Schubert asked if changes to 4.1 and 8.2 would eliminate voting via USPS. All existing methods stay the same; only electronic options are being added.

Several members commented positively on the bylaw revisions. No further questions or discussion.

Full Circle Online Auction. Brochures were available to each member explaining the new venture. Shally explained the opportunities offered using the online sale venue. This will be a five-year project replacing the other annual fundraising activity.

It is open to any breeder, company or individual who wants national exposure, a return of 50% of sales, and to support the American Angus Auxiliary. It gives Auxiliary supporters a chance to help without a huge financial outlay.

We are looking to expand and create a great revenue stream to support Angus youth, awards and scholarships. Jena Wagner was recognized for her work on the project.

Mentor Program. This new program will match an Auxiliary adult member with a young person aged 18-23 to offer support as they develop a career path. Mentors and mentees will be matched by professional interest and region and will make a one-year commitment. Communication can be through email, phone or both. Following the one-year term the two can determine any continuing support. Sign-up forms are available.

The 2016 Annual Meeting, Auxiliary Breakfast, and Miss American Angus Contest will take place Nov. 5-7 in Indianapolis, in conjunction with the Angus Convention. Register early. Auxiliary events will be at the Indianapolis Marriott Downtown and in the adjacent Convention Center. South Dakota will be hosting the breakfast and has great plans under way.

Baby Black, the 1960s book commissioned by the American Angus Auxiliary, is in the works to be published next year in honor of the 65th anniversary of the Auxiliary. The American Angus Association holds the copyright and API has digitized its 1980s edition of the book. Jane Ebert and Leslie Mindemann are working on the project. Plans will be finalized later this year.

Announcements. The Auxiliary is proud to offer \$15,500 in scholarship funds this year. During the Awards Ceremony Friday night, the Auxiliary will hand out awards for the cook-off, speech contest, scholarship and MAA contestants. On Saturday the Auxiliary will present showmanship, Silver Pitcher and Crystal awards. Please plan to attend.

Adjournment. A motion was made by Emma Collins to adjourn, seconded by Julie Thelen. The motion passed.

Respectfully submitted by

Leslie Mindemann, secretary, American Angus Auxiliary