

Off to the Races!

Steeped in horse racing history, home of “The Greatest Race,” the Kentucky landmark Churchill Downs is the site of the 2010 Angus Foundation Gala and Auction.

by **Kelli Armbruster**

BlackOnTrack! Angus Magic at Churchill Downs” is the theme of the 2010 Angus Foundation Gala and Auction. True Kentucky hospitality awaits you Saturday evening, Nov. 13, in the Triple Crown Room.

Eighteen Angus ranches, representing the most progressive genetics the breed has to offer, will host this fabulous evening featuring an offering of elite Angus heifer genetics, an auction of exclusive items, a sumptuous dining experience and, most importantly, the opportunity to support the education, youth and research activities of the Angus Foundation.

“The Angus Foundation invites all Angus breeders to visit Churchill Downs. This one-of-a-kind facility is the perfect place to hold our biennial fundraising event,” said Milford Jenkins, Angus Foundation president.

Horse racing is interwoven into Kentucky’s colorful history, dating back to 1789 when the first racecourse was laid out in Lexington. However, it was almost 100 years later, in 1875, that Churchill Downs officially opened and began its tradition as “Home of the Kentucky Derby.”

The Churchill Downs “Millionaires Row” experience will be offered to Angus guests from 11 a.m. to 5:30 p.m. on the day of the gala. Reserved race seats and table seating for lunch in a beautiful dining space provide one of the best views of racing overlooking the legendary finish line. Tickets for this option will be available through the event RSVP.

The action at Churchill Downs is always

fast-paced and non-stop, and you can “bet” that the event hosts of “BlackOnTrack!” have that goal in mind as well. The main attraction of the event is the first-ever “Vision of Value Elite Heifer Genetics Offering.” Collaborating in the sponsorship of the offering are 18 leading ranches, deemed the Event Hosts, who have been commissioned to create and donate 15 elite Angus heifer pregnancies representing the most advanced genetics in the Angus breed today. The pregnancies will be auctioned to benefit the Angus Foundation.

An Angus Foundation event subcommittee was formed to provide leadership to this new fundraising venture. Committee members are Ryan Cotton, Cotton & Associates; John Dickinson, Parnell-Dickinson; Rance Long, American Angus Hall of Fame; representing the Vision of Value: Campaign for Angus Leadership Cabinet, Dick Beck, Three Trees Ranch; Mark Gardiner, Gardiner Angus Ranch; and, representing the Angus Foundation Board of Directors, Phil Trowbridge of Trowbridge Angus Farms.

“Our committee has solicited a roster of prominent Angus ranches in the U.S. to produce a unique and valuable heifer pregnancy that has a true “Vision of Value” and will command a premium price,” Dick Beck said. To enhance the exclusivity of the cutting-edge genetics being offered at the Churchill Downs auction, the committee requested that the ranches not offer any other heifer pregnancy from the chosen mating before the Nov. 13 event.

“Julie French, Milford Jenkins and I have been considering this auction concept for awhile,” said Wynn Dalton Herbers, co-chair of the event. “When the time came to choose the ranches who would be asked to donate, we stepped aside and charged the subcommittee to make the selections they believe will offer the greatest value and genetic advancement to our potential buyers,” she explained. “My family is so honored to have been asked to participate as one of the Event Hosts of this new auction of elite heifer genetics.”

Other opportunities

But what would an Angus Foundation Gala and Auction be without one-of-a-kind auction items and unusual experiences? An exclusive live auction of 15 items and an exclusive “bid board” silent auction of 10 items will present a unique array of fine art, trips and collectible items created especially for this event. Also in its first appearance is a new section of fundraising known as “The Trunk Show.” This innovative concept presents event guests the opportunity to shop for limited-edition items created by the Angus Foundation especially for this event and offered for one night only.

As headlining entertainment prior to the fundraising auctions, Churchill Downs has,



“Advance”

receive a numbered, giclée fine art print of the original 1900 oil painting of “Advance,” printed on archival paper and packaged in acetate.

‘Angus Advance Challenge’

Help preserve Angus history and add a rare piece of livestock art to your collection.

Blanford and Joan Pierce, Woodlawn Farms, have offered to donate to the Angus Foundation historical archive the original oil painting of “Advance,” the first Grand Champion Steer of the first International Live Stock Exposition in Chicago in 1900, a purebred Angus exhibited by Stanley R. Pierce of Woodlawn Farms.

The original oil painting will be presented at the Angus Foundation Gala upon the achievement of the fundraising goal of \$50,000 through the private sale of a limited

edition of 10 canvas exact replicas and 50 giclée fine art prints.

► **Angus Advance Partner — \$2,500**
10 “Angus Advance Partners” will receive a numbered, exact replica of the original 1900 oil painting of “Advance,” printed on canvas and framed in the donor’s choice of three distinctive styles.

► **Angus Advance Associate — \$500**
50 “Angus Advance Associates” will

for the first time ever, granted permission to the Angus Foundation to create “The Angus Steaks Race.” Using footage from a previously run race, event guests will have the opportunity to bet on a video race of eight horses “owned” by the Event Patrons. This fun-filled competition is sure to be a crowd-pleaser when John Asher, the voice of Churchill Downs, calls the horses to the post and Angus guests place their wagers on horses and jockeys named by the patrons. The crowd will watch the race on a 21-foot screen while cheering their favorites to the finish line.

A weekend stay at the four-diamond, luxury Seelbach Hilton in downtown Louisville will provide a “new experience” for the breed’s annual Louisville visitors. The world famous Seelbach Hilton is the headquarters hotel of “BlackOnTrack!” Listed on the National Register of Historical Places, this luxury hotel is considered the premier hotel in the state of Kentucky. Built in 1905, it is considered a landmark to “The Golden Era.” The Seelbach’s grand ambiance is said to have inspired author F. Scott Fitzgerald as the backdrop for Tom and Daisy Buchanan’s wedding in his classic novel *The Great Gatsby*.

Located just four miles from Churchill Downs, and six miles from the site of the North American International Livestock Exposition (NAILE), the Seelbach is also within one block of 4th Street Live, Louisville’s premier nightlife district. This vibrant downtown area offers to visitors riverboat rides, museums, theme parks, zoos and distillery tours. The Angus Foundation’s room block reservation deadline at the Seelbach Hilton is Oct. 14.

Continuing the magic

The Angus Foundation has made “magic” at three subsequent benefit evenings. In 2004, Summitcrest Farms hosted the event in Ohio. Vintage Angus Ranch welcomed guests to California in 2006. In 2008, at the National Cowboy and Western Heritage Museum, Bob Funk of Express Ranches hosted the evening’s activities. The Foundation’s magic wand will create a captivating experience again this year for Angus breeders who convene in Louisville.

Event co-chair Julie McMahon French explained, “The last three events we’ve held have proven to increase participation, awareness and knowledge of the Angus Foundation’s work to advance education, youth and research. We also know that getting people together in a social setting helps them create new business relationships for themselves that are beneficial and enjoyable, too.”

The main attraction

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44 Farms, Texas
Basin Angus Ranch, Montana
Champion Hill, Ohio
Daltons on the Sycamore, Virginia
Deer Valley Farm, Tennessee
Evans Farms, Texas
Express Ranches, Oklahoma
Gardiner Angus Ranch, Kansas
SandPoint Cattle Co., Nebraska
Schaff Angus Valley, North Dakota
Southern Cattle Co., Florida
Stevenson Genetics, Montana
Sydenstricker Genetics, Missouri
Thomas Angus Ranch, Oregon
Three Trees Ranch, Georgia
Vintage Angus Ranch, California
Wehrmann Angus, Virginia
Whitestone Farm, Virginia

American Live Stock Inc. has joined in sponsorship by providing a special insurance rate of 6.5% for Calf In Utero insurance to the buyers of the 15 heifer

pregnancies offered. American Live Stock Inc. will donate the other 6.5% of the premium. Buyers will be encouraged to purchase this insurance covering the unborn calf along with an additional 49 days of coverage after the birth of the live calf.

For more information about this one-of-a-kind event contact one of the event organizers: Milford Jenkins, president, Angus Foundation, 816-383-5163, mjenkins@angus.org; Julie McMahon French, event co-chair, 989-435-2599, juliefrench@nethawk.com; Wynn Dalton Herbers, event co-chair, 434-384-3667, wynnherbers@verizon.net; and Kelli Armbruster, Angus Foundation marketing and PR assistant, 816-383-5175, karmbruster@angus.org.

Log onto the Angus Foundation’s website to obtain more information or request an invitation electronically at www.angusfoundation.org.



The most recent biennial gala and auction hosted in 2008 at the National Cowboy and Western Heritage Museum generated \$354,000. “The Foundation event in Oklahoma City was an amazing western extravaganza, thanks to Bob Funk’s generosity. He really keyed-in on our desire to create an elegant western evening that was unlike any Angus event our guests had ever attended. We’ve been working since last year to try to top that western experience with an equally unique evening at Churchill Downs,” McMahon French continued.

Dalton Herbers added, “We hope our Angus Foundation guests realize that asking for a \$100 per person donation to attend is meant to maximize the financial support provided to the Foundation by the hosts, patrons and sponsors. Their generosity has allowed us to come together at this first-class venue. All contributions when combined together — from each person who attends,

from the hosts’ and patrons’ contributions, and from auction donors and buyers — will make a significant financial effect for the benefit of our breed.”

So get ready for the heart-pounding thrill of the auction and, of course, the first-ever Angus “Steaks” Race. A magical evening of fine cuisine and Angus fellowship awaits you at Churchill Downs!



► The official headquarters’ hotel of “BlackOnTrack!,” the Seelbach Hilton Hotel in downtown Louisville will enchant you with its southern grace and charm.