



# Foundation Fundamentals

► by *Milford Jenkins, president, Angus Foundation*

## See the field

*It was hot. It was dry. It was the dog days of early August in northwest Oklahoma.*

### Accepting a challenge

It was also those annually dreaded “two-a-days” football practices when I’d rather still have been on the tractor cultivating wheat ground for fall planting while riding in the comfortable air conditioned cab and humming to my favorite country music songs playing on the AM/FM radio.

Further adding to my discomfort and mounting frustration was my beloved high school football coach, who, in an increasingly stern voice kept saying to me, “Milford, you’re not seeing the field. To be a great quarterback, you’ve got to see the field!”

Having always started at halfback and fullback, and being our speedy kick-off/punt return player, “seeing the field” for me up to that time simply meant finding an open space or seam in the defense and then running through it.

Of course, that all changed when I was thrust into the starting quarterback role my senior year with our previous quarterback’s graduation earlier that spring.

“Seeing the field,” as anyone with even a limited understanding of the game knows, is an essential skill quarterbacks must have to be successful and productive, regardless of level of play.

Over the next couple of weeks of practice and games thereafter, instead of my passes being intercepted, errantly falling short or overthrown, they began to find their targets. I more quickly and adeptly found our open receivers in the short secondary as well as hitting those on much longer pass routes further down field. Our season, unfortunately, was filled with more losses than victories, but I gained an immense appreciation for what it means to “see the field!”

### Seeing our field

So what does this have to do with the Angus breed, the Angus Foundation and raising money for our Vision of Value: Campaign for Angus, you ask?

As Angus breeders, we too, have a responsibility to “see the field” in our charitable giving to the Angus Foundation, both short-term and long-term.

Or, to put it another way, we must be both nearsighted and farsighted with our support as, undeniably, all of us can have an impact and fill an important role(s) with the financial resources we have available to us, respectively.

For example, participation in the upcoming 2010 Angus Foundation Gala and Auction, “BlackOnTrack! Angus Magic at Churchill Downs,” by purchasing a \$100 ticket per person and then joining us on this special occasion is both seeing and capitalizing on a near-term opportunity. Remember, as publicized on prior occasions, tickets are being offered on a first-come basis, so you’ll want to visit [www.angusfoundation.org](http://www.angusfoundation.org) or contact our office at 816-383-5100 immediately about ticket availability.

Event proceeds will help this upcoming fiscal year fund undergraduate and graduate scholarships for Angus youth, Leaders Engaged in Angus Development (LEAD) Conference, Raising-the-Bar conferences, member education seminars like Cattlemen’s Boot Camps, along with research beneficial for the Angus breed and the beef cattle industry.

Also, in the next several weeks, each of us will be given the opportunity to make an impact by responding with a gift to this year’s annual fund appeal from the Angus Foundation, and, likewise, these unrestricted dollars will play a crucial role in making a difference in our education, youth and research activities of benefit to us, as members and Angus breeders.

Your gift to the annual fund, even if it means just forgoing dining out at a restaurant one night at \$25-\$50, or a \$10 lunch, when combined with others sharing the same vision, and, more importantly, the same values of making an indelible difference in the life of an Angus youth, could just be

the gift that enables your Angus Foundation to award one more \$500-\$1,000 scholarship to a much deserving Angus youth aspiring to attend college this next year. Let’s not deprive them of the opportunity to pursue their dreams, especially when we know in our hearts it’s in our power to help them.

**“Seeing the field” of what can be achieved for our Angus breed tomorrow through the establishment of permanent endowment funds from outright cash gifts, bequests and other Angus Legacy Society planned giving strategies epitomizes vision, and our values.**

### Executing our plays

Charting the course, planning for the future, prioritizing goals, investing today and, in essence, “seeing the field” of what can be achieved for our Angus breed tomorrow through the establishment of permanent endowment funds from outright cash gifts, bequests and other Angus Legacy Society planned giving strategies epitomizes vision, and our values. It’s imperative we simultaneously be

farsighted, and help lay the groundwork for those generations of Angus breeders who will follow in our footsteps, especially when we know, again in our hearts, it’s in our power to help them through our generous and unselfish gifts.

Much like a perfectly executed pass play by the quarterback and the receiver, it’s up to us as Angus breeders to “see the field” and recognize the nearsighted and farsighted options available to us to advance our breed. Stopping there, however, will not result in victory. It’s up to us to take action. Knowing we’ve helped someone along the way with our gifts can be a long-lasting and quite fulfilling experience!

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**Author’s Note:** Visit [www.angusfoundation.org](http://www.angusfoundation.org) for more information regarding the Angus Foundation, scholarships and the campaign.