



ASSOCIATION

Foundation Fundamentals

► by Milford Jenkins, president, Angus Foundation

All you have to do is ask

If you've never seen the video or read the national bestseller *The Last Lecture*, by the late Randy Pausch, that hit bookshelves in 2008, I highly recommend you do so. It is truly a heart-moving story!

Courage

While a professor at Carnegie Mellon, Pausch was diagnosed with terminal cancer. His doctors gave him only three to six months to live.

Undaunted, he responded, "We cannot change the cards we are dealt, just how we play the hand," and he courageously refused to let this devastating news deter him from living out his life's dreams to the fullest in the time he had left to live.

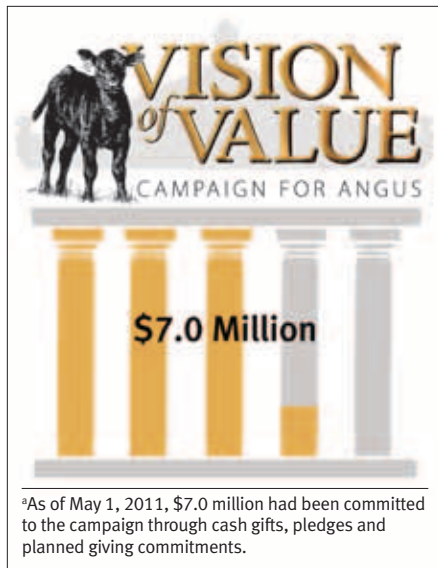
Instead, he immediately set out to do all those things he always dreamed about while growing up as a child and into his adult years.

One was to go to Disney World with his dad and son, Dylan. While at Magic Kingdom, Dylan wanted to ride in the nose cone of the park's monorail train. Pausch's dad didn't believe this was possible for "regular" people.

But Pausch, always unselfishly looking to enable others, asked the train attendant, "Excuse me, could the three of us please sit in the front car?"

"Certainly, sir," the attendant said.

Vision of Value: Campaign for Angus status toward reaching fundraising goal of \$11 million by Dec. 31, 2011*



*As of May 1, 2011, \$7.0 million had been committed to the campaign through cash gifts, pledges and planned giving commitments.

Here, Pausch writes in his book, "Sometimes, all you have to do is ask."

You see, Pausch readily recognized he had to have help before he could make the dreams of others come true.

Hard work and help

Your Angus Foundation is no different.

We, too, have to have help to make the dreams of others come true. So, as the organization's president, I'm reaching out to you to ask for your help.

Significant progress for our Angus breed's progressive *Vision of Value: Campaign for Angus* has been made, and excitement continues to build as we near the finish line.

We will recognize those donors who have contributed \$250 or more during this fiscal year (Oct. 1, 2010-Sept. 30, 2011) during our annual Angus Foundation Supporter Recognition Event in Louisville, Ky. As we near the end of the campaign, I invite you to make your contributions to the Angus Foundation by Sept. 30 and join us for the fun event in Louisville. It is truly a great way to get together with fellow Angus breeders and friends and allows the Angus Foundation to thank you for your support.

Will you help us? Gifts to the Angus Foundation enabled our organization to award in excess of \$210,000 in undergraduate and graduate scholarships to 88 deserving Angus youth at the recent 2011 National Junior Angus Show (NJAS) in Harrisburg, Pa.

One example of the heartfelt appreciation for these scholarships was through a nice card I received even before departing the show from grateful recipient Shane Kerner of Weiser, Idaho. Shane wrote, "I really appreciate receiving the Angus Foundation scholarships. It is a great achievement to be recognized by the Angus Foundation, and these scholarships will be very beneficial in seeking my ag communications degree."

Rewards and recognition

Priceless. Shane's card, the smile on her

face and those on the faces of the other Angus youth receiving scholarships combined with their heartwarming verbal thanks of appreciation at the show, as well as those of their parents, are just a few of countless compelling reasons to give to your Angus Foundation. I just wish all of our generous supporters could personally experience this rewarding feeling, see their smiles and be able to read the thank-you cards from all of our scholarship recipients as they, too, convey their gratitude to our organization for enabling them to pursue their dreams.

Your Angus Foundation, however, is quick to recognize and give credit to the Angus breeders, allied industry interests and friends of our Angus breed who enable us to make this kind of investment in our Angus youth.

It goes without saying, of course, this carries over to the investments we make in the wide array of education and research efforts for the benefit of the Angus breed and you, our members.

Our capacity and abilities to enable others to realize their dreams rests on our shoulders, and I believe all of us who have a vested interest in the future of the Angus breed are up to the challenge of asking ourselves how we can individually help support the campaign by making gifts and/or pledges appropriate for our respective personal financial situations.

Just asking

It is our hope that you, too, will embrace this vision. How we respond to the question being asked, "Will you help us?" is up to each of us, individually.

At the end of this chapter in his book, Pausch encourages us in our daily lives to, "Ask those questions. Just ask them. More often than you'd suspect, the answer you'll get is, 'Sure.'"

Thus, taking Pausch's lead, I ask again, will you, too, give to *Vision of Value: Campaign for Angus*?

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Author's Note: Visit www.angusfoundation.org for more information regarding the Angus Foundation, scholarships and the campaign.