



ASSOCIATION

Foundation Fundamentals

► by **Milford Jenkins**, president, Angus Foundation

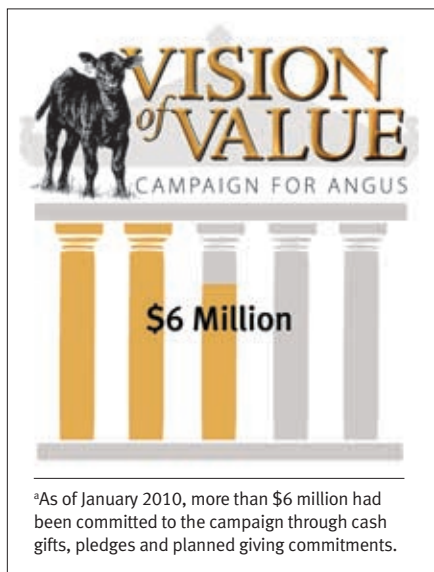
Leading the way

Asking people for money can be a very intimidating and uncomfortable experience for many. It isn't necessarily something one bounces out of bed each morning and anxiously looks forward to doing.

Courage and commitment

However, for any fundraising undertaking of significance to be successful — Vision of Value: Campaign for Angus or otherwise — courageous volunteer leadership providing personal endorsement and complementary collateral support to the organization is of paramount importance.

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



Your Angus breed and Angus Foundation have that incredible leadership group in our midst, fearlessly asking you for money and seeking your support since the public announcement of the campaign in Nov. 2006 at Louisville, Ky. This invaluable group of cheerleaders, advocates and champions of our cause comprise the campaign's Leadership Cabinet.

One only had to hear Leadership Cabinet Chairman Howard Hillman's inspiring remarks at the Angus Foundation Supporter Recognition Event this past November in Louisville to fully understand the depth of devotion and deep-seeded commitment that Howard and his fellow Leadership Cabinet members have to helping bring this initiative to completion.

For the benefit of those who weren't able to join us that evening, following are Howard's remarks from the lectern after introducing the Leadership Cabinet:

Each of these cabinet members has a clear vision of where we need to be — and that's \$11 million by December of 2011.

We are so grateful for the compassion of our Leadership Cabinet and ALL of our donors in supporting this great mission. All of you have every reason to feel good, be excited and be

When people care, unbelievable things can and will happen.
— Howard Hillman

proud that you are here at this event as a donor to this campaign.

You can think of it as a privilege.

You can think of it as a responsibility.

But it really creates opportunity for those that it supports.

I think we all have a responsibility to give something back, to leave this world a better place for having been here. If you ask me, being successful means helping others.

For those who haven't seen it this way, I hope you will be the ambassadors to encourage and challenge those around you to be a part of this first-ever, multiyear, multimillion-dollar fundraising campaign in which every Angus member will benefit.

It is only because people such as yourselves, and many who were unable to be here tonight, have put aside your selfish interests to support the education, youth and research that is so important to the future of the Angus breed and its goals.

I know all of us have a passion for this cause, and we need to do everything in our power to advance it.

I challenge all of us to strongly consider significantly increasing our current levels of financial support to help us achieve this campaign goal.

As a nation, we have been challenged by a struggling economy that may affect our efforts in our campaign, but it may also include opportunities. Each person's gift is more important than it's ever been. Going forward, we will continue to climb to meet our goals.

When people care, unbelievable things can and will happen. We're not bound by tradition; we're bound by continued commitment and success.

By working together, building this campaign

Campaign leadership

The Vision of Value: Campaign for Angus fundraising initiative is led by the Campaign Leadership Cabinet chaired by Howard Hillman of Bon-View Farms, South Dakota, and co-chaired by Jim Coleman of Vintage Angus Ranch, California, and David McMahon of Belle Point Ranch, Arkansas. Other members of the campaign leadership cabinet include Dick Beck, Three Trees Ranch, Georgia; Klaus Birkel, Camp Cooley Ranch, Texas; Mark Gardiner, Gardiner Angus Ranch, Kansas; Paul Hill, Champion Hill, Ohio; John Morgan, Morgan Angus, Georgia; Abbie Nelson, Five Star Land & Livestock, California; Bob Norton, BioZyme Inc., Missouri; Blanford Pierce, Woodlawn Farms, Illinois; Robert Schlutz, Da-Es-Ro Angus Farms, Iowa; Anne Patton Schubert, Kentucky, representing the American Angus Auxiliary; Ron Simek, Canyon Creek Angus, Wyoming; Eddie Sydenstricker, Sydenstricker Genetics, Missouri; Jake Tiedeman, North Platte, Nebraska, former chairman of the NJAA Board of Directors; Bob Weaver, Weaver Angus Farm, Illinois; and Laurie Widdowson, SandPoint Cattle Co., Nebraska.

and this foundation one stone at a time, giving it strength and durability, we will add further value to the Angus breed in making this vision a reality and building on our proud heritage. With your continued support and that of fellow members of this association, \$11 million by December 31, 2011, will become reality!

On behalf of the Leadership Cabinet, I want to thank you for enabling us to serve you!

Results

It was then announced the Angus Foundation had reached the \$6 million mark toward the \$11 million goal.

Our hats are off to you, Chairman Hillman, and the entire Leadership Cabinet for your generous personal financial support, continued courage in asking for money from fellow Angus breeders, allied industry interests and friends, and passionately encouraging them to follow suit and invest in the future of the Angus breed in Vision of Value: Campaign for Angus!

Fellow Angus breeders and members, the next time you see Howard or another of the Leadership Cabinet members at an Angus show or sale, go up to them and tell them "thank you" for valiantly rising to the occasion and courageously "leading the way."



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