



# Foundation Fundamentals

► by *Milford Jenkins, president, Angus Foundation*

## Together, we'll find our way

*The last few months have been rough for nearly everyone within the Angus and beef cattle community — and the nation for that matter. Tough times have certainly made their unwelcome arrival, but together, hand in hand, we'll find our way out of the current economic situation and emerge with a stronger Foundation.*

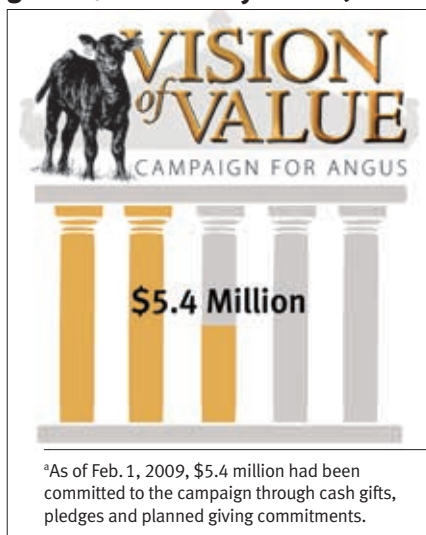
### Long road ahead

When my daughter, Dallas, was about 6 years old, my family drove to San Antonio, Texas, from our home in Stillwater, Okla., for vacation. As with any youngster that age, riding 9-10 hours cramped up in the back seat of our small car caused Dallas to experience a high level of anxiety and restlessness (even without a sibling to squabble with over that infamous “crossing the line” thing that occurs between siblings on long trips).

To prevent the inevitable “Are we there yet?” from arising every 30 miles during this lengthy journey with our travel-challenged young passenger, her parents — yes, I’m embarrassed to say — rewarded her with a \$20 bill. She pocketed the \$20, but more importantly, her mom and dad’s sanity was still intact when we finally arrived at the hotel.

If only it were that simple and easy today to find some peace of mind in dealing with the increasingly difficult economic times

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



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and challenges we as Angus breeders and agricultural producers are currently enduring and being exposed to in our respective operations.

Much like our family vacation those many years ago, we as a nation have begun a different lengthy journey on what many foresee to be a long, hard road to economic recovery.

Luckily, Angus breeders don't have to travel that road alone. The Angus Foundation is in your corner.

Our Angus breeders' well-being, financially and otherwise, is of paramount importance. We understand times are tough and much different than in past years. This is relatively uncharted economic territory, but together our vision will remain unchanged and we'll plot our course for success.

### Are we there yet?

Just like you, your Angus Foundation has found it tough sledding from an investment standpoint over the trailing 12 months, certainly acutely more so in the last six months. How much farther before the marketplace finds that long-sought-after stabilizing bottom? Are we there yet?

No one knows the answers to these questions. We do know this, however: We can choose to let these difficult and challenging times affect our attitudes, or we can stay the course and compassionately move forward with our fundraising efforts for the benefit of our Angus breed.

Should we apologize for asking for money to invest in the lives of our Angus youth, education of our breeders and research for the benefit of our Angus breed? Should we be embarrassed to be concerned about the future of our Angus breed?

Winston Churchill once stated, “What is the use of living, if it be not to strive for noble causes and make this muddled world a better place for those who will live in it after we have gone?”

Yes, our nation's economic woes may worsen even further, but remember, your Angus Foundation's mission remains unchanged, and Vision of Value: Campaign for Angus will always be a noble and admirable cause.

You love the Angus breed. I love the Angus breed. These are two truths that will undoubtedly endure.

For this reason, we will continue to invite members, allied industry interests and friends to invest money in the lives of our Angus youth, education of our breeders and research for the benefit of our Angus breed. We will remain committed to our goal even through rough patches in the economic cycle — because, in the end, future generations still need us. I'm confident you feel the same.

“Are we there yet” is a question I don't have an answer to, but I take comfort in knowing this for sure, your American Angus Association and Angus Foundation are here for you. And, together, standing side by side as we traverse and continue this daunting stage of our campaign fundraising journey, we'll find our way!

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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.