



Foundation Fundamentals

► by *Milford Jenkins, president, Angus Foundation*

For love of the game

“Wow, what a first half. I can’t wait to see the second half.”

All of us have heard sports announcers on television or the radio exclaim this phrase when describing the first half of a game to their viewers or listeners. With a measurably higher degree of exuberance and increase in their voice volume, the announcer brings us to the edge of our seats as we anxiously await the second half of the game to be played!

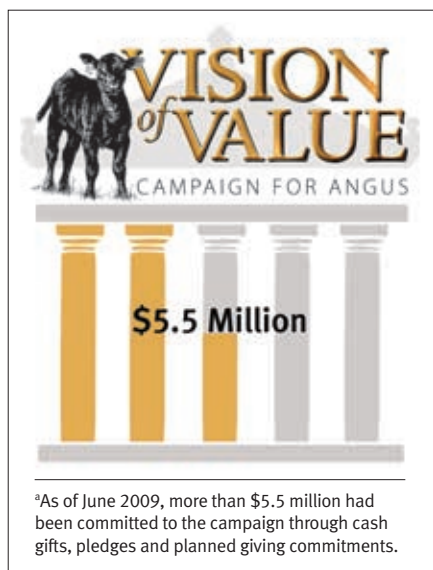
The same can be said, in my view, for the first half of the Vision of Value: Campaign for Angus.

The highlight reel

The Vision of Value: Campaign for Angus has truly been an exciting game and rewarding experience thus far for everyone involved in the Angus breed.

A wide array of players — that of Angus breeders, youth, state associations, allied industry interests and friends — have risen to the occasion in the first half with their generous financial support of this effort. As a result, unprecedented growth of benefits has been realized for the Angus breed brought about through expansion of existing educational and leadership programs, and the creation of new initiatives as we strive to better serve the ever-increasing education, youth and research needs of our members.

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



Countless awe-inspiring and memorable moments occurred in the first half, beginning with the priceless smiles on the faces of Angus youth receiving undergraduate and graduate scholarships. Reflected in their expressions and conveyed in the moving handwritten notes of gratitude to the Angus Foundation afterwards by these thoughtful, outstanding Angus youth was the sense of relief they would be able to realize their dreams of attending college.

Leadership training and lifelong personal skill development through expansion of the Leaders Engaged in Angus Development (LEAD) Conference and creation of the new regional Raising the Bar conferences for the benefit of Angus youth were first-half highlights.

No doubt, another first-half highlight we’ve all been inspired by is hearing our younger Angus youth holding our National Junior Angus Association (NJAA) directors in their hearts and minds as role models. These youth often point to one of those NJAA directors across the showing or the barn and say, “one of these days, when I get to be old enough, I’m going to wear one of those green jackets!”

I think you’ll agree, these dreams and aspirations of our Angus youth are worth every dollar we give and invest in the Angus Foundation, and then some!

The increasingly popular Beef Leaders Institute (BLI), Cattlemen’s Boot Camps, state Angus Leaders Conference and Young Cattlemen’s Conference (YCC) would be featured first-half highlights.

Significant investments in research in the areas of sire differences for feed efficiency and associated carcass traits; genetic evaluation; feed efficiency in heifer development and lactation; hair shedding; marbling development and genomic and

proteomic marker development in bull fertility; and associated SNP (single-nucleotide polymorphism) analysis are also important highlights. These current projects alone will equate to more than \$550,000 invested in research for the benefit of the

Angus breed and the beef cattle industry.

Finally, capturing the No. 1 spot of our Vision of Value: Campaign for Angus game’s first-half highlight reel would be each and every generous outright cash gift, pledge, planned gift and gift-in-kind that has been unselfishly contributed and dedicated to the campaign. It is because of this support, the aforementioned first-half highlights have been realized and made possible for the benefit of you, our members and youth.

And, yes, it goes without saying that for us to be successful in achieving our \$11 million goal by Dec. 31, 2011, even more players will be needed. Will you join our team of supporters by giving back to the Angus breed that has meant so much to you?

Like the announcer who concludes his half-time comments with a crescendo phrase, “I can’t wait for the second half!”

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

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Angus Foundation
YOUR DOLLARS AT WORK