



Foundation Fundamentals

► by *Milford Jenkins, president, Angus Foundation*

Once more, with passion

Experiencing another of life's milestones, I recently attended my 30th high school class reunion. It came, as one would anticipate, with a wide range of feelings. Compounding those feelings was that, after I graduated from college, I had moved away from my hometown in rural northwest Oklahoma.

Catching up

There was excitement in seeing former classmates and childhood pals, many of whom I hadn't seen since graduation. It was fun to catch up, enjoy each other's company and reminisce. Our life paths varied extensively. Some stayed in the community, while some moved away as I did to pursue a vocation of interest.

In the span of a few short hours, we laughed together at old photos in class

albums, toured the high school and embellished stories of pranks pulled on each other and unsuspecting

teachers. Several of us reconfirmed why we spent so much time in the principal's office over the years. One can only wonder how some of us ever graduated, including this writer!

Life journeys

On a more serious note, it was interesting to hear about each other's life journeys, where each of us had been and what each of us had accomplished. My former classmates and I have been out pursuing dreams and showing pride of family with the sharing of photos of children and now, in many instances, grandchildren.

In getting reacquainted, classmates unfamiliar with my life's work would usually start by asking the questions, "Where are you now, Milford, and what is it you do?"

Some time back, I came across a quote by the late Steve Jobs, co-founder of Apple, who said, "Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on."

Personal passion

I told them about the great work the Angus Foundation is doing for the Angus breed, our members and youth across the country. I told them about the difference our organization, with the help of our generous supporters, is making in people's lives. This, I passionately believe, is great and meaningful work.

Do you? Are you, too, passionate about the Angus breed? When given the

opportunity to tell others about Angus, do you answer with passion in your voice and in your words?

While at the National Junior Angus Show (NJAS) recently in Louisville, Ky., I had the exquisite pleasure of attending the National Junior Angus Association (NJAA) board candidate and delegate dinner.

In her candidate speech, Paige Wallace of Stotts City, Mo., who eventually was announced as one of the new junior board members, eloquently articulated in her inspiring message the theme, "Because I have a passion for Angus."

Shared passion

All of us, together, with passion, can advance the Angus breed. It will require much hard work, and at times we'll be met with daunting challenges. Neither the current severe drought, nor the resulting effects can quench our passion for Angus.

Sir Winston Churchill once said, "Every day you make progress ... yet there will stretch out before you an ever-lengthening path. You know you will never get to the end of the journey. But this, so far from discouraging, only adds to the joy and glory of the climb."

It will be our passion for the Angus breed and way of life that will carry us through these challenging times.

Under these circumstances, our ability

to articulate to others with passion about the importance of the agricultural industry, food production and, in particular, beef production, will be more critical than ever before.

Positive results

We're preparing our Angus breed's future advocates through educational activities like the NJAS and the various NJAA contests conducted at the show; the more recent Leaders Engaged in Angus Development (LEAD) Conference in Fort Collins, Colo., where 200 Angus youth gained invaluable leadership skills; and the Raising the Bar conferences the Angus Foundation passionately supports.

Simultaneously, your Angus Foundation is using its funds to educate adult Angus breeders and producers through the increasingly popular Beef Leaders Institute (BLI) and Young Cattlemen's Conference (YCC) programs, along with knowledge gleaned from cutting-edge beef cattle research initiatives. Visit

www.angusfoundation.org to read about these investments passionately being made for the benefit of all of our adult members, youth and the Angus breed itself.

You can also go to the Angus Foundation's website or view the advertisement in this issue of the *Angus Journal* to learn more about the annual Supporter Recognition Event in Louisville this coming November and how you can take part in this event.

Passion equals eloquence

Next time, whether we're at our class reunion or somewhere else when others pose the question, "What do you do?" let our passion for great work and love for what we do in the Angus breed and beef cattle industry always show through!

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