



# Foundation Fundamentals

► by *Milford Jenkins, Angus Foundation*

## The perfect gift

*Young or old, each of us treasures memories of past Christmas gifts. Maybe it was that sleek red toy truck, beautiful doll or newest electronic game. Perhaps it was a watch, necklace, clothes or whatever was the “in thing” at the time for our age and gender at school.*

*Unbridled anticipation of finally getting to open presents under the Christmas tree with our name on the tags is an enjoyable time, regardless of our stage in life, when lifelong memories are made from fun times experienced with our families.*

### Fond memories

I, too, have those favorite gift memories — the Tonka dump truck, the walkie-talkies, the Monopoly game, the coveted BB gun. With the imaginary expanded wheat farm playground under the shade trees next to Dad’s big farm fuel storage tanks, the higher-horse-powered 4-wheel-drive toy John Deere tractor was the perfect gift for the youngest

Jenkins boy on that year’s Christmas morning!

Yes, those Christmas gifts bring back fond memories.

Inarguably though, rather than the material, tangible gifts you and I’ve received through the years, far more treasured by us are the memories of those special moments shared at Christmas with great-grandparents, grandparents, uncles, aunts, cousins, parents and siblings.

Caring, supportive relatives from nearby and afar catch up with each other about their interests, activities and pursuits during the past year. We welcome the mutual sharing of successes, achievements and the good things each one enjoyed, and we lean on each other for strength and comfort through a more difficult year on our life’s journeys.

We listen, encourage and just spend time with each other, all while reflecting on the past year, talking about next year and making plans for the future. All the while, we are making new memories, having fun and enjoying our family’s treasured Christmas traditions.

These coveted experiences and memories of traditions, shared together with family members and passed on from one generation to the next, are far more treasured by us than any tangible gifts we’ll ever receive. Priceless!

### Memorable experiences

Your Angus Foundation, in many respects, is a family in the same way.

Lifelong memorable experiences are created for Angus youth through higher education aided by undergraduate and graduate student scholarships, leadership training through the Leaders Engaged in Angus Development (LEAD) and Raising the Bar conferences, and, of course, the National Junior Angus Show (NJAS).

Educational experiences such as the Women Connected Conference, Beef Leaders Institute (BLI), Cattlemen’s Boot Camps, or Young Cattlemen’s Conference (YCC) are available to Angus breeders and families.

Beef cattle research, and the unlimited possibilities of cutting-edge new discoveries await us and keep us moving forward in quest of further benefits for Angus breeders and the commercial producers who rely on Angus genetics in their operations.

Just as with our Christmas family gatherings and memories, these experiences are brought about and made possible, in part or whole, by the caring, supportive members of our Angus family and friends across the country who generously give of their charitable financial resources to the Angus Foundation’s cause.

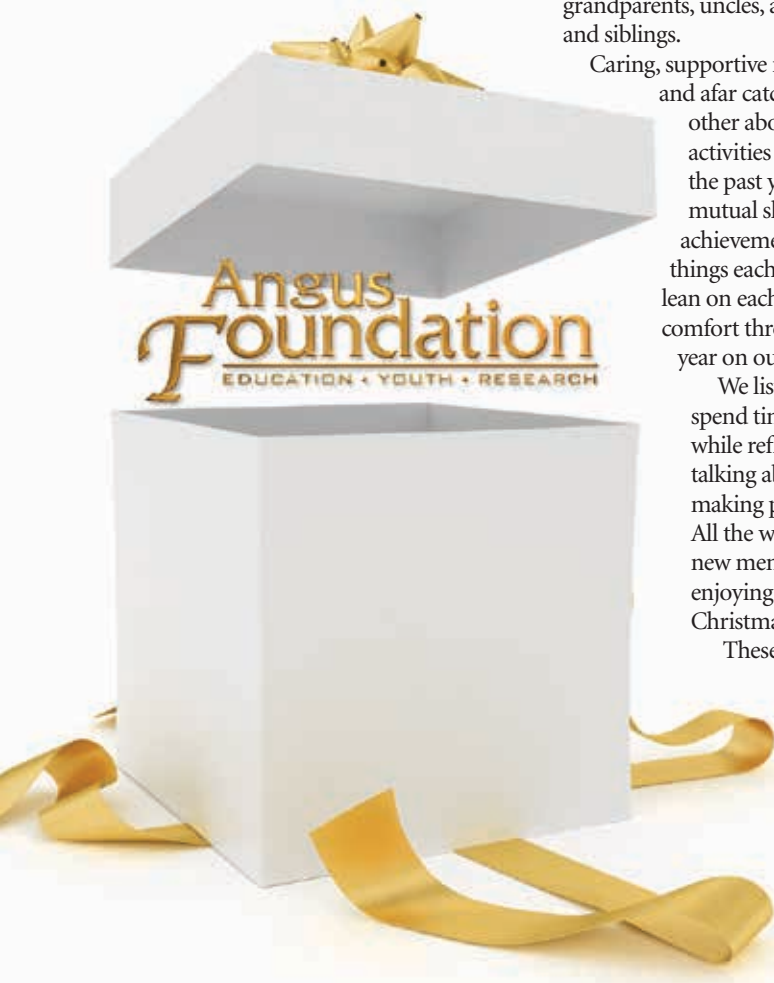
### Cherished traditions

Cherish the time you have with your family this Christmas, make new memories for the next generations and share those “remember that Christmas when . . .” stories that are so much a part of each of our family’s Christmas traditions.

From the Angus Foundation’s Board of Directors and staff, may God bless you and your family with a merry Christmas and continued happiness, health and prosperity in 2018!

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**Author’s Note:** *Milford Jenkins is president of the Angus Foundation. Visit [www.angusfoundation.org](http://www.angusfoundation.org) for more information regarding the Angus Foundation.*



► Financial support to your Angus Foundation comes in all shapes and sizes — from fundraising events such as the silent auction at the National Junior Angus Show to outright cash gifts to planned giving commitments through the Angus Legacy Society.