



Foundation Fundamentals

► by *Milford Jenkins, Angus Foundation*

Commitment

Like thousands of others, my family will travel for the Christmas holiday. For us, this is a trip back to our native state of Oklahoma.

My wife, Peggy, daughter Dallas and I will stash Christmas gifts, suitcases, winter coats and everything else we may need in our Toyota Highlander for the holiday pilgrimage.

Weather worries

Barring inclement winter weather along the journey, we'll travel to northwest Oklahoma to the Jenkins, then east of Oklahoma City to Peggy's side of the family, then back home to Saint Joseph for a total of 1,015 miles.

Most years, we're able to make the entire route, getting to see and spend time with family at each destination. God has blessed us with four generations in attendance on my side of the family with my grandmother, Laverta, Dallas's great-grandmother, who recently celebrated a spry 103 years of age!

On occasion, blizzards and icy road conditions have kept us from making the entire trip, resulting in us unfortunately having to miss spending Christmas and precious time with family. Seeing them once or twice a year already and then not being with them for Christmas is difficult.

Undaunted, gift opening was postponed

until the next available time and held at a mid-point location convenient for everyone's busy schedules early in the next year before the family's Angus herd starts calving season in early February.

Prioritizing family time

I'm guessing that many of your families are like mine.

Identifying an alternative date to meet as soon as possible to celebrate Christmas became almost an obsession for us.

We looked forward daily with a heightened level of commitment to seeing each other, getting together, embracing and giving gifts to each other.

Only a blizzard of epic proportions or ice storm for the ages would keep us from getting together the next time.

Commitment matters

What does this have to do with your Angus Foundation?

Imagine the growth that could be achieved by Angus breeders on behalf of our breed if all of us were that committed to advancing the mission of the Angus Foundation.

In his October column, American Angus Association CEO Allen Moczygemba referenced the Association's Long Range Strategic Plan and the complementary role the Angus Foundation will play in creating

a greater emphasis on research to benefit the Angus breed and beef cattle industry.

Successfully achieving this objective and others identified in the education and youth facets of our organization's mission will require financial commitments. Opportunities such as the "Championing a Cause" Annual Fund that seeks your charitable unrestricted support before Dec. 31 will be

provided for us to engage our commitments to the Angus Foundation for these efforts.

Numerous "champions" have helped the Angus Foundation make progressive strides since its inception in 1980. That steadfast commitment continues today as evidenced by the organization's 2016 annual report enclosed in this month's issue. For their generous support, we say thank you. They're committed to the cause; are you?

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Blessings

Our warmest wishes to you and your family for a safe and enjoyable holiday season, and may God bless your Angus herd with continued success and prosperity in 2017!

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Author's Note: *Milford Jenkins is president of the Angus Foundation. Visit www.angusfoundation.org for more information regarding the Angus Foundation.*