

Funding the Future

Angus Foundation launches first capital campaign to support education, youth and research.

by Meghan Richey

Unveiled at the Angus Foundation Supporter Recognition Event Nov. 11, 2006, in Louisville, Ky., the “Vision of Value: Campaign for Angus” aims to significantly expand the ability of the Angus Foundation to support education, youth and research activities by raising \$11 million by Dec. 31, 2011.

“The Vision of Value: Campaign for Angus will benefit everyone in the Angus industry, including breeders and commercial producers, friends of the breed, and allied industry partners,” says Howard Hillman of Bon-View Farms in South Dakota, who

serves as chairman of the Angus Foundation’s campaign leadership cabinet.

The Campaign for Angus will raise \$3.5 million to fund educational programs, \$6 million to further support Angus youth, and \$1.5 million to bolster research activities. Cash gifts and planned giving commitments made to the Angus Foundation since Oct. 1, 2004, count toward fulfilling these campaign goals.

To date, more than \$2.77 million has been committed to the campaign — 25% of the \$11 million goal.

“Through this fundraising effort, the Angus breed will be empowered to continue its prominence in the beef cattle industry,” Hillman says. “Educational programs will grow, youth opportunities will expand and research will advance.”

This is the first capital campaign

undertaken by the Angus Foundation, the not-for-profit affiliate of the American Angus Association that was established in 1980 to support education, youth and research programs in the Angus breed.

Education

Opportunities for continuing education empower Angus breeders of all ages to develop technical expertise and refine leadership skills. The Campaign for Angus aims to raise \$3.5 million for educational activities that add value to the Angus breed’s future.

Existing programs such as Cattleman’s Boot Camp will grow with increased support, and new programs will be created. Educational conferences, short courses, seminars and other instructional opportunities will be established to help breeders stay abreast of Angus and beef industry issues.

Youth

More than 10,000 Angus youth are members of the National Junior Angus Association (NJAA), developing character, communication skills and leadership abilities that will prepare them to be the future leaders of the Angus industry.

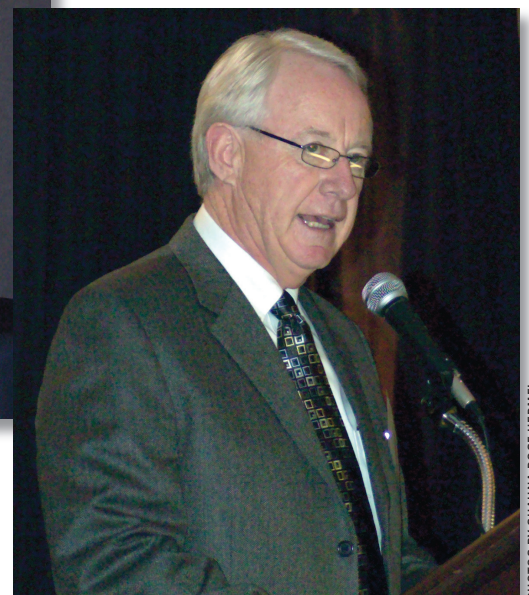
The Vision of Value: Campaign for Angus will boost the Angus Foundation’s financial support of NJAA activities for these youth, enabling them to receive increased access to

► The Vision of Value: Campaign for Angus was unveiled at the Angus Foundation Supporter Recognition Event Nov. 11, 2006, in Louisville, Ky. The initiative aims to significantly expand the ability of the Angus Foundation to support education, youth and research activities by raising \$11 million by Dec. 31, 2011.



PHOTO BY MICKY WILSON

► **Right:** “Through this fundraising effort, the Angus breed will be empowered to continue its prominence in the beef cattle industry,” said Howard Hillman of Bon-View Farms, South Dakota, as he kicked off the Vision of Value: Campaign for Angus. Hillman chairs the leadership cabinet directing that effort.



PHOTOS BY SHAUNA ROSE HERMEL



► A leadership cabinet has been established to help the Angus Foundation reach its campaign fundraising goal of \$11 million by Dec. 31, 2011. Pictured are (from left) cabinet members Eddie Sydenstricker, Sydenstricker Genetics, Mexico, Mo.; Bob Norton, BioZyme Inc., Saint Joseph, Mo.; Pat Goggins, Vermilion Angus Ranch, Billings, Mont.; Blanford Pierce, Woodlawn Farms, Creston, Ill.; Laurie Widdowson, SandPoint Cattle Co. LLC, Lodgepole, Neb.; Jake Tiedeman, North Platte, Neb., former chairman of the National Junior Angus Association; Anne Patton Schubert, Taylorsville, Ky., representing the American Angus Auxiliary; and Jim Coleman, Vintage Angus Ranch, Modesto, Calif., honorary co-chairman. Other cabinet members are named in the accompanying article.

these valuable opportunities. With the fundraising goal of \$6 million, additional leadership training will be offered, and scholarship programs will be enhanced to help more Angus youth realize their dreams of higher education.

Research

By continuing to fund innovative research, Angus producers will gain the competitive edge that increases their productivity and profitability. The Campaign for Angus will raise \$1.5 million for research, allowing all members of the Angus industry to invest in their own future by funding studies that address important issues affecting them.

Future research funded by the Angus Foundation could include areas such as nutrition, forage production, reproduction, food safety, carcass evaluation, marketing and economics, herd health, genetics, and consumer awareness.

Invest in the future

"This is a tremendous opportunity for members of the Angus industry to invest in their future, because the Vision of Value: Campaign for Angus will support programs benefiting all of us," Milford Jenkins, Angus Foundation president, says. "The campaign's successful completion is an investment responsibility that we all share. Support is needed from all

stakeholders in the Angus industry to achieve the \$11 million campaign goal by Dec. 31, 2011."

Four significant campaign commitments were announced to a crowd of approximately 300 Angus supporters gathered at the Supporter Recognition Event.

Gregg and Lile Blythe of Macedon Angus Farm, Madison, Ala., donated \$10,000 in

honor of James E. Horton Jr. to establish a youth scholarship endowment. Horton was president of the American Angus Association Board of Directors in 1979 and helped pave the way for the formation of the Angus Foundation the following year.

The children of the late Dale and Betty Davis, formerly of Belgrade, Mont., donated \$25,000 in honor of their parents to fund research projects through the Angus Foundation. The gift was made by Bill Davis, Sydney, Mont.; Pat Davis, Belgrade, Mont.; and Tom Davis, Augusta, Mont.

Robert and Marilyn Schlutz, Columbus Junction, Iowa, made a campaign gift of \$25,000 to support the Foundation's youth activities.

BioZyme Inc., based in Saint Joseph, Mo., and led by President Bob Norton, committed \$250,000 to Vision of Value: Campaign for Angus.

"We are extremely grateful to these benevolent donors who've helped the Angus Foundation make great strides in meeting the campaign goals that will advance the future of the Angus breed," Jenkins says. "We are honored by their generosity and hope that it will serve to encourage others to also support the Campaign for Angus. Every gift, no matter the size, will make a difference in our ability to service the education, youth and research needs of the Angus industry."

Gifts to the Angus Foundation's 2007

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Fig. 1: Planned allocation of funds received for the Vision of Value: Campaign for Angus

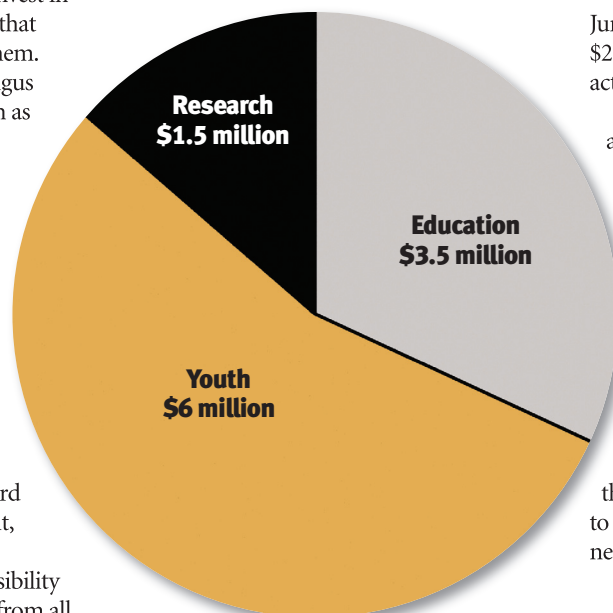
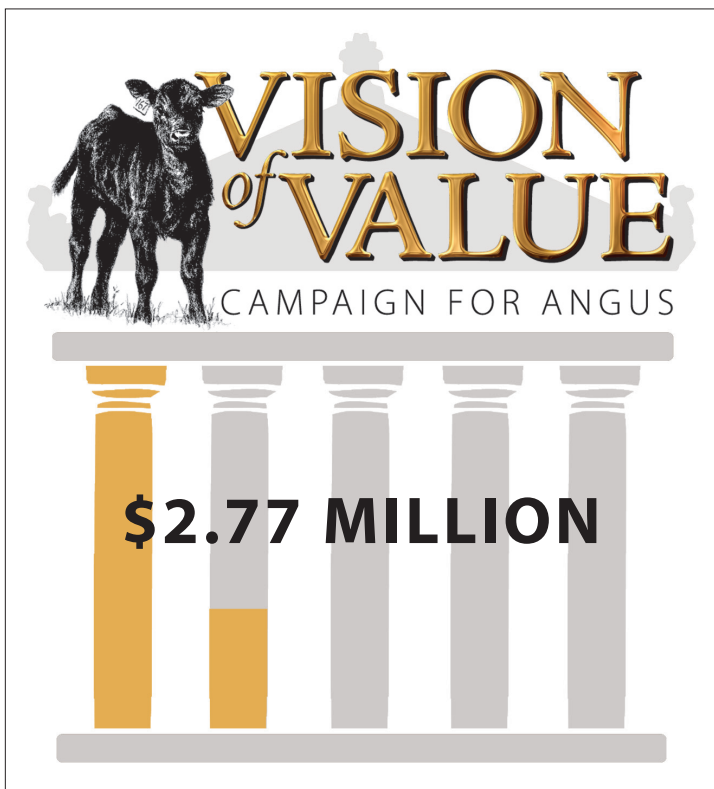


Fig. 2: Vision of Value: Campaign for Angus status toward reaching fundraising goal of \$11 million by Dec. 31, 2011



annual fund drive, which was mailed in mid-November to all members of the Association, will count toward the campaign goal. For other giving options, contact the Angus Foundation staff at (816) 383-5100, or donate online via credit card at www.angusfoundation.org.

Campaign leadership

In addition to Hillman and Jenkins, the Campaign for Angus is led by Jim Coleman, Vintage Angus Ranch, Modesto, Calif.; and David McMahon, Belle Point Ranch, Lavaca, Ark., who serve as honorary co-chairmen of the Angus Foundation's campaign leadership cabinet.

Other members of the campaign leadership cabinet include: Dick Beck, Three Trees Ranch, Sharpsburg, Ga.; Klaus Birkel, Camp Cooley Ranch, Franklin, Texas; Mark Gardiner, Gardiner Angus Ranch, Ashland, Kan.; Pat Goggins, Vermilion Angus Ranch, Billings, Mont.; John Morgan, Morgan Angus, Mystic, Ga.; Abbie Nelson, Five Star Land & Livestock, Wilton, Calif.; Bob Norton, BioZyme Inc., Saint Joseph, Mo.; Blanford Pierce, Woodlawn Farms, Creston, Ill.; Anne Patton Schubert, Taylorsville, Ky., representing the American Angus Auxiliary; Ron Simek, Canyon Creek Angus, Cody, Wyo.; Eddie Sydenstricker, Sydenstricker Genetics, Mexico, Mo.; Jake Tiedeman, North Platte, Neb., former chairman of the NJAA Board of Directors; Bob Weaver, Weaver Angus Farm, Peoria, Ill.; and Laurie Widdowson, SandPoint Cattle Co., Lodgepole, Neb.



► **Left:** Robert and Marillyn Schlutz, Columbus Junction, Iowa, made a campaign gift of \$25,000 to support the Foundation's youth activities.



► **Right:** Children of the late Dale and Betty Davis, formerly of Belgrade, Mont., donated \$25,000 in honor of their parents to fund research projects through the Angus Foundation. Pictured are (from left) Pat Davis, Belgrade, Mont.; and Bill and Jennifer Davis, Sydney, Mont.



► **Left:** Gregg and Lile Blythe of Macedon Angus Farm, Madison, Ala., donated \$10,000 in honor of James E. Horton Jr. to establish a youth scholarship endowment.



► **Right:** BioZyme Inc., based in Saint Joseph, Mo., and led by President Bob Norton, committed \$250,000 to Vision of Value: Campaign for Angus. Norton is pictured with his wife, Lisa.