

Focused on a 'Vision'

The Angus Foundation has been helping develop Angus youth since it began in 1980, and with the help of Angus Foundation President Milford Jenkins, it looks to continue to create opportunities for the Angus breed.

Story & photo by **Mathew Elliott**

Fresh off of winning six awards at the National Agricultural Alumni and Development Association (NAADA), Angus Foundation President Milford Jenkins continues to focus on the first capital campaign for the Foundation.

The *Vision of Value: Campaign for Angus* goal is to raise \$11 million by Dec. 31, 2011. Jenkins says that as of June 1, 2007, \$6.3 million has already been raised through charitable gifts of all kinds.

"I am completely humbled by the response by our Angus friends and family," Jenkins says. "It is only because of the generosity of Angus breeders, our corporate friends, and the friends of the Angus Foundation that we enjoy the success we do."

The \$11 million goal is broken down into three campaign goals: youth, education and research. Youth goals include continued scholarships, the National Junior Angus Show (NJAS) permanent funding, the Leaders Engaged in Angus Development (LEAD) Conference, internship enrichment programs and funding the National Junior Angus Association (NJAA) Board of Directors.

The education goals include funding toward the Young Angus Breeders Leadership Development program, educational conferences, instructional tools, Angus Leaders conferences, Angus Think Tanks and courses and seminars.

The research goal will focus on researching nutrition, herd health, food safety, genetics, reproduction and many more important aspects that affect Angus producers.

The *Vision of Value: Campaign For Angus* is now being recognized nationally for its successes and organization. At the NAADA conference in Madison, Wis., it was awarded with:

- ▶ First place in the print media/four-color newsletter category for the fall 2006 issue of "Foundation for the Future," the Foundation's semi-annual newsletter
- ▶ Second place in the multimedia category for the Foundation's campaign video titled "Vision of Value: Campaign for Angus"
- ▶ Second place in the multimedia category for the Foundation's informational video titled "The Future is in Your Hands"
- ▶ Third place in the campaign/series category for "Vision of Value: Campaign for Angus," a packet of informational materials on the Angus Foundation's first capital campaign
- ▶ Third place in the event program category for "The Magic of the Vine" event program
- ▶ Third place in the print media/annual report category for "Advancing the Future of the Angus Breed: The 2006 Annual Report of the Angus Foundation"

In addition to these awards, Jenkins won a special award. He was presented with the Founder's Distinguished Service Award, an award presented annually on behalf of NAADA's founding members. The achievement recognizes those who demonstrate outstanding service and dedication to the NAADA.

Leading the Vision

The award is quite an honor to Jenkins, who was president of NAADA from 2002 to 2004, but he still gives the credit to the Angus Foundation staff.

Jenkins grew up on his family's diversified registered Angus cow-calf and wheat operation in northwest Oklahoma. He was very active in 4-H and FFA, and went on to receive a bachelor's degree in agricultural education from Oklahoma State University (OSU). After teaching and becoming the executive director of the Oklahoma Agricultural Cooperative Council, Jenkins returned to OSU. He then spent 14 years working for the Oklahoma State University Foundation.

Before Jenkins, there was no full-time position devoted to the Angus Foundation. The Angus Foundation position gave Jenkins the opportunity to help build, design, and foster the program, and that, he says, is what excited him about taking the position.

Jenkins began work with the Angus Foundation in 2004 as director of development before becoming president in June 2006.

When asked about the difficulties that can be associated with fundraising, Jenkins smiles and explains that he truly enjoys giving back to the breed that's helped him and his family along the way. "Some of those black momma cows put several of us through college," Jenkins says, "and I wouldn't be where I'm at if it weren't for them."

One of Jenkins' favorite fundraising memories will always be his first scholarship banquet at OSU.

"I will never forget the first scholarship banquet at Oklahoma State that I was a part of," Jenkins says. "After working with the donors, then to see the smiles on the faces of the donors and the recipients. That's pretty special."

Jenkins enjoys continuing to fundraise for those reasons. "It's exhilarating work that I truly enjoy," he says.

The Foundation's goals are to ultimately advance and expand education, youth, and research endeavors. By helping to facilitate such goals, Jenkins will continue to put smiles on the faces of donors and recipients alike.

