



Foundation Fundamentals

► by *Milford Jenkins*, president, Angus Foundation

Magic, enthusiasm, difference, accomplishment

"There is a real magic in enthusiasm. It spells the difference between mediocrity and accomplishment."

— *Norman Vincent Peale*

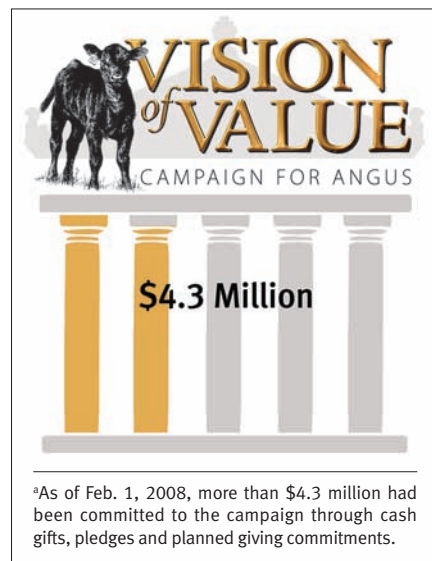
Four little words with big meaning

As an avid reader of leadership, motivational and inspirational books by the late Norman Vincent Peale and other nationally recognized leading authors on these subjects, I discover countless gems in quotes applicable to the Angus Foundation and our activities, in this case, specifically our Angus breed's quest to raise \$11 million by Dec. 31, 2011, through Vision of Value: Campaign for Angus.

For you see, when I read this thought-provoking quote by Peale, as I'm sure you also readily found, the words magic, enthusiasm, difference and accomplishment seemed to profoundly leap off the page and lend themselves as descriptions of this unprecedented and monumental fundraising effort being conducted for the benefit of education, youth and research to advance the Angus breed and agricultural industry.

Magic. It started in October 2004 with "That Old Black Magic" hosted by Fred and

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



Betty Johnson at their Summitcrest Farms in Summitville, Ohio. Jim and Sue Coleman picked up the baton with "Magic of the Vine" in October 2006 at their Vintage Angus Ranch in Modesto, Calif. This August, Bob and Nedra Funk of Express Angus Ranches in Yukon, Okla., will further carry the charge forward Aug. 30 with "That Old West Magic — A Saturday Night at Prosperity Junction."

With a \$250,000 fundraising goal, this event being generously underwritten by the Funks at the world-class National Cowboy and Western Heritage Museum in Oklahoma City, Okla., truly promises to be filled with magic. It's a special occasion you will not want to miss!

These hosts and the countless generous supporters, loyal volunteers and guests who have participated in these activities can testify to the experience of this exhilarating and indescribable Angus magic.

Enthusiasm. With a radiant twinkle in their eye and priceless smiles on their faces, seeing Angus youth receive scholarships or invaluable leadership training, courageously participating in a National Junior Angus Association (NJAA) contest, or simply enjoying the camaraderie of their Angus friends from another state, epitomizes the word enthusiasm.

Angus breeders in Texas know enthusiasm can make the difference, as they successfully raised \$250,000 last April in outright cash gifts and pledges toward The Texas Challenge — a 1-to-1 matching challenge gift generously made available by Klaus and Bonnie Birkel of Camp Cooley Ranch, Franklin, Texas, to raise funds for the Vision of Value: Campaign for Angus campaign. This enthusiasm by Angus breeders in Texas continues as The Texas Challenge II on April 26 will be hosted and

generously underwritten again by the Birkels. Enthusiasm abounds as the Angus breeders in Texas use this event to "kick off" the second half of their fundraising efforts to now raise \$1 million for the Angus Foundation.

Mike Krzyzewski, a three-time national championship winning NCAA Division I Men's Basketball head coach at Duke University, defines enthusiasm in his national bestseller, *Beyond Basketball*. Krzyzewski says, "Enthusiasm is a great interest or excitement. When you are

enthusiastic, you are a catalyst to those around you. Your unabashed love and emotion for what you are doing is contagious."

Difference. From the \$25 gifts all the way to the numerous five-, six- or seven-digit outright cash gifts, pledges and planned giving commitments made to the campaign thus far, each and every contributor is making a difference, regardless of

the size of their gift. A number of these differences can be evidenced and tangibly measured. More frequently, however, it is the unnoticeable and immeasurable differences brought about in an Angus youth or Angus breeder's life as a result of the impact from the gift that is far more valuable than the gift itself.

Mike Bowlin of MJB Ranch, Weatherford, Texas, buyer of the 2008 Angus Foundation Heifer Package at Denver, Colo., eloquently communicated his reason for wanting to make a difference when he said after the sale, "I know that I wouldn't have had the opportunity to attend college without help from organizations like the Angus Foundation. So this was our opportunity to give back."

Accomplishment. As evidenced above and in prior columns, one has to only review the ever-expanding portfolio of progressive and visionary education, youth and research activities and programs to understand the accomplishments being realized as a direct result of generous supporters' gifts to the campaign. With each of these accomplishments, we simultaneously move

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Will you help us continue the magic? Is your enthusiasm such that you will help us make a difference?

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closer to achieving our \$11 million goal for the campaign.

Where do you stand?

Yes, indeed, inarguably the four words offered by Peale do apply to the Angus Foundation and Vision of Value: Campaign for Angus.

Will you help us continue the magic? Is your enthusiasm such that you will help us make a difference? Can we be satisfied with

the status quo (mediocrity) and run the risk of other breeds passing us by in education, youth and research?

Or, will we as Angus breeders collectively and individually do our part by contributing to Vision of Value: Campaign for Angus and rise above where we are today to successfully achieve tomorrow what we set out to accomplish with this campaign?



E-MAIL: mjenkins@angusfoundation.org

Author's note: Visit www.angusfoundation.org for more information regarding the Angus Foundation, scholarships and the campaign.