

AMERICAN ANGUS AUXILIARY 2014 ANNUAL REPORT

CORTNEY HOLSHOUSER, PRESIDENT

2014 OFFICER TEAM

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Kansas City, Here We Come!

The 2014 American Angus Auxiliary Annual Meeting was held in Kansas City, Missouri in conjunction with the Angus Means Business Convention and Trade Show. The change in venues proved to enhance the Auxiliary activities with an increase in attendance at our various events and meetings. The annual breakfast showed the largest increase. President Cortney Holshouser and the ladies of North Carolins hosted almost 300 Angus and Auxiliary enthusiasts. The following list outlines the past year's achievements by the Auxiliary and its supporters:

- ❖ We continued to utilize social media to promote our activities, raise awareness of our programs and awards, recruit members, and promote new merchandise and other fundraising items.
 - ❖ In May, we held a Mother's Day contest on Facebook featuring "Angus Moms" and in July we held a contest during NJAS to gain more fans. We have surpassed 2,000 "likes" on our Facebook page.
 - ❖ In April, the Auxiliary was featured on an entire episode of the Sirius XM program "Angus Talk" where we were able to highlight our programs and mission.
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- ❖ 27 women from across the country joined us in St. Joseph, MO for our second Women Connected Conference where attendees were able to network with other Angus cattlemen, build leadership skills, gain knowledge about "advocating", and tour American Angus Association headquarters and the American Angus Hall of Fame. This opportunity is made possible through the generous support from the Angus Foundation.
 - ❖ In June, we auctioned our Tradition Continues embryo package during the All American Angus Breeder's Futurity in Louisville, KY. Prairie View Farms of Gridley, IL generously donated two (2) embryos of the mating PVF Missie 0053 X PVF Insight 0129. Joe Horstman of Horstman Cattle Company purchased the embryo package for \$5,200. These funds went into the Auxiliary's scholarship endowment held with the Angus Foundation.

- ❖ The Angus Gift Barn experienced tremendous sales as new merchandise was debuted at our Annual Meeting, the Atlantic National Angus Show, Eastern Regional Junior Angus Show, and the National Junior Angus Show.
- ❖ Two issues of The Auxiliary Post (Spring and Fall) reached over 950 members each time.
- ❖ As a result of our partnership with Certified Angus Beef on our Gifts that Sizzle program, we received a record amount of proceeds. Our partnership with Harvey Rattey and his beautiful sculptures continues to be a profitable fundraiser.
- ❖ We awarded \$13,000 in scholarships to 10 very deserving Angus youth and presented many awards during the National Junior Angus Show in Indianapolis, IN
- ❖ 32 teams competed in the 31st Annual Certified Angus Beef Cook Off. There were also 3 Chef's Challenge teams in its 6th year of competition.
- ❖ Over 100 members and those interested attended the Auxiliary mid-year meeting, social, and educational workshop titled, "Capture the Moment." Attendees learned how to better capture photos of people and cattle in various settings, along with a few helpful hints. We also learned how to use social media to better promote our operations and "advocate."
- ❖ The Auxiliary annual meeting and 63rd Auxiliary breakfast was held during the Angus Means Business Convention and Trade Show along with the American Angus annual meeting.

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Audit

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Carol Bloom, Co-Chairman
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Silver Pitcher Award

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Crystal Award

Cathy Watkins, Chairman
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2014 American Angus Auxiliary Annual Meeting Minutes

The meeting was called to order by President Cortney Holshouser after the meeting was moved from our original location due to the Association staff needing more room for seminars. President Holshouser welcomed everyone and introduced the executive committee, committee chairs, state presidents, charter members, Distinguished Women, past Auxiliary presidents, American Angus Association staff and guests.

She gave a short overview of what was in the meeting packet. She invited attendees to look over the minutes of the 2013 Annual Meeting. A motion by Anne Lampe, with a second by Kathi Creamer, to accept the minutes as written was voted on. The motion carried.

President Holshouser asked attendees to look over the treasurer's report. Jane Ebert made a motion to accept the financial report as written; the motion was seconded by Anne Patton Schubert. A vote was taken, and the motion carried.

The president suggested attendees look over the committee reports in the packet at their leisure.

There was some discussion about the new packaging for Gifts That Sizzle that will be available in December. The new package might be a bit bigger. The website still has current information and pricing, but the new, updated information should be available Dec. 1. There was some concern that perhaps the package cost was rather high and that it might be targeted more for corporate buyers.

President Holshouser asked if there were any questions or further comments on any of the committee reports. She then presented gifts to the committee chairs and said a "big thank you" to all. She said she truly appreciated all their hard work this past year.

Melanie Kiani presented the 2014 scrapbook to Cortney Holshouser for her year of service as president. Melanie and Cortney noted that Emma Collins does such a wonderful job and is so creative!

Regional Director reports

Region 1:

Kathi Dubs reported that in her region of Washington, the Western States and Montana there are active Auxiliaries.

Region 2:

Cindy Ahearn reported that she is working through the junior advisors to help get more publicity for juniors in her region. She is hoping that by giving more exposure to the junior members, it might create some interest in the Auxiliary side.

Region 3:

Shally Rogen reported that Nebraska is working to begin an Auxiliary in 2015. North Dakota is also starting an Auxiliary this coming year.

Region 4:

Melanie Kiani reported that there are some very active Auxiliaries in her region. She reported that she has reached out to many states in her region to give her updated contact information so she can stay in better contact with those officers and members.

Region 5:

Rachel Frost reported that all of the states in her region have strong Auxiliaries. She said that in her region she is working to keep the aged-out junior members active when their junior careers are over.

Region 6:

Marlene Dukehart reported that membership has increased in her region and she is excited that Virginia has expressed an interest in starting an Auxiliary.

State auxiliary reports

Mississippi:

Melani Kiani reported that they have a lot of members, but not as many active as she wished. She is still working to keep more people involved.

North Carolina:

Deanna Hofing reported that they are honored to have Miss American Angus and the current president, Cortney Holshouser, from their state. North Carolina is looking forward to the breakfast.

Iowa:

Deb Friederichs reported about trophies and awards. She is trying to build membership, too.

Montana:

Julie Murnin reported on the Montana items selling well, and that the move for the Montana show and the Montana Tour went well on the new dates, but the Auxiliary meeting did not do as well. She noted that the new Auxiliary Facebook page is going well.

Thank yous

Thanks went out to Alan Miller and Prairie View Farms for the embryo donation to support the Auxiliary and to Horstman Cattle Co., who purchased the package at the All-American Breeders' Futurity. Thanks also went to the Angus Hall of Fame for the donation of a monetary gift last year at this time.

The Angus Foundation was thanked for supporting the Women Connected II Event.

The American Angus Association staff received thanks for all their support, as well as API and the Angus Journal

Miss American Angus, Catherine Harward, was thanked for her service. 2015 Miss American Angus Contestants were not able to be present at the meeting due to scheduling issues.

New business

President Holshouser invited attendees to look over the proposed budget provided in the packet. There was a question on why the budget for Miss American Angus had been increased. It was explained that due to the change in venues, the cost was expected to rise. Rachel Frost moved to accept the budget. The motion was seconded by Michelle Rieff. A vote was taken and the motion carried.

Melissa Cozzitorto from Kansas and Heather Smith from Nebraska were appointed by Lynne Hinrichsen to the 2015 Nominating Committee. President Holshouser asked for the nomination of Sharee Sankey & Martha Holshouser. A motion to cease nominations was made by Renee Driscoll, with Julie Murnin seconding. A vote was taken, and the motion carried. A motion to accept all nominations was made by Jane Ebert and was seconded by Kathi Dubs. A vote was taken, and the motion carried.

Anne Lampe and Melanie Kiani volunteered to serve as election tellers if needed. They were appointed as election tellers. The slate of officers were presented:

President: Lynne Hinrichsen

President-elect: Carla Malson

Secretary-treasurer: Julie Murnin

Advisor: Cortney Holshouser

A motion to cease nominations and accept the slate of officers as presented was made by Anne Lampe and seconded by Barb Ettredge. A vote was taken, and the motion carried.

There were 11 ballots received for regional directors. Current regional directors will serve another term. Next year terms for regions 4, 5 and 6 are ending. Next year Rachel Frost is up for re-election along with Melanie Kiani. Marlene Dukehart is not up for re-election.

Announcements

The following announcements were made.

A registration packet was found at the sign-in table; it belonged to Mary McCurry.

Donation items for the breakfast should be dropped off at the Gift Barn.

The National Convention next year will be Nov. 3-5 at the Overland Park Convention Center in Overland Park, Kan.

The Midyear Meeting will be July 13-18, in Tulsa, Okla., during the National Junior Angus show (NJAS).

Please stop in and check out the new items in the Gift Barn!

Kerri Votaw-Kliwer announced that she designs jewelry and has some samples available. She would like to donate a piece of jewelry or something for a fundraiser. She said to contact her if we have ideas.

A motion to adjourn was made by Rachel Frost, seconded by Julie Murnin, and the meeting was adjourned

American Angus Auxiliary Financial Report

2014 Budget

Income

Annual Meeting/Mid-Year Meeting	\$8,100.00
Awards	\$-
Beef Education	\$5,100.00
Friends of Black Kettle	\$1,000.00
Membership	\$3,000.00
Misc. Income	
Special Event - Women's Conf	\$20,000.00
MAA Program	\$9,200.00
Endowment Heifer	\$5,000.00
Ways & Means	\$42,675.00
Total Income	\$94,075.00

Expense

Annual Meeting/Mid-Year Meeting	\$7,100.00
Awards	\$1,400.00
Beef Education	\$4,200.00
Friends of Black Kettle	\$1,000.00
Insurance	\$1,400.00
Miscellaneous	\$500.00
MAA Program Expense & Travel	\$9,500.00
Newsletter	\$2,200.00
Officer Expense	\$4,675.00
Other Committee Expense	\$1,100.00
Phone	\$-
Professional Fees	\$850.00
Special Event - Women's Conf	\$20,000.00
Transfer to Scholarship/Awards	\$5,000.00
Ways & Means	\$35,000.00
Web Site	\$150.00
Total Expense	\$94,075.00

American Angus Auxiliary Balance Sheet

ASSETS

Current Assets

BMO – General Checking Acct	\$20,431.56
BB&T Bank	\$13,668.66
	\$ -

Total Checking/Savings \$34,100.22

Other Current Assets

Receivable	\$ -
CD 08/07/11	\$10,391.67

Total Other Current Assets \$10,391.67

Fixed Assets

Machinery & Equipment \$3,339.00

Total Fixed Assets \$3,339.00

TOTAL ASSETS \$47,830.89