

American Angus Auxiliary Council Meeting

Friday, March 25, 2022

American Angus Association Board Room

President Deanna Hofing called the meeting to order at 2:01pm

Deanna welcomed and thanked everyone that could be with us in person and also via zoom. Committee chairs and state presidents that were able to join us via zoom were: Jane Ebert, Erica Styles, Anne Patton Schubert, Megan Green, Nancy Thelen, Marlene Dukehart, Cortney Hill-Dukehart Cates, Paige Arnold, Kathi Creamer, Mary Greiman, Yvonne Hinman, Susie Webb, Susan Quam, Shally Rogen, Michelle Rieff, Lauren Patteson, Leslie Mindemann, Gina Hope, Julie Murnin, Carol Bloom, Cindy Kinder and Catie Hope. In attendance were Cortney Holshouser, Tonya Theis, Lynne Hinrichsen, Anne Lampe, Jaclyn Upperman, Tara Adwell, Mark McCully, Deanna Hofing, Julie Conover, Pam Velisek, Karla Knapp, Cindy Worthington, Amy Griffin, Stacy Erdmann, Christy Perdue, Rebecca Knott and Valerie Trowbridge.

Mark McCully welcomed everyone and thanked the Womens Connected Conference for such a great event that he was excited to be a part of. He wanted to convey his support to the Auxiliary from him personally, from the Association and from his team. He wants to make sure that there is an open dialog between the two teams in the present and in future events. He shared his "Kodak Moment" story about keeping in mind the "Why we do, not just the What we do." He is open to new ideas, to reinvent some things, reimagining some new ideas, and working together building advocacy for the breed. He is excited about the great relationship that has been built between the two groups.

A motion for the reading of minutes from the last Auxiliary Board meeting on November 2, 2019 -Reno, Nevada were dispensed and approved by Anne Lampe and seconded by Pam Velisek ,as they have been posted on the website for the past few years. Motion passed unanimously.

Treasurer Report was given by Karla Knapp, Treasurer. Cortney Hill-Dukehart Cates had a question about the MAA revenue and contributions listed on the report. Nancy Thelen tried to answer her questions about MAA sponsorships and will get Cortney a more detailed report soon. It was reported that Ellie Kidwell stayed under budget with her MAA expenses. No motion was required for the report.

Committee Chair Reports:

Finance-Nancy Thelen reported that our 13 month CD is coming due in February, 2023. We will be watching closely for interest rates to improve. The finance committee is excited to finally make the move to Commerce Bank and put all of the unnecessary headaches from BMO behind us. The committee will be making their recommendation to the executive board tomorrow about the amounts to be transferred from the FCOA to the scholarship endowment fund as well as not moving any of our profit this year due to the 70th Anniversary fundraising event that took place in November.

Endowment- Tara Adwell brought us a report from the Endowment funds. Educational Awards, Ardyce's Apron contributions, and expenses were reported. She has been seeing a lot of uncertainty in the markets since the beginning of the year and hopefully that will stabilize soon. Scholarship funds were reported that we had 2 winners from last year defer their awards to next year because of FFA commitments requiring them to start their time at university a year later. Pat Grote endowment funds were also reported. Anne Lampe confirmed that those awards are determined from the cook off winners and their eligibility to go to the LEAD conference. There was a question on where the FCOA money was going to go. The finance committee will be making their recommendations to the board at tomorrow's meeting to determine how much money will be placed in the scholarship endowment. Amount recommendations are usually voted on at Spring board meeting because it is usually the first time the board is together after the FCOA. A question about how the 70th year letter campaign did was raised by Anne Lampe. Julie Conover reported that \$7,045 has been brought in to be earmarked for the general fund.

Beef Education- Anne Patton Schubert reported that they are looking forward to the 39th annual cook off in Kansas City this year. Marilyn Conley at CAB is helping to pick the cuts of meat that will be used this year. Kansas Angus Auxiliary has contributed t-shirts and the Kentucky Angus Auxiliary has donated \$500. Ardyce's Apron will be presented by Jim O'Neill for the overall winning junior team. There will be no in home competition this year or no chef's challenge due to lack of participation. They are looking into the possibility of doing a Tik Toc video competition with the help of the junior board, maybe even at a different time. Ardyce's Apron award is being tracked separately. When the money is gone, the award will cease.

Certificate of Achievement- Certificate of Achievement awards were down this year. Erica Styles reported sending out 37 certificates and Karla Knapp 14. Karla had reached out to the Association back in September to help create a fillable file for the awards. Jera Pipkin and Megan Green have been working on this and hopefully by the end of the month there will be a document up and running to make things easier for the juniors to fill out. Erica noted that once the state advisors stopped collecting the forms and sending them in for the juniors there has been a steady decline in certificates being sent out. We need to re-engage the membership into helping the juniors get these filled out. Gina Hope wondered if we could make it part of getting the Bronze award. Deanna will present this idea to Caitlyn Brandt. Anne Lampe wondered about highlighting it on the Scholarship application. Lynne Hinrichsen views it as a record keeping tool, wanting to be able to merge it together with the Bronze and Silver application with a simple cut, copy and paste. Karla has been in contact with the junior activities department with no luck in being able to accomplish this. Anne Lampe has a Google Doc that might be helpful in merging these together. Erica Styles has had feedback from junior members wanting to keep it as simple as possible for them to fill out. Deanna will be talking with PR and hoping to highlight an electronic form.

Distinguished Women & Nomination- Pam Velisek reported that nothing is really happening at this time of year with this committee, however if any of the members feel that they have anyone that is worthy of the Distinguished Woman Award, she would welcome a nomination

be sent in to her or any of her committee members so that they can start their application process. Nomination forms will be sent out in the Spring Post to fill Regions 1, 2 & 3 this year.

Full Circle Online Auction- Cortney Holshouser reported that 32 lots were sold with a total of \$8,055. They did a little bit more promotion this last year and even created a QR code to link the bidder to the display of all of the consignments. They were able to use the analytics to help them determine what items were more popular and therefore help them to be able to start selecting items for this next year's sale. They have gathered 7 for sure items and several more great prospects. They are looking for some great ideas for the upcoming auction scheduled for Thursday, November 10th with Angus Live. The committee is wanting us all to like and share on social media as much as possible. If someone would like to donate money, they would be glad to match up them up with an idea. Value of an auction item should be at least \$100.

Historian- Catie Hope is the new chair this year. Emma Collins is still on this committee and helping to mentor Catie through this first year. Catie reports that they are researching designers to bring this year's book together to look really nice. She has reached out to a couple different companies and will be gathering their facts to make a decision on which one fits their needs the best. Right now, they are just gathering their information and pictures from events and off of the website.

Legislative and By-Laws- Gina Hope reported that we just updated our By-Laws and cleaned up our Guidelines based on the vote, we did this past November. These have now been posted to our website. At the Mid-year meeting the committee will be proposing to add a Historic Resource Committee to the By-Laws.

Miss American Angus- Cortney Hill-Dukehart Cates reported that at this time they are supporting Mary and answering any questions that she may have come up. She would like to make sure that she has an accurate accounting of their sponsorship. The Association has increased their funding of MAA by \$500 to help with travel, this increasing their budget to \$8000. This breaks the budget down to \$500 for clothing and \$7500 for travel. Cortney has emailed out invoices to everyone with the exception of Lois Foster, which she mailed. Cortney will copy Nancy on the invoices to make things easier to track.

Programs and Hospitality- Tonya Theis reported that they are working on Mid-year meeting plans. Caitlyn Brandt indicated that there was really not a good space for our meeting, therefore Tonya has been researching off site locations. They have been looking into hotel, restaurant or winery options. Another option was going to Tonya's sons ranch just 10-15 minutes away from the American Royal Complex. They could do a "Taste of Kansas" with different items offered by different areas of Kansas. Entertainment could be provided at no cost by a friend that plays music. Renting a party bus or some form of transportation would still be needed. Numbers may be down if we move it off of the grounds. We are scheduled to be on the agenda from 3:15-5:15 with an hour allotted for social time. We may overlap with some contest times but would not interfere with chore time in the barns. Anne Lampe will be doing a walk through in the next couple of weeks of the grounds and will report back to us if she can come up with an option for us on the grounds. She will then report back to us to let us know which way that the hospitality committee can move forward.

Scholarship- Julie Conover reported that we were originally told that we would have \$18,000 to give out in scholarships this year, but with the 70th Anniversary kick-off funds they have now changed their recommendation to \$20,000. States are now in the process of sending their applications in.

Women's Connected Conference- Anne Lampe put on an awesome event. She tailors speakers to the applicants that have been selected. Food and beverage costs have increased greatly, so she was grateful for the two locations that she rotates between. She would love to have the conference endowed. A committee selects participants with information collected on demographics, age, ranch, and location.

Angus Gift Barn- Lauren Patteson is the new AGB manager as of mid to late November. She tries to send out an email to her committee members every so often to see if they have any good ideas that would be a good fit for the gift barn. She attended her first show at MAJAC with the hopes of attending Atlantic Nationals and Eastern Regionals as well. With the economy and gas prices the way they are, she has decided to try to expand her presence elsewhere and prepare for the national junior show and convention instead. She is open to new ideas from different people from diverse areas. Her challenges are the increasing cost of inventory and the rise in gas and travel costs to be able to keep within budget. Her contract allows for expenses to be paid for the national junior show and the angus convention, anything else would be on her own for costs. Deanna donated her hotel points to be able to help Lauren set up at MAJAC. She was able to get a feel for what she needed as far as set up and inventory needs in preparation for the national junior show that way.

70th Anniversary Kick Off- Pam Vilesek reported that the kick off party at the Cowgirl Museum was a huge success. Everyone seemed to have a great time. The \$20,000 goal was met for the scholarships. We had about \$8000 in sponsorships to help alleviate the cost of the venue. Estimated profit from the event was approximately \$2-300. The budget for this event spanned over 2 fiscal years. Jane Ebert made the comment that the Auxiliary was in the position to promote themselves and this was a great positive opportunity to do so.

Public Relations Committee- Megan Green reported that her and Julie Murnin are working together to update the website, as well as journal ads and social media. They would like to bring back "the member spotlight" to social media to try to promote the auxiliary. They will be working on the Certificate of Achievement and constant contact updates along with some press releases. Kalie Rumbold will be an active member of the committee also.

Old Business: nothing to pull over from 2019

New Business:

Jane Ebert had an awesome idea to brand our own wine from an Angus winery. She reached out to Childress Winery trying to make this happen. Unfortunately, we will not be able to make this happen due to licensing. We basically would have to get a liquor license in each and every state that we would want to sell the wine in. So logistically and financially we will not be able to move forward with this great idea. Thanks to Jane for all her hard work trying to get this off the ground.

We have been in contact with CJ Brown on commissioning a 70th Anniversary painting. We are looking into a matriarch theme. Foundation Angus females along with our past 70 Auxiliary presidents and how we bring those two together. If it is approved, she would like to have the painting done by the national junior show, so that we can start promoting it there. Jane would also like CJ to render notecards from the print too. Artist Proofs would be available for personalization. Talks with CJ are just getting started with many decisions to be made.

Before the discussion of scholarship verbiage and inclusion took place, Deanna wanted to clarify her position on this sensitive topic for the Auxiliary. Deanna shared that it was brought to her attention that there has been some miscommunication with the ladies within this meeting and outside of this meeting questioning her intent for the scholarship, but also questioning her core values. Deanna would like to be clear that it is **NOT** the intention of the Auxiliary to adjust our scholarship wording to allow a male identifying as a female, or a person identifying as they or them into the Miss American Angus program. It is **NOT** her intention. She is sure that everyone is aware of the national media spotlight on the NCAA swimming competitions going on and the goal of these discussions that we have, led by Julie, is not only to proactively safeguard our traditions of our Miss American Angus program, but to also protect the Auxiliary as a whole. Our thought process is much in line with the decisions made by Miss USA, by which they have ruled against the allowance of transgender individuals to compete. We are in an unprecedented time, culturally, regarding gender identification and unfortunately, she does not see it going away. Could the media spotlight be turned to the Angus Association or to the Auxiliary at this time, she does not know, however Deanna feels that it is important enough that we discuss it in a transparent way, instead of possibly being unprepared in the future to deal with this in the appropriate, legal manner. And she wanted it to be clear that it was, and still is, the intention of hers and the Auxiliary's to proactively put in place and continue to monitor, in this uncertain time, the wording to protect the Auxiliary and the Miss American Angus contest the best we can, should we face the situation where there is a question of gender regarding the Miss American Angus contest. So, to be clear, it is not Deanna's intention to allow and change the wording to allow a transgender into our contest or somebody that may identify as they or them into a female contest.

Julie shared her findings and research. In transparency, she reached out to Cortney and Paige because her findings would directly affect their program and we need to be united on this front. Julie noted that Deanna had brought this up as a topic of concern in her scholarship report in our November meeting. It is a different world than any of us would prefer. Where are we open for possible problems or concerns? Julie talked with Thomas Marten to see if he could review our application and find anything that would be challenging as far as gender is concerned. Julie reported that there are companies out there actively searching for our contact information and places that they can place a lawsuit. Unfortunately, it all comes down to money. Thomas had planned to have the subject brought up at the February board meeting where the Association's attorney would be present. Unfortunately, the topic did not come up, so Thomas advised us to gather more information to avoid racking up so many billable hours. What options do we have to protect ourselves from these threats and what are other associations doing? Starting with the Angus Foundation, the Auxiliary scholarships are the only scholarships that are tied to specific gender. Other breed associations like Shorthorn, Charolais,

Simmental and Herford do not attach their queen to their scholarship application, they are independent. The Herford Pollettes used to have 1 boy and 1 girl scholarship, now they just have 2 scholarships regardless of gender. However, at the end of their Herford Queen's reign, they are now awarding a \$10,000 scholarship to her. According to Amy Cowan, the junior director, they have since had a male call to inquire about this. There was then some discussion on the Herford Queen's application process and verbiage. It was determined that the Herford's allow state queens to apply, therefore leaving some of the decisions up to their states. Kathi Creamer wondered if this was a good time to think about separating our queen from the scholarship process and bring the contest to the national junior show for crowning. At this time, we are trying to find the right verbiage to protect the contest and if the MAA committee wants to bring forth changes to location, that can be done at a later date. Shally Rogen proposed that we take all names off of the application and award 10 scholarships regardless of gender. It may be lopsided some, or every year, but we would be awarding to the best 10 applicants that way. Carol Bloom reminded us that things are changing fast in the world and that we are not to get discouraged in our desire to protect our programs. Marlene Dukehart quoted some statistics on how the Foundation's scholarships have become lopsided without any gender requirements. She is concerned that the boy applicants won't get equality since the girls seem to excel more on their applications. She believes that it would be a step backwards to not keep equality in our programs. Discussion was then held to include or create a third category to include those identifying as they or them. Rebecca Knott believes that as an association, we have a very level playing field in several areas such as showing, fitting and scholarships. We do not attempt to discriminate. Therefore, she has gathered input from her Region 5 and concluded that a third category may be our best option. However, because our Miss American Angus feeds from the top 5 girl scholarships, a letter of intent would have to contain the correct verbiage. Legal council would need to be sought for this. Questions arose on whether the letter of intent is needed. It was determined that the letter helps us to prepare, as this year there were 2 scholarship winners that declined to run for MAA. Leslie Mindemann noticed that the Foundation still has check boxes on their application and questioned what they were doing. Julie found that these were being used for press releases, however they are also reviewing their applications for correct verbiage. Susan Quam has been working with different scholarship organizations and is concerned that we could create a legal bias if we are not careful. We do not want to create a segregation situation. We need to be proactive and not get into a situation where we are forced to defend ourselves in a very costly lawsuit. Michelle Rieff also works with youth as a school counselor and she believes that the time has come to give out 10 scholarships, regardless of gender, or we will be setting ourselves up a lot of heartache and bad publicity if we are faced with a lawsuit. She would also like to see MAA be separated from out scholarships. Marlene believes that we should be protected under Title 9. Lynne Hinrichsen then raised the question concerning if all of the questions on the application could be considered biased. Julie Conover commented that she has just encountered 1 agriculture-based scholarship that has been wiped clean of all bias. Julie Murnin reported that she has been aware of bias being placed on applicants because of the size of their outfit or from their last name. She feels that while we are working on gender issues, we may want to investigate ways that we can remove other biases. Pam Velisek believes that we need to talk to legal counsel. Discussion took place as to where to turn to for questions to be answered. Pam Bailey is a

member of the By-laws and Legislative committee, maybe we could start with her for advice for groundwork before we go to the Association's attorney and start racking up billable hours.

Julie Murnin made a motion: Deanna appoint a committee to review the scholarship and Miss America Angus gender and related bias issues to present recommendation and findings for direction for scholarship program and Miss American Angus program. They would research legal guidance, and should the need arise for legal counsel requiring funding for the American Angus Auxiliary, they would present a proposed dollar amount to the executive board to be voted on at the mid-year meeting.

Cindy Worthington seconded.

Discussion was had. Cortney Hill-Dukehart Cates believes that it is unrealistic to remove all bias completely. She does not want us to get caught up the whole idea of eliminating all bias, as this is not real life. She **strongly** feels that Miss American Angus should be protected and should be for females that are naturally born only. There are limited opportunities for women only, and she feels that women are slighted in our industry because there are no women on the board or as regional managers. She would not like to see Miss American Angus turn into anything other than what it needs to be, a woman, female, representing the Angus breed and as a role model for other young people and a spokesperson for young people. She feels that MAA does not need to be open to other genders, if we want to provide other opportunities for other genders that would be great.

Shally Rogen recommended that we utilize the scholarship committee, along with the MAA committee and Pam Bailey. This would be a good place to start when forming our committee. Judges being excluded from the scholarship committee. Choosing the chairs to these committees only. Nancy Thelen would like to see us piggyback with the Association and the Foundation to see what they are going to be doing in their situations to try to save some money down the road.

Proceeded to Vote on the motion. Unanimously passed. The decision to appoint a committee and the best choices for those members will be decided later.

Discussion only needs to be had about the Auxiliary breakfast at the Angus Convention. Jaclyn and Caitlyn have asked us to consider alternative ideas and/or options for the Auxiliary breakfast. It is one of our only singular events that has a long-standing tradition that allows us to showcase our Distinguished Woman Award, introduce our officers, have a speaker or some form of entertainment and introduce our Miss American Angus contestants. The biggest problem that we are having with the breakfast is that they would like us to increase the cost from \$35 to \$40 because of the rising food costs. No matter how many people register, we still have to pay for all of the plates. The AV costs are astronomical, \$1800 for a podium and a microphone. This expense is kind of a wild card each year and can not be budgeted accurately. We have a decreased number in attendance due to the slotted 7:00am time. People feel that they are "on vacation" and the time slot is difficult for many to attend. Scheduling has been an issue and not very flexible. Deanna talked with Mark about possibly switching with the 8:00 church time slot. Therefore, allowing those that attend church to come to the breakfast afterwards. Option 2 would be to join with the awards banquet. Positive aspects would be that we would have more exposure, as there are about 400-450 people in attendance. We would

not have any unexpected costs for AV, because they would already have it set up. We would need to have a commitment from them that we would have a good chunk of time on the program to award our Distinguished Woman award, crown Miss American Angus, introduce our officers and regional directors along with saying a few words on what the Auxiliary does. We do not want to be put in a corner, or on the back row and forgotten about. Would we be losing our identity, or gaining some recognition and visibility? Option 3 would be an off-site event. We could do an evening event similar to the 70th Kickoff event. Will it work to sustain an event like this every year? Will there be a venue that would be available to us each year? We could make this a hybrid option by having our own event and still awarding our Distinguished Woman Award and introducing our team at the awards banquet. Deanna presented an off-site location that Jaclyn and Caitlyn were able to research for us on their trip to look at the venue. Discussion was had on the pros and cons for each option. Time and promotion will be important in any option that we choose. Julie Conover suggested a fourth option as she sees membership recruitment and membership engagement as our 2 biggest challenges. She suggested that we present our awards at the awards dinner and give out our auxiliary gifts at our annual meeting social. Therefore, encouraging attendance at our annual meeting and making our social time "more social." More discussion was had about all of the pros and cons. Because the Association would like us to make a decision if we are going to continue with the breakfast this year or do another option by April 1st, it was decided that this is not the year to **not** have an Auxiliary breakfast. For our 70th year we will continue to have the Auxiliary Breakfast in Salt Lake City at convention and Deanna will follow up with Mark to still try to get our time bumped back to 8:00.

Motion to adjourn the meeting was made by Amy Griffin, Seconded by Lynne Hinrichsen.
Motion passed.

Meeting was adjourned at 5:40pm

Respectfully Submitted,

Karla Knapp, Secretary/ Treasurer