

AUXILIARY NOTES

by Deanna L. Hofing, president, American Angus Auxiliary

Elevating

How do we elevate or “level up” our Auxiliary? I say we try new things and push ourselves outside the traditional comfort zone.

As we look back on a busy and incredible summer, I have to say the Auxiliary has had numerous firsts that are elevating our organization to new heights.


The American Angus Auxiliary participated in its first National Junior Angus Show (NJAS) tailgate with a great reception from the attendees. The team served more than 600 slices of cake and 200 temporary tattoos. I am proud of the executive board’s teamwork to make this event super successful. This opportunity allowed us to interact with not only the juniors, but also parents, in a relaxed atmosphere. It is my hope we can continue our participation in future years as a way of connecting to Angus families on another level.

Another exciting first we have explored this summer was to broaden Miss American Angus’s agriculture advocacy platform. Our team has been diligently collaborating with Danielle Matter at Certified Angus Beef (CAB) and Mark McCully, CEO of the American Angus Association, to define how Miss American Angus can have a greater influence outside the show ring. In June, Mary Wood, the current Miss American Angus, attended a CAB large retail farm event and interacted with attendees. This event went fantastically and catapulted her into another CAB

event that presented an opportunity to discuss the American Angus Auxiliary mission.

Last but not least, another exciting first, is our 70th anniversary! To commemorate this achievement and fundraise for the Auxiliary programs, a one-of-a-kind piece was commissioned by CJ Brown. This amazing work of art was unveiled at the NJAS and is titled, “The Matriarchs of the Angus Breed.” This painting not only celebrates the great Angus Auxiliary leadership over the last 70 years, but also the most influential Angus females to date in the Angus Breed.

In November, at the Auxiliary Breakfast during Angus Convention, the original framed painting and five artist’s proofs will be auctioned off. Please consider taking this opportunity to assist in the mission of supporting Angus juniors as well as acquiring a unique piece of art for your Angus memorabilia collection.

Congratulations to all juniors on surviving the “The Biggest (and *hottest*) Show on Dirt.” Congratulations to the Kansas families and American Angus Association for putting on a first-class event. It was a pleasure to meet so many families. 

Deanna L. Hofing



CJ Brown Painting

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