

2013 Angus Foundation Supporter Recognition Event

American Angus Association

At the core of the Angus Foundation there is a myriad of supporters who believe wholeheartedly in advancing the next generation. These donors are the strength of the Angus Foundation who provide inspiration and remind youth to reach for the sky. To say thank you to the generous donors who have, over the lifetime of the Angus Foundation, contributed \$25,000 or more, the Angus Foundation this year launched the lifetime donors recognition program.

More than 80 individuals, families and companies were applauded for their commitment during the annual Donor Recognition Event held Nov. 16 at the Crowne Plaza Hotel in Louisville, Ky., in conjunction with the North American International Livestock Exposition (NAILE).



Richardson McClung Ranch, Fort Worth, Texas, received the Lifetime Angus Patron Award. Pictured from left are Millford Jenkins, Angus Foundation president; John Harrell, Angus Foundation chairman; Lucian and Muri Richardson; Jacy Alsop, National Junior Angus Association chairman; and Lucas Nord, National Junior Angus Association Foundation director.



The Texas Angus Association received the Lifetime Angus Platinum Benefactor Award. Pictured from left are Millford Jenkins, Angus Foundation president; John Harrell, Angus Foundation chairman; Cindy Ahearn; Mark Ahearn, Texas Angus Association president; Carla Pullen; Rayford Pullen, Texas Angus Association president elect/treasurer; Jacy Alsop, National Junior Angus Association chairman; and Lucas Nord, National Junior Angus Association Foundation director.

Texas Angus Tours Sysco Foods

Rayford Pullen, Texas Angus Association President-Elect

What an opportunity!

That was the overwhelming reaction of the Texas Angus Association board of directors following our quarterly meeting held at and hosted by Sysco Foods in Lewisville, Texas.

Following our tour of the more than 14 acres of warehouse space that sends out so many kinds of food items daily, it would be impossible to list, the Board discussed how we can work with this major beef supplier to help them promote a product we are so proud to produce, Certified Angus Beef.

As one of the three major Sysco locations in Texas, this facility became a distributor of CAB three years ago. The other two, located in Houston and San

Antonio, were already on board with CAB. And now, all the locations in Texas want to work cooperatively with the Texas Angus Association and their customer chefs to put "a face" on the product as producers, find near and dear to our hearts.

Since we were meeting with the Premium Meat Buyer (Sandy Breuss) and the President of Sysco Foods in Dallas (Hank Tanner), we knew we were talking to the folks that could make it all happen. And, they had a sincere passion for this to all come together and were more than willing to do their part to see it through fruition.

We know who the face of CAB is from the production side of this equation and now we will be working with Sysco Foods, Certified Angus Beef and possibly the Angus Foundation to make this connection happen on the consumer end.

How will we do this? First, we have a get together with a couple of recognized chefs planned the first month or two of 2014. From this meeting, we will determine what they need from us to help them merchandise CAB to their customers. Next, assuming we can help them, we will coordinate these efforts with and

through Mark McCully, Supply Development head at CAB in Wooster, Ohio.

We certainly hope you can get on board to help when the helping is needed at the Sysco Trade Shows, restaurant openings, etc.

In the meantime, Sysco Foods will be one of our sponsors for the hospitality reception during the Texas Angus Association Cowtown Classic. We hope to have Sysco representatives present to answer questions on their needs from the consumer's point of view and to also become familiar with our issues and concerns from the beef production end. While the retail meat industry and cattle producers may have different goals, we are all aiming at a common target.

And yes, we are excited, what an opportunity for the Texas Angus Association.



Pictured l. to r.: Gary Stevenson; Alford Echols; Sysco Corporate Chef; and Rayford Pullen.



Pictured l. to r.: Rayford Pullen; Steed Smith; Guy V. Speck; and Jimmy Goode.