

A Fruitful Harvest



Benefit dinner and auction raises \$197,000 for the Angus Foundation.

Story & photos by Meghan Richey

The Magic of the Vine” bore a fruitful harvest, with more than 300 Angus supporters gathered to partake in fine dining, wine tasting, and a live and silent auction to raise funds for the Angus Foundation.

Hosted Oct. 7 by Jim and Sue Coleman of Vintage Angus Ranch at their home in Modesto, Calif., the benefit dinner and auction raised \$197,000 in gross income to support education, youth and research activities benefiting the Angus industry.

With six wine-tasting stations available, the evening kicked off on a merry note, while attendees circulated through the elaborately displayed tables of silent auction items. After a sumptuous beef dinner, Jim welcomed the crowd.

“In the spirit of giving, we are honored to welcome you to our home and host this event

for the Angus Foundation,” he said to event attendees. “Thanks to your support tonight, we will advance the future of the Angus breed by increasing the funds available to the Foundation’s education, youth and research programs.”

Guests were then treated to a presentation from Pat Dodd of E. & J. Gallo Winery about the process of making wine before they watched the premier showing of the Angus Foundation’s video, *The Future is in Your Hands*.

“This was a fun evening for Angus breeders from across the country to come together and have a good time while supporting something they believe in,” says Sara Stevenson of Hobson, Mont., a member of the event’s planning committee. “It’s great to be a part of something bigger than yourself that benefits others.”

Fundraising events like this bring two benefits, says Julie McMahon French, Beaverton, Mich., who served as co-chair of the event planning committee along with Wynn Dalton Herbers, Greta, Va.

“The first benefit, of course, is the funds raised for the Foundation’s programs. That’s a tangible benefit. We can measure the nearly \$200,000 that this event raised, and we know the effect that it will have,” she explains. “But we can’t even begin to ascertain the size of the other benefit — the level of awareness and ownership in the Foundation that people gained by participating in The Magic of the Vine.

“Regardless of how they supported the event or on what financial level, each person walked away knowing more about the Foundation, and that’s good for the future of our industry,” she continues.



► With a \$20 donation to the Angus Foundation, attendees received a key and a chance to open one of five surprise packages worth \$100. California Junior Angus Association members Cassie Silveira (center left) and Kirbe Schnoor sold keys to Association Executive Vice President John Crouch (far left) and Association Board member Jot Hartley.



► From left, NJAA Director Andrew Foster, hosts Jim and Sue Coleman, Angus Foundation President Milford Jenkins and NJAA Membership Director Zebadiah Gray celebrate a one-of-a-kind event.

Part of that awareness is due to educational efforts like the Foundation's new video, Herbers says, and the other part is due to bringing together people who believe in the Foundation's mission and who share their experience with others.

"Events like this help the Foundation build greater rapport with the industry, aside from our traditional events like the Foundation heifer, which usually involves only one donor and one buyer," Stevenson says. "This gets more people involved at different levels and expands the industry's participation in the Angus Foundation."

"Fundraisers like this are supposed to be fun social events, and this was no exception, much like the Foundation's first breeder-hosted fundraiser, That Old Black Magic, hosted by Fred and Betty Johnson of Summitcrest," Herbers says.

Bids of support

With donated auction items ranging from art to jewelry to exclusive trips to Angus collectibles, the live and silent auctions raised more than \$140,000 combined.

"The great thing about an auction is that people give to the Foundation and feel like they get something in return," French says. "If they purchase a trip or a great piece of art or anything else special to them, they're likely to tell others about their experience supporting the Angus Foundation. That helps build even more awareness for the Angus Foundation."

Shining C Ranch, Ceres, Calif., purchased the top-selling item in the live auction — a one-of-a-kind, custom-made Winchester 30-30 rifle donated by Camp Cooley Ranch, Franklin, Texas — for \$18,000.

Stan and Carol Thomas of Three Trees Ranch, Sharpsburg, Ga., purchased the second high-selling item — the No. 1 casting of "The Babysitter," a bronze made especially for The Magic of the Vine by sculptor Harvey Rattey of Glendive, Mont. — for \$13,000.

The next high seller was the No. 1/50 Gallo Family Estate Cabernet Sauvignon double-magnum, an exclusive vintage in an engraved bottle featuring a hand-painted oil of Frank Champion Murphy's "First Angus in the U.S." Custom-made for the event and donated by the Coleman family and E. & J. Gallo Winery, the bottle of wine sold for \$11,000 to Dick and Diane Beck, Red Lodge, Mont. Angus supporters purchased bottles No. 2-48/50 in a pre-event fundraiser that raised \$24,000.

Expressing thanks

With the goal to raise \$100,000 through the event, Angus Foundation President



► Auctioneer Jack Parnell cried the live auction with the assistance of Dick Beck, Red Lodge, Mont.

Milford Jenkins says he is overjoyed at the evening's success in nearly doubling that goal.

"The Magic of the Vine was a huge success, and the Angus Foundation will always owe a debt of gratitude to Jim and Sue Coleman for hosting this incredible dinner and auction to raise funds for our Angus Foundation," Jenkins says. "We are humbled by their generosity and philanthropy, which will allow the Angus Foundation to achieve even greater levels of funding for programs benefiting the Angus industry."

"The Colemans' endorsement of the Angus Foundation and their welcoming hospitality made the event a success," Herbers says. "From the initial planning stages, it was apparent how deep Jim and Sue's commitment is to helping the Foundation."

With 16 live auction items and 33 silent auction items, Jenkins is quick to acknowledge the generosity of the donors and buyers who enabled the auctions' financial successes.

"We're extremely grateful to the various Angus breeders and friends from across the country who supported the auctions and other aspects of the event," Jenkins says. For a list of all people who supported "The Magic of the Vine," see page 92.

"Additionally, I wish to express my appreciation to the dedicated team of volunteers who invested much of their personal time and efforts in making The Magic of the Vine a success," Jenkins says.

The event planning committee, led by French and Herbers, included Stevenson; Sherry Danekas, Wilton, Calif.; Jenni Beck, Red Lodge, Mont.; Betsie Michael,

Staunton, Va.; Blanford Pierce, Creston, Ill.; Teresa Mrocka, Howell, Mich.; and Raymond Moore, Lufkin, Texas.

Funding the future

Funds raised at The Magic of the Vine will advance the Foundation's ability to support education, youth and research programs benefiting the Angus industry.

"I think the Foundation is trying to help people understand that it does more than support just youth," Stevenson says. "Youth support is extremely important, and with

scholarships and the junior program, it's an area well-served by the Angus Foundation. But it's not the only area the Foundation can serve well."

"In the youth area, we've built a good foundation in showing our ability to support juniors," Herbers agrees. "Scholarships were \$100,000 this year — that's not just respectable, it's outstanding."

"It's time to look at the other areas the Foundation has been charged with supporting — education and research — and see how we can also make them outstanding," French says.

People sometimes ask where Foundation-raised money goes. "It's a logical question and one that's easy to answer," French says. "When you give to the Angus Foundation, the money goes back to you."

"Whether it's educational programs like Cattlemen's Boot Camp or leadership training for youth through the National Junior Angus Association or funding cattle-related research such as the bovine genome project, the Foundation uses your financial gifts to support programs that give back to the industry and benefit you."

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► More than 300 Angus Foundation supporters attended The Magic of the Vine Oct. 7 at the home of Jim and Sue Coleman of Vintage Angus Ranch, Modesto, Calif.