

# ANGUS STAKES

by Shauna Rose Hermel  
*Editor*



## Wait for it, wait for it ...

*Ta da!*

*Here it is just in time for the New Year — your newly designed Angus Journal. From larger type to dominating photos, we've restyled the Journal to add imagery and life while staying true to our mission of being your indispensable partner in providing the leading-edge information you need to prosper in the Angus business.*

## Big and bold

Our thanks to designer Tim Loretangeli, creative director at Random Thought Studio, Bordentown City, N.J., for visioning this new design. We asked Tim to help us create a bold new look that would be more inviting and lend itself to branding our content in both print and digital formats.

Putting people first, we've reorganized the book to spotlight our premier theme features (see "Angus connections"). You'll find them in the first 75 pages of the book.

Succeeding in the Angus business requires a balance between herd management, business strategies, Association membership and personal pursuits. We've mirrored



that in defining four departments: Your Herd, Your Business, Your Association and Your Life.

Yes, the "your" is important to

us. This magazine and its content are published to help you thrive — whether you have two cows as a junior project or a 2,000-cow five-generation bull business. While we've always tried to cater to all sectors, we'll make that more blatant in future issues.

We also want to emphasize that we want your feedback and we want your contribution to make this publication, well, yours! Email or snail mail your comments and photos. We have plans for spotlighting them in upcoming issues.

*Shauna*

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## Angus connections

We begin our new year and new format with a theme based on one of the most fundamental necessities of any Angus program — building Angus connections. We take a look at that in many shapes and forms — from networking at the Angus Convention (see page 26) to connecting with consumers (see page 42) to understanding the challenges and demands of another sector of the beef chain (see page 48).

Those Angus connections also include connecting with programs and services offered through the American Angus Association and its entities to take full advantage of your membership. Producers like Salvador Galindo (see page 32) provide great examples of how those programs and services can help you reach your program goals. Our new "Membership Tips" column (see page 122) authored by Jerry Cassady and his

member services team will be a must read.

I'm very excited to bring you insight into the new energy and customer-centered focus at Angus Productions Inc. (see pages 86, 90 and 94). We're all about creating connections — connecting you with customers through marketing opportunities and connecting you with the information you need to succeed as Angus members.