

by Julie Mais
Editor



In full stride

“Unless you know the road you’ve come from, you cannot know where you are going.” — African proverb

I’m sure many of you would agree, we don’t want to spend another minute discussing, much less thinking about, the events of 2020. After the incredible disruption the COVID-19 pandemic caused, can’t we just move on?

While there’s good reason to try to forget the past and move forward, not taking the familiar steps of reflection in this season might be a missed opportunity.

So, what did I observe over the past 12 months?

Angus breeders are resilient, no matter what. Our breeders have proven time and time again, natural disasters and market swings are no match for their determination and grit. But what about a global pandemic in size and scope our generation has never seen? Angus breeders met the challenge head-on, getting creative to host sales, market their product, exhibit their best stock and continue to lead the industry.

While nothing replaces face-to-face interaction, when we are willing to be nimble, networking, industry

education, brainstorming sessions and socials can still successfully take place virtually, “Brady Bunch” style.

Sometimes it takes creativity to get the job done. Little did I know when I left my office on March 13, I wouldn’t return for three months as stay at home orders continued to be extended. With some inventive adjustments, the *Angus Journal* team produced three publications all while working from home.

Plan, adjust, plan, adjust and then move forward. In 2020 so many plans fell through, and then the backup ones did too. At some point you just have to take a step and hope for the best outcome.

My biggest takeaway is this: To never take for granted gathering in-person with family, friends and colleagues.


Where we’re going

In November the *Angus Journal* was recognized as the best livestock publication by the Livestock Publications Council. Each month we charge ourselves with meeting this

standard for you, Angus breeders. We want you to be confident in every dollar spent marketing your genetics in this publication, and in the value your annual subscription provides in best-in-the-business industry information. Be sure to turn to page 76 for a full list of honors and recognition bestowed on the collective Angus team.

The *AJ Daily* was redesigned in 2020, and new features are continually being added to help you stay informed and to market your program. Be sure to sign up at www.anguselist.com.

The year 2021 will also bring additional digital integration to the *Angus Journal*. Stay tuned for more information on this endeavor.

As we get back to some sort of normal this year, I look forward to meeting in person, shaking hands and seeing maskless smiles. 

A handwritten signature in black ink that reads "Julie".

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