

by Julie Mais  
Editor



## How I built this

*Last spring my husband and I made some decisions that would change our daily routine. Both of us were taking new jobs and we had chosen to move west into Kansas — all big changes happening within a few weeks' time.*

One of us would then be closer to work, while the other, myself, would tackle a longer commute each day.

Those first few weeks driving northeast to the American Angus Association office in Saint Joseph, Mo., were admittedly grueling.

I immediately began brainstorming ways to “gain back time” spent in my car — something I could look forward to each day as I could easily become bored with local radio show banter.

Talking to friends and new co-workers, ideas came flooding in. Call friends and family. Podcasts. Audio books. “Yes!” I thought. This extended drive time from my previously comfortable 15 minutes each way could be productive.

Each week I cycle through phone calls with friends and family, and I spend a few minutes over the weekends researching available audio books from my local library. I sift through podcasts I may find interesting, and I now have a nice list built up, boasting a variety of topics.

In my search for anything interesting to keep me alert while on the road, I stumbled upon “How I Built This with Guy Raz,” an NPR podcast that dives into the stories

behind some of the world’s best-known companies.

My love for travel brought the interview with Lonely Planet founders Maureen and Tony Wheeler to the forefront. And with the miles I log in the skies, I found listening to Southwest Airlines co-founder Herb Kelleher fascinating.

These stories are like candy for one with an entrepreneur’s mind. Stories about fate and chance, and hard work and failing and getting back up again are common themes. Stories about how keen business sense leads to hard choices and success, and how an aptitude for excellent customer service differentiates one company from another.

Of course, all that highway time allows me to decompress after each work day and to think about the stories I get to share with the entrepreneurs who make up The Business Breed.

### In the issue

It’s with great excitement we bring you this February issue of the *Angus Journal* — Bred for Brilliance.

We share Angus versions of “How I Built This” and work to answer the question, “How do I break into and succeed in the seedstock industry?”

We hear from Angus breeders big and small who have unique journeys building their herds and their customer base.

We even take you to a small high school in the Panhandle of Texas where an FFA chapter started their very own Angus seedstock herd just a few years ago.

In our new column, Cattle Culture, we learn the behind the scene beginnings of a company that has been outfitting farmers and ranchers for decades.

Also in this issue we continue coverage from the 2018 Angus Convention with management tips from experts and life lessons from keynote speakers.

On behalf of the *Angus Journal* team, I hope you enjoy and learn something from this issue we built for you.

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

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