

# Angus Stakes

by Shauna Rose Hermel, editor



## Your interest in customers shows — one way or the other

After spending several extra hours at the office to get the issue together, Todd and I had the opportunity to relax and get reacquainted Sunday. I convinced him to take me out to dinner after church, and he let me pick the spot.

My choice was not the place to go for Sunday dinner. We waited 20 minutes to get to our table. OK, they're busy. I can deal. The brain teasers kept Todd occupied and me stupefied until the hostess called our name.

She took us into the dining area and stood us by the fireplace for about five minutes as we waited for a table. She sat us at a table that still had condiments and the tip left from the previous guests. OK, they're busy. I can deal. The food will be good.

We took extra time in picking what we wanted. After all, it'd been a while since we'd eaten here and this was going to be a real treat. Todd settled on the special. I wanted to try the beef stew, hashbrown casserole and those *sweet* carrots.

The food came fast. They were definitely trying to move a volume of people. BUT ... I didn't get all I ordered, just my side dishes.

The waitress did notice I was missing something, so she went back to the kitchen.

While she was checking on my entrée, I noticed she had given me stewed apples and au gratin potatoes. Todd gave me that look that said "Are you going to make this an ordeal?" so I shut up and started eating.

To add insult to injury, the waitress brought me back a bowl of what had to be vegetable soup. I really searched for a cube of beef. The closest I came was one piece about the size of a sugar cube.

I didn't tell the waitress about the wrong side dishes, but I had to ask if it was really beef stew. She said she'd check, but never came back with an answer. She avoided us after that — probably figured she'd already lost her tip.

It was good food. It wasn't what I wanted, but it was good food. Still, it will be a long time before I go back, and definitely before I risk going there for a special meal.

It takes more than attention to the product to keep customers coming back. Bull customers don't pay premium prices for bulls to get just an animal. More customers are looking at the service they buy with the bull, and they're counting on their seedstock suppliers to give them what they need to stay in business. It'll take more than a good bull.

**A new printer, a new process** and 1,008 pages in the polybag add up to one anxious *Angus Journal* staff awaiting your response to the March "Bull Book."

How do you like the new binding for the sale book insert? They're glued onto what we call magna strips. Our new printer tells us they should simplify removal.

This is a power-packed issue. As our theme suggests, we have a multitude of feature articles focused on bull management and bull marketing. Topics range from boosting bull fertility by supplementing zinc to choosing a marketable name for an Angus herd sire. We also spotlight the marketing philosophies of several individuals, many of whom have been in the business 40-50 years.

Also note the expanded coverage of the 2001 National Western Stock Show and the updated *Breeder's Reference Guide* insert. The guide contains the Association rules, as well as other things you need to know to raise and market registered Angus seedstock.

e-mail: [shermel@angusjournal.com](mailto:shermel@angusjournal.com)



Bill Bowman



Francis Fluharty

## Convention reception exposes cattlemen to new Angus technology

More than 175 people attended the American Angus Association and Certified Angus Beef LLC (CAB) "Improving Genetics Through Angus Technology" reception Feb. 2. Conducted in conjunction with the Cattle Industry Annual Convention and Trade Show, the program focused on new Angus programs and technologies that can affect the entire beef industry.

Francis Fluharty, Ohio State University, updated guests on the use of DNA technology. "It is not a silver bullet," he said. "It's just another piece of information that can be used to manage cattle to an optimum end point." A copy of Fluharty's paper evaluating interactions of management and diet on final carcass characteristics can be downloaded from the *Angus Journal* Web site. Visit [www.angusjournal.com/nbcaconvention/angusseminar.html](http://www.angusjournal.com/nbcaconvention/angusseminar.html).

Bill Bowman, Association director of commercial relations, discussed new programs developed to help both registered and commercial producers, including the Angus Beef Record Service (BRS). Angus BRS is a

program that commercial producers can use to keep records on their animals. For more information, visit the Association's Web site at [www.angus.org](http://www.angus.org).

Additional coverage of the convention begins on page 252 of this issue and is on the Internet at [www.angusjournal.com/nbcaconvention](http://www.angusjournal.com/nbcaconvention).



Attendees sampled several **Certified Angus Beef™** (CAB®) value-added products.