

by Julie Mais
Editor



Ready for liftoff

Floating weightless as an empty, infinite black encompasses you, unable to find solid ground. Sounds like a dream most would wake up from, right?

This was astronaut Captain Scott Kelly's reality for a total of 520 days spent in outer space. While attending the Cattle Industry Convention in San Antonio, Texas, in February, 1, along with thousands of cattlemen and industry members, joined Kelly for an adventure among the stars as he described his missions.

Kelly has completed four trips — most notably a record-breaking year in space. In March 2015, he and Russian astronaut Mikhail Kornienko, left to spend nearly a year on the International Space Station. Their goal: to understand how the human body reacts and adapts to the harsh environment of space. During this 340-day mission, Kelly and Kornienko conducted nearly 400 experiments.

Kelly gave the crowd a glimpse into life in zero gravity. He described a sunrise over our curved earth from 229 miles above, and he shared a video from a spacewalk where he had to latch himself to the vessel as he moved around it as if he were rock climbing.



One part of his story surprised me. When asked what it looked like to launch from earth, Kelly said he never looked out the window of the space shuttle. Why? In one of the most fearful moments of his life with so many external factors out of his control, the way he could handle the magnitude of the moment was to focus on his job — the numerous switches, buttons and gauges he was to attend to for this endeavor to be successful. His focus was on the things he could control.

“Knowing what we have control over is an incredible skill for success,” Kelly said.

Your story

Angus seedstock breeders deal with so many variables out of their control — weather, rising costs of inputs and market swings, to name a few. One thing, however, Angus breeders do have complete control over is their brand. You get to choose how to craft and how to share your story with others, including potential buyers.

Maybe you are just getting started and need to develop your brand and determine your target customer. Maybe you are ready for the next step — designing a plan to share your story with potential customers through various media channels. Or, you could be the producer who is well-established but ready to take your operation to the next level. The March *Angus Journal* is dedicated to helping you market your Angus seedstock business — providing real-world tips on how to expose your program to the right customers the way they want to hear it.

We wrapped up the *Angus Journal* readership survey last month. Thank you for taking time to share your input. It's truly invaluable as we plan for future issues, ensuring each page includes information you need to know. It also helps the *Angus Journal* and Angus Media teams to continue to improve on the services we provide. We want to be your partner not only as your first source of information, but also in marketing your Angus program. 

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

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