

# Angus Stakes

by Shauna Rose Hermel, editor



## Visit the *Journal* online

Somebody once told me that to gain a competitive edge in the seedstock business, marketing had more potential than genetics. Their reasoning was that with the use of artificial insemination (AI), we all have access to the same genetics and, therefore, can produce top genetics; but, those who can best market the product will have the competitive edge because they can sell more and sell at a higher price.

My first reaction was, yes, we have access to most of the genetics in the breed, but it takes some savvy to put those genetics in the right combination to produce truly outstanding seedstock. But, as Keith Evans has pointed out in several "Merchandising" columns, a quality product and marketing are both necessary to be successful in the seedstock business.

We have some exceptional marketers in the industry, but on the whole, I'd say we're a lot better at producing the genetic package than we are at marketing that animal to its full value.

The same can be said of magazine folks. We concentrate so hard on trying to get the product right that sometimes we don't take the time to let you know the details.

I've been getting the early results to our "brainstorming" survey, which asked questions regarding e-mail and Internet access, as well as questions regarding some new services that we're considering.

It's exciting to see how many people now have e-mail and/or Internet access. We'll summarize those surveys and use them to help us structure some new services for Angus breeders and commercial customers.

Another surprise from the survey was the number of people who had Internet access, but who had never visited or who had never heard of the *Angus Journal* Web site.

We're really proud of the three sites that we have developed and hope you'll soon utilize them as a valuable resource. If you've never visited, here are a few pointers.

### [www.angusproductions.com](http://www.angusproductions.com)

As the main Angus Productions Inc. (API) Web site, this site provides an overview of API services, including the

*Angus Journal*, the *Angus Beef Bulletin*, Web marketing and special services.

It also hosts searchable online versions of the "Angus Almanac" and "Sale Ring." The search feature can be handy. For example, if you didn't want to miss a particular producer's sale, you could search the online Almanac for the cattleman's name.

Another handy feature: If the sale listing is underlined and in color, it actually doubles as a link to the producer's Web site or online sale book.

Which brings us to a couple of other features of the site: Online searchable sale books and producer Web sites. Click on "VIP Web Sites" to go to a list of producer Web sites constructed and maintained by the Web Marketing Department, which is under the direction of Angie Denton.

Also extremely useful, the search function for the online sale books allows you to search a producer's offering for individuals based on expected progeny difference thresholds or pedigree information.

### [www.angusjournal.com](http://www.angusjournal.com)

The *Angus Journal* site is our hallmark site. To it we post the editorial of the *Angus Journal*. It serves as a story archive.

If you visit [www.angusjournal.com](http://www.angusjournal.com), you will see the headlines and a short description of the features. Click on a headline, and you will get a short abstract of the article and an invitation to download the whole article.

For those of you who have never downloaded an article, you'll need to have Acrobat® Reader installed on your computer. Acrobat Reader is free software that you can download from our Web site by clicking on the "Adobe® Get Acrobat Reader" box and following some simple instructions. With good Internet access, it should take only 10-30 minutes to download the program. On most computers, this download won't tie up your computer; you should be able to do other things as it downloads. You'll only need to download this application once.

Once you've downloaded Acrobat Reader, you can download stories from the *Journal* by clicking the download button for the story you want to read. The story download

will take only a minute or so. You can save it to your hard drive or a disk to look at after you've ended your Internet session. Acrobat Reader will open the file, and the story should appear as it does in the magazine.

We post the stories in this format for several reasons:

- It allows us to use all the graphics in the story without slowing down your Web surfing or using too much space.
- It allows us to post more stories because it protects our freelancers' copyrights.
- It creates a searchable archive for back issues of the *Angus Journal*. To do a search, click on "Back Issues" in the navigation bar (the rust-colored area to the left of the screen). This will take you to a search window. Select a month, then click "Search" to bring up a list of the stories and columns posted for that month. Type in a key word and hit "Search" to search for a topic, such as synchronization, or maybe a name.

We will be adding back issues of the *Journal* to the archive. We hope this will become the simplest way for staff and producers to find past articles. It is also our hope that this will eventually become one of the most informational archives on beef cattle production available to the industry.

### [www.angusbeefbulletin.com](http://www.angusbeefbulletin.com)

This site functions much the same way as the *Journal* site. It is an online posting of *Angus Beef Bulletin* editorial.

All three sites provide easy links to each other, as well as to the Web sites of the American Angus Association, Certified Angus Beef (CAB) Program, *Angus Sire Evaluation Report* and Commercial Relations Department.

I've just skimmed the surface of what's available at these sites. Try them. As always, let us know what we can do to make them more user-friendly and more useful to you.

A handwritten signature in black ink that reads "Shauna". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

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