

by Shauna Rose Hermel
Editor



Opportunity abounds

It's hard to believe this is the 245th "Angus Stakes" column I've penned for the Angus Journal since that first one in November 1997. I hope you've heard our exciting news that may let another editor sign his or her name here within the next month or two.

We are restructuring the editorial team, dividing into two teams — one to focus on the *Angus Journal* and one to focus on the *Angus Beef Bulletin*.

The change will allow us to give more focused attention to our respective audiences and to continue the innovation that we have started with the redesign of the *Angus Journal*.

We'll be redesigning the *Angus Beef Bulletin* this summer and have plans to further develop its potential in the coming years. I'll be focusing on that effort, with my title changing to *Angus Beef Bulletin* editor.

That opens the position for a new *Angus Journal* editor. We're very excited to explore and find the right person to help take the *Angus Journal* to a new level with a fresh outlook, new energy and priority devoted to the *Journal* audience.

As Rick Cozzitorto, Angus Media president, said in the release announcing the position: "We are very excited to open a new *Angus Journal* editor position and editorial team to bring in ideas to push our editorial content to the next level along with our new look. This is a huge opportunity for a forward-thinking editor to shape the future of an industry-leading publication and ensure the *Angus Journal* continues to be known as a leader in the beef and agriculture industries."

The position was posted mid-March at <http://bit.ly/ajeditor18>. For more information or to apply, visit the

careers section of www.angus.org or email careers@angus.org.

Looking back

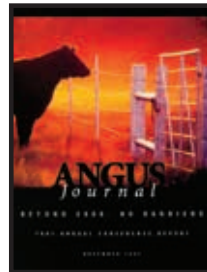
Looking back at that first "Angus Stakes" column in 1997, I stated that one of the reasons that fueled my desire to move from *BEEF* magazine to the *Angus Journal* was the realization of the importance of traits inherent in the Angus breed to the survival of commercial producers and the beef industry as a whole.

The decisions you make as Angus seedstock producers truly set the course for the future direction of the beef cattle industry.

There's no need to recount the breed's commitment to eating quality and consumer satisfaction and the subsequent boost in beef demand for the entire industry. As an Angus breeder and *Journal* subscriber, you should know that one by heart.

The impact of modern defects and genetic factors in our breed similarly affected the entire industry. Your focus on using the technology available to minimize the effects of these problems also left a lasting impression on the entire industry.

I'll admit, growing up in the



seedstock business, I didn't see the industry-wide scope of the effect of decisions made at the seedstock level. I'm grateful for that eight-year education at *BEEF* in the economics of commercial cattle enterprises and how decisions made at the seedstock level translate to the bottom lines of those buying the cattle and selling at market value.

It fueled my desire to come to the *Angus Journal* more than 20 years ago to work for the cattlemen and women who most influence the direction of the beef industry.

One of the other things I wrote about in that first column was the necessity for more communication

amongst the industry sectors, from the seedstock producer all the way to the consumer.

We have a huge opportunity before us to expand that communications effort amongst the seedstock, commercial cow-calf, stocker and feeder segments through the pages of the *Angus Beef Bulletin*, enhancing it as a merchandising tool for you, as well.



shermel@angus.media