



The Web Page

► by **Angie Denton**, director of Web marketing

Information at the click of a mouse

The World Wide Web has opened many possibilities. At the click of the mouse you can find almost anything you are looking for, whether it be information about a bull you are interested in buying semen from or what movies are playing at your local movie theater. If you have access to the Internet you have access to a vast resource of information, but at times a search for a specific topic can be long and cumbersome.

Angus Productions Inc. (API) is striving to help make it easier for you in your quest for information on the cattle industry. Just as the No. 1 goal for the American Angus Association is to become the leading information and service center, API's Web marketing and editorial teams are working together to build one-stop Web resources. These topic sites, as we call them, are information portals about specific topics that are important to the beef industry. Our goal is to continue developing and adding to these sites.

Our first topic site was the 'Dealing With Drought' Web site, www.angusjournal.com/drought. We continue to add to the site as we find or receive new material related to drought conditions.

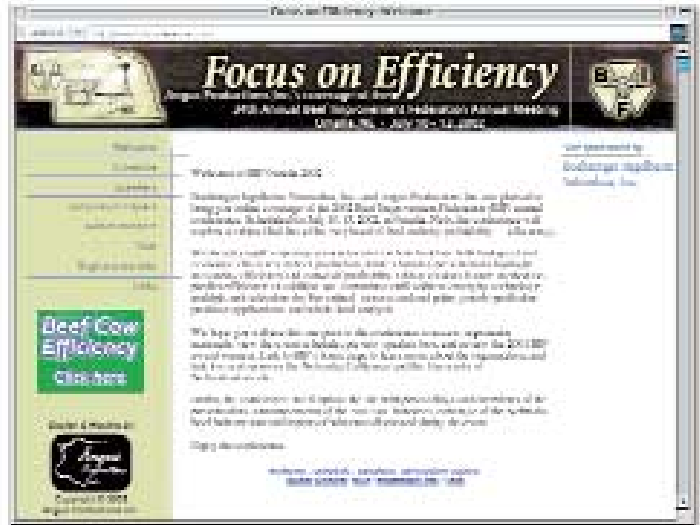
Thanks to the sponsorship of Boehringer Ingelheim Vetmedica, Inc., API launched two new Web sites June 1:

www.beefcowefficiency.com

This site is an information gateway on a topic that lies at the very heart of beef industry profitability — efficiency. We've pulled together information that you might

find useful to help improve the efficiency of your ranch for the long haul. On this site you will find articles from the *Angus Journal*, the *Angus Beef Bulletin* or other publications, news releases from

universities and corporate sources, and links to other Web sites that contain useful information. There is also a page where you can sign up to receive an e-mail when the site is updated or to suggest information you think other producers would find useful.



www.bifconference.com

Along with the beef cow efficiency site we've built a real-time coverage site for the 2002 Beef Improvement Federation (BIF) annual meeting, which is scheduled for July 10-13 in Omaha, Neb. The entire conference will focus on beef industry efficiency.

This site includes a schedule of events, biographies of speakers and tour hosts, symposium papers, award winners, tour and conference highlights and links to registration information and other related sites.

During the conference we will update the site with proceedings and overviews of the presentations, announcements of the 2002 BIF honorees, coverage of the Nebraska beef industry tour and reports of what was discussed during the event.

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Editor's Note: *If you have any ideas for more topic sites let us know. Also, don't miss our Web coverage of the National Junior Angus Show July 9-13. Go to www.angusjournal.com/njas for real-time coverage of the show and other activities throughout the week.*