

by Julie Mais  
Editor



## Standing out

*You can see it from the road — it is both mysterious and majestic. The structure that once was the mainstay of a bustling Missouri farm still looks over the hillside on my grandparents' rolling land, though the house that stood with it is long gone.*

It no longer shelters cattle and hogs, and light pierces through its walls. The hay left in its loft is not useful anymore, and the names of my brother and cousin written in dust during their childhood adventures remain untouched on its walls.

My generation never knew the 150-year-old barn in its prime, but its presence on that original 40 acres is a landmark that stands out amid the pasture and crop ground.

Century-old barns populate rural America with some in use, some left to weather. All are unique in their own right, from pitches and color to condition and purpose. However, these barns have something in common — they stand out.

This issue of the *Angus Journal* is dedicated to highlighting breeders who are doing just that.

Producers are scaling back expansion, and the U.S. cow herd is reaching capacity. It's more

important now than ever for cattlemen to stand out from the crowd, and Angus breeders offer customers the competitive edge needed. From industry-influencing genetics to employing cutting-edge technology to providing unmatched customer service, there is great opportunity for Angus breeders.

### With cattlemen in mind

I'm excited to be part of the team bringing you the *Angus Journal* each month. The new design truly stands out and provides a strong foundation for delivering the latest information to Angus seedstock breeders in genetics, technology, research and management.

We are building a plan and a team to reflect the progressive-minded Angus breeder in the *Angus Journal*.

I'm honored to follow in the footsteps of veteran editor Shauna Hermel, who is now focusing her

time as editor of the *Angus Beef Bulletin*. The newly designed *Bulletin* will be unveiled this fall, and it's a marketing opportunity you will not want to miss. Reaching 65,000 commercial cattlemen, the *Bulletin* can take your seedstock marketing plan to the next level.

The beef cattle industry, and the members of it, helped shaped who I am. I look forward to serving the Angus breed and cattle industry through this role as your *Angus Journal* editor. I hope to meet many American Angus Association members in the upcoming months and to tell the stories of standout Angus breeders in the pages of this publication.

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

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