



# Angus Stakes

► by *Shauna Rose Hermel*, editor

Year-to-date sales summaries as reported in the August 1980 and August 2001 issues of the *Angus Journal*

	1980	2001
No. bulls sold	12,137%	29,407
Avg. bull price	\$1,558	\$2,266
No. females sold	11,492%	18,042
Avg. female price	\$1,197	\$2,398

## It's still the best buy in the cattle business

*Life members and nonmember subscribers to the Angus Journal were the first to be invoiced at the new subscription rate announced in the February "Board Meeting Highlights" published in the April issue. Members will receive their renewal invoices in the next few days.*

*No one likes a fee increase, not even those who institute the change. But the costs of doing business for the American Angus Association and Angus Productions Inc. (API) have far outpaced our fees.*

### Time to catch up

The Association has maintained the \$20 membership and \$10 renewal fees since their inception Oct. 1, 1980. And the *Journal* subscription rate has been raised only twice since then. Too bad we can't say that about gas prices.

In the meantime, the costs of doing business have grown. According to consumer-price-index charts, the cost of inflation increased prices 107% from Sept. 1, 1980, through December 2000. Paper, printing and postage costs for the *Journal* continue to increase dramatically, not to mention the cost of technology, equipment and personnel. And the Association has provided additional services to help make you more successful in producing and marketing Angus genetics.

When you get right down to it, the only fiscally responsible thing to do was to increase fees.

Even at \$80/person (the combined costs of an annual membership and a one-year subscription to the *Journal*), it's the best buy in the industry. I'm confident the information in this issue alone would more than return your investment, not to mention our 11 other issues and the host of services provided by the Association.

Still, to minimize the blow as much as possible, the staff and Board came up with an ingenious plan. They decoupled the membership dues from the *Journal* subscription, meaning each membership doesn't have to include a subscription.

We know several households have multiple memberships and, therefore,

receive multiple copies of the *Journal* for which they may not have a need and for which we have to pay more in paper, printing and postage.

Let's say, for example, that a household has three regular members. Last year when they renewed their three memberships at \$40 (including \$30 that went to a *Journal* subscription), they paid \$120.

This year the membership dues are \$30 each (not including a *Journal*) — \$90 total. Adding one \$50 *Journal* subscription makes the total \$140, just \$20 more than last year.

### New look

You may notice that a few things are different in this issue. We've revised our format, hoping to create a book that will be easier to read, easier in which to find information and more reflective of the business mentality that we've used to develop the *Journal* content. It's amazing how much difference just the font (the type style) can make in terms of readability.

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