

# Angus Stakes

by Shauna Rose Hermel, editor

## Cleaning house

Putting together a long thought has been a little challenging lately. This issue has put me in sound-bite mode.

### Thanks, Jennifer

As this issue goes out the door, we say good-bye to our summer intern, Jennifer Ryan. Jennifer is headed back to Kansas State University to continue her studies in agricultural communications.

We appreciated her assistance this summer. She already had homework done on a few stories before she set foot in Saint Joseph. Two of those features are in this issue.

Jennifer also spearheaded the *Journals* efforts in coordinating coverage of the National Junior Angus Show (NJAS), which begins on page 97. Trying to cover all the leadership competitions, social activities and the show itself is a monstrous undertaking made possible with the assistance of the Association's public relations and junior activities departments.

### About our cover ...

Certified Clyde™ certainly made an impression on the youngsters at the NJAS in Des Moines, Iowa, July 10-15. The four pictured with Clyde on the cover aren't just siblings — they're quadruplets Zachary, Baron, Steven and Katarina Rieker (see page 226).

### Young writers

This is the first issue to include stories from participants in our Young Guns Student Writers Program. This new endeavor allows college juniors and seniors to gain freelance writing and photography experience while giving us a chance to work with those who will be the future of the livestock-publishing business. You get to enjoy the results.

If you know any students who may be interested in joining the program, advise them to contact our associate editor, Brad Parker.

### Rate 'em

After a few months' absence, our readers' survey is back (see page 328). Let us know

what you think of the features and columns in this issue. Which are the most helpful? Which are the least helpful?

While we can use professional contests and critiques (see page 266) to improve, your opinion is what matters most to us.

### Drought Web site

A couple weeks after we first posted our drought Web site to [www.angusjournal.com](http://www.angusjournal.com), we felt like we had performed the most successful rain dance in history — at least for our area of the country. Rains — substantial rains — perked up folks in the Midwest quite a bit. Unfortunately, it didn't last.

As of its Aug. 8 report, the National Oceanic and Atmospheric Administration (NOAA) reported 28 states were experiencing abnormally dry to exceptional drought conditions. Exceptionally hot weather has added stress to livestock and livestock handlers.

To compound the problem, an Associated Press report on Aug. 12 noted the National Fire Information Center in Boise, Idaho, reported 69 "notable" fires burning in Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. A total of 923,000 acres were burned. Montana had lost 352,000 acres to fire.

The human toll hit close to home when freelancer Heather Smith Thomas informed us her daughter had gotten caught in a range fire while trying to control it. Thankfully, Andrea's alive, but she needed skin grafts to cover 42% of her body, and she'll have a long recovery. I think all of us can empathize with such a scare. Thirty minutes can change the course of a lifetime.

These hot, dry, fiery conditions are affecting fall and winter feed resources. Maybe putting this note in my column will serve as another rain dance on our part. If not, there's a lot of good, practical information that can be found on the "Dealing with Drought" site located on [www.angusjournal.com](http://www.angusjournal.com). If you know of links we should add to the site, let Angie Denton know.

Denton and her Web Marketing

Department also have the Angus e-Classifieds up and running (see page 286). If you're in a drought area, you may want to post your feed resource needs, wishes to sell livestock or extra feed resources you'd be willing to sell.

### Marketing assistance

That brings up another point. Don't forget to use the resources available through the Association, Certified Angus Beef LLC (CAB) and Angus Productions Inc. (API) to help with your and your customers' fall marketing programs.

Several options are available through the Commercial Relations Department, including:

- ARCNet — The Angus Resource Clearinghouse Network lists feeder and replacement cattle for sale and cattle wanted. Besides being posted to the Internet, the feeder-cattle listing is faxed to feedlots that have expressed interest in feeding Angus cattle.
- A list of sales featuring Angus and Angus-influenced calves is also maintained by the Commercial Relations Department and shared with feedlots and order buyers. If you sponsor a feeder-cattle sale for your bull customers, you should let Bill Bowman know so he can add your sale to the list, which is scheduled to be published in the October issue of the *Angus Beef Bulletin*.
- Angus BLS — the Angus Bull Listing Service provides a means to list bulls you have available for sale.

The CAB Supply Development Team in Manhattan (see page 252) can offer assistance in locating CAB-licensed feedlot partners. They're an excellent resource for asking questions about feeding cattle, retaining ownership and managing cattle to achieve the highest levels of *Certified Angus Beef*™ (CAB®) acceptance.

At API, the Web Marketing Department can help with e-classifieds, Web sites and online sale books. Special Services can help you with brochures and sale books. And our Advertising and Art departments, can be quite creative in developing logos and advertising concepts suited to your needs.

All of these departments and their services were developed to help you and your customers. You might as well make use of them.



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