



Angus Stakes

► by *Shauna Rose Hermel*, editor

What's on your mind?

We need your input. It's time for our writing staff to get together for a fall planning session to map out subject matter and specific story ideas that we'll pursue during the next 12-18 months. This is your magazine, and we want to provide the information you want and need. Rather than interrupt your dinner with a telephone survey or spend your money to send a survey by direct mail, I'm asking you to participate in a volunteer effort. Please photocopy this page, answer the questions and return it to me. Or, submit your ideas via our online response form posted to www.angusjournal.com/feedback. Or e-mail your ideas to me at shermel@angusjournal.com. For the sake of this fall's planning session, let's use a deadline of Nov. 15, but your views are always welcome.

Please rate the following subjects as to how important you feel it is for the *Angus Journal* to carry stories about this topic (1 being not important; 3 being neutral and 5 being extremely important).

- ___ animal health
- ___ new products
- ___ estate taxes
- ___ employee management
- ___ customer service tips
- ___ how to use Association services
- ___ ranch profiles
- ___ pasture management
- ___ using expected progeny differences (EPDs)
- ___ stories that tell how to "sell" Association programs to commercial cattlemen
- ___ cow herd nutrition
- ___ bull nutrition
- ___ the competition (what other breed associations, marketing alliances are doing)

- ___ marketing seedstock
- ___ marketing feeder cattle
- ___ marketing fed cattle
- ___ advances in ultrasound
- ___ international Angus news
- ___ marketing Angus internationally
- ___ transfer of farm ownership
- ___ profiles of juniors
- ___ show coverage
- ___ coverage of central performance tests
- ___ newsmakers
- ___ advances in artificial insemination
- ___ profiles of restaurants/retailers marketing the *Certified Angus Beef*® (CAB®) Brand
- ___ profiles of feedlots enrolled in Certified Angus Beef LLC (CAB) Feedlot-Licensing Program
- ___ consumer trends
- ___ research on production-related topics
- ___ the basics of cattle management
- ___ feedstuffs
- ___ equipment reviews

What other topics are of importance to you?

If you had to rate five topics as being the most critical for the *Angus Journal* to write about, what five topics, in order of importance, would you choose?

1. _____
2. _____
3. _____
4. _____
5. _____

What management practice or industry issue will have the greatest impact on your ability to sustain a profitable future in the seedstock business?

Our editorial team has worked in cooperation with the Web Marketing Department to put together two topic Web sites — www.beefcovefficiency.com and www.angusjournal.com/drought. Would you like to see us do more of these in-depth sites?

_____ Yes _____ No

If yes, what topics would you like us to cover?

In what state is your herd located? _____

How many cows do you own?
Registered Angus _____ Total _____

Thanks in advance for your assistance in helping us plan stories that will be relevant to your needs.

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