

by Julie Mais
Editor



Not beginner's luck

Sitting in the cold timber in the early morning, keeping an eye on the ridge in front of me, I hear dry, fall leaves rustling to my left. Ever so slowly I turn my head as to not alert what is headed our way.

My eye catches movement, and my senses are heightened. A small herd of does and fawns emerge from the thick brush about 50 yards away, and my heart begins to race in a mix of excitement and nerves. The group continues to move in front of us.

My dad whispers instructions and encouragement as I gently lift up my rifle. Peering through the scope, I land the crosshairs on one of the larger deer. I pull the stock in tight to my right shoulder. Squeezing the trigger, the rifle goes off with a “bang,” and my dad quietly says, “You got ‘er.”

In one shot, at 12 years old, I took my first whitetail deer — but it wasn't all beginner's luck.

I had spent years of hunting with my dad sans rifle in my hands, watching and learning. I completed the hunter education course to better understand hunter safety and ethics. Time was spent target practicing, and I worked to become more

comfortable with my dad's .30-30.

To hit the target when it really matters, you have to plan ahead and practice. It doesn't just happen.

On target

As Angus breeders from across the country with different herd sizes and goals, your targets aren't the same.



However, all have access to the tools to help you take aim at breeding, management and marketing targets with more precision than ever.

“We aim above the mark to

hit the mark,” — Ralph Waldo Emerson. Setting goals that stretch you, yet are attainable, is the key to improvement.

In this issue, “On Target,” we focus on Angus breeders who produce cattle to meet their customer demands from pasture to plate. Highlights of this issue are the five Certified Angus Beef® (CAB®) brand

Commitment to Excellence award recipients who are the epitome of hitting the target.

We hear from seedstock producers who are breeding Angus sires tailored to their commercial customers. Find tips to their success in “The Missing Piece” on page 58.

Maybe your target goal is diversification and earning additional revenue from your farm or ranch. Angus breeders are paving the path in doing just that.

The 137th Annual Convention of Delegates will take place next month on Nov. 9 in Kansas City, Mo., where members are tasked with conducting business of the American Angus Association. Turn to page 137 to learn more about this year's Board of Director candidates and page 152 for a list of delegates.

The year 2020 will go down as one of moving targets and unprecedented challenges. Armed with the right tools, sharp aim and perseverance, Angus breeders will continue to hit the bull's-eye. 

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

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