# WHAT'S INSIDE

#### October Issue | The Profit Issue



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Stack the deck in your favor with preparation.

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### **140 SILENT AUCTION** SUGGESS

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### **170 SEVEN VYING** FOR A SEAT

Members announce candidacies for American Angus Association Board of Directors.



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## FOLLOWING SECOND DREAMS

Larson Angus Ranch recognized for the 2022 Certified Angus Beef Seedstock Commitment to Excellence award.

# **A DROP OF HOPE,** A HEAP OF HARD WORK

New Mexico family's recipe for ranching earns the Certified Angus Beef Sustainability Award.



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Photo by Megan Silveira, assistant editor

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Most Valuable Asset: Exploring strategies that affect the bottom line and your most valuable asset— you and your family.





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