



Angus Stakes

► by *Shauna Rose Hermel*, editor

Thanks for your input

We really appreciate the responses we received to the survey presented online and in my November "Angus Stakes" column. Your input is helping us solidify story assignments for the coming year.

Results

The first section of the survey asked you to rate subjects as to how important you felt it was for the *Angus Journal* to carry stories about the topic, with 1 being not important, 3 being neutral and 5 being extremely important.

Leading the way in terms of importance were: advances in artificial insemination (average score, 4.48), animal health (4.41), cow herd and bull nutrition (4.39 and 4.32, respectively), using expected progeny differences (EPDs, 4.33), pasture management (4.31), production-related research (4.24) and seedstock marketing (4.22). Consumer trends, management basics, advances in ultrasound, Association services, customer service tips and feedstuffs followed closely.

I think you'll find that reflected well in themes presented in the 2003 editorial calendar:

- January** — Consumer/the end product;
- February** — Pasture management;
- March** — "The Bull Book," focusing on bull marketing, nutrition and management; and the "Breeder's Reference Guide" insert;

April — Artificial insemination/breeding strategies and the "Pathfinder Report" insert;

May — Youth and National Junior Angus Show (NJAS) preview;

June — International Angus;

July — Animal health;

August — Feeding options and the "Resource Edition" insert;

September — NJAS coverage and special research section;

October — Postweaning development and winter feed supplies;

November — Cow-calf management; and

December — Association services.

A more-detailed version of the calendar is available online at www.angusjournal.com (look for the orange listings on the right-hand side of the Web page).

We're in the process of looking through the story ideas and suggestions for topic sites (similar to www.angusjournal.com/drought/ and www.beefcowefficiency.com). They take a little longer to compile, but will be very worthwhile to keep us on track with the editorial content of your publication.

Attend cattle industry meeting online this winter

It's calving time. It's expensive. It's too far away. I can't leave the farm that long. ...

Throw all those excuses for not attending the 2003 Cattle Industry Convention and Trade Show Jan. 29-Feb. 1 out the window. Thanks to the sponsorship of Boehringer Ingelheim Vetmedica, Inc., Angus Productions Inc. (API) will provide real-time coverage of the event at www.4cattlemen.com.

With so many issues affecting your competitiveness to be addressed, we felt this meeting was a must-attend for all cattlemen — even those who can't travel to Nashville, Tenn. Whether you are interested in policy discussions, cattlemen's college topics, subcommittee and committee breakouts, award presentations, beef checkoff news, or new products presented in the trade show, we'll present the highlights online. Visit www.4cattlemen.com now to preview the event schedule.

There's nothing better than attending in person; but, even then, it's impossible to attend every session. Check out coverage of what you missed when you get home. It's all part of API's goal to keep Angus breeders the most well-informed cattlemen in the industry.

Merry Christmas

Santa may not be able to give you everything you want this year, but God gave you everything you need when he brought his son Jesus Christ into the world and let Him die on the cross to atone for our sins. Faith, hope and love were gifts given freely to us and gifts that we can share to make this world a little better place to be.

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