

Angus Stakes

by Shauna Rose Hermel, editor



Solid foundations in Angus

“Three things are to be looked to in a building: that it stand on the right spot; that it be securely founded; that it be successfully executed.”

— Johann Wolfgang von Goethe, 1808, *Elective Affinities*

Any strong structure needs a solid foundation to endure. In a theme we'll carry through the year, this year's Herd Reference Edition looks at the strongholds of the Angus breed, the basis for a strong Angus herd, and how Angus serve as a foundation for a strong beef industry.

We start by looking at how the very foundations of the American Angus Association were laid. Keith Evans provides a glimpse of how the Association has evolved through the tenures of the nine men who have held its top leadership post (see page 78 for Part 1).

CONGRATULATIONS

Warren Yoder, Indianapolis, Ind., won the readership survey drawing from the March issue. His prize was a leather Angus portfolio.

Yoder, a registered nurse in pediatric home care, grew up in the cattle business. His father, Irvin, raises Angus on the family's Norton Ridge Farm near Goshen, Ind., and gave Warren a *Journal* subscription as a Christmas present last year.

The winner says he appreciates the magazine because it's pertinent and to-the-point and includes a lot of good information without getting too technical. He also says the *Journal* helps promote a balanced approach to management, which he believes is important for a healthy industry.

Perhaps the greatest testament to a strong foundation is endurance. In 1988 the American Angus Association started a program to recognize herds that have remained in operation under ownership of the same family for 50 years or more. On page 98 we list those herds that have been recognized as Historic Angus Herds.

We profile several Historic Angus Herds that have been in the business for well over 50 years. Among them are herds in Kansas (page 113), Florida (page 155), Minnesota (page 195) and California (page 41), showing proof of the Angus breed's adaptability and functionality.

Perhaps the core of the American Angus Association's foundation is the database. In this issue we look at how the Association has readied the database for 2000 and how that will affect member services. We also look at how one ranch is capitalizing on the predictability and reliability of Angus expected progeny differences (EPDs) to build genetic consistency.

As beef producers, we always should keep in mind the end product. Beef and other meats provide the foundation for the high-protein diets that have found popularity in the last couple years. Angus producers and staff provide their own testimonials to the diets' effectiveness. (See page 444).

Alliances are creating a more solid foundation for marketing cattle for many producers. We continue our series of alliance profiles on page 427.

As we revisited our panel of “New Age Breeders,” we asked them what they consider to be the foundations of success in the cattle business. See their answers beginning on page 451.

Customer relations is the foundation of a strong marketing program for seedstock producers, but that's more than this issue can hold. In upcoming issues we'll bring you a series of articles detailing how seedstock producers are communicating with their customers and what services they are providing.

The National Junior Angus Association (NJAA) certainly provides a strong

foundation for adult membership, as well as giving participating youth the foundations for leadership and life in general. In the September issue, which also will mail to juniors who don't typically receive the *Angus Journal*, we'll take a look at the NJAA program.

Let us know what you think of the issue and the articles by filling out the readership survey on page 431. In doing so, you'll enter yourself in a drawing to win an Angus wristwatch.

Other opportunities

In finding the perfect person to head up the Web Marketing Department, we created another challenge. Unfortunately for our editorial team, Angie Stump Denton will make a great Web marketing director.

For the last year and a half Angie has handled training a new editor with grace and considerable patience. She's used the same mindset to help train two interns, an editorial artist, an assistant editor and a proofreader.

Angie's industry knowledge, cow savvy, attention to detail and willingness to pitch in and do whatever's needed have been invaluable as our responsibilities have grown. She's played a tremendous role in brainstorming the new editorial direction of the *Angus Beef Bulletin* and the Web site venture, not to mention the quantity and quality of writing that she has contributed to our publications.

The creation of the Web Marketing Department opened an opportunity for her that she couldn't pass up. Fortunately, as she assumes the director role for that department (see page 174), we'll keep her charisma and talents within the *Journal* staff. Maybe we'll even snatch a story or two from her along the way.

At press time we're in the midst of a search for a new editorial team member.

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