



Angus Stakes

► by *Shauna Rose Hermel*, editor

Best wishes for a happy new year

Angus events at the North American International Livestock Exposition (NAILE) seem to finalize the Angus year. Its report in this January issue is appropriate, as we chalk last year up to history and begin anew. Here's to a bright and prosperous 2005 for Team Angus.

Wishing you ...

Helpful hands. Texas A&M's Rick Rigsby, our speaker at the 2004 Annual Banquet in Louisville, Ky., provided one of the best, if not the best, presentations I have ever listened to. As part of motivating us to make an impact rather than just an impression, he pointed out how we have forgotten to stop and help others. Caring for other people and stopping to help them allowed his father, who had only a third-grade education, to make an impact in life.

Acceptance of individuals, even though they may be different. I heard a song once that probably hit a little too close to home with people to make it to the big time. Its theme was "I would have liked Him more, if He were a little more like me." "Him" is capitalized because the song made the point about Jesus as he faced persecution on earth as a man. As every good country song does, it applied the theme to our everyday interactions with other humans as well.

Positive outlook. One of the attributes common among successful people is a positive outlook. While some may argue whether the attitude is the cause or the effect, the fact is you have to play the cards you're dealt. I'm betting on the players who can see the possibilities rather than those who concentrate on the obstacles.

Premiums for your customers. To get those premiums, they need your help in understanding how they can use the value predictions provided in the performance registration certificates (PRCs) of the sires they use to increase the marketability of their calves or fed cattle. The first step is transferring each bull you sell to the new owner.

Young Angus enthusiasts who envision a future in the cattle business for their children and grandchildren. They are our future.

New evaluations of heterosis. Now that so many breeds have allowed enough Angus into the breed to turn themselves black, does the industry need to take another look at heterosis?

Electronic registrations. If you haven't taken advantage of this option for storing registration papers, set it as your default option now for registering calves this spring. Then set a goal for this summer to convert your papers to electronic storage.

Weights on those cows! Don't forget to collect body condition scores (BCS) and weights on cows within 45 days of weaning. Let's add to our ability to characterize mature size of the Angus cow.

Yardage. Through genetics and smarter management, let's make some yardage in 2005 to decrease backfat and increase marbling of the progeny of our Angus genetics, while not wavering in our devotion to maternal traits. The increasing number of Yield Grade (YG) 4s and 5s robs pounds and profits in terms of *Certified Angus Beef*® (CAB®) brand supply.

Exercise for the body and for the mind. If you don't get enough physical exercise feeding cows, I'll leave the jogging suits and aerobics to you; but, we will try to bring you some mind stretches in the pages of the *Angus Journal*.

Angus, Angus and more Angus. Let's continue to build demand for Angus genetics within each sector of the industry.

Room for differences of opinion, so we can make sound decisions. It's not the different opinions that are the problem; it's the fact that we set ourselves on a side and consider ourselves winners or losers based on whether we win a debate. Folks, you win if you learn something from the discussion that can improve your operation in the future; you lose if you shut your mind to ideas because they weren't yours to begin with.

E-MAIL: shermel@angusjournal.com

ANGUS PRODUCTIONS INC.

3201 Frederick Ave., Saint Joseph, MO 64506; 1-800-821-5478; fax: (816) 233-6575; office hours: (M-F) 8 a.m.-4:30 p.m. (Central)

home page: www.angusjournal.com

Staff are listed by name, phone extension and e-mail prefix. All direct phone numbers are "(816) 383-5..."; all e-mail addresses are "...@angusjournal.com"

General manager—Terry Cotton, 214, tcotton

Editorial Department—Editor, *Shauna Rose Hermel*, 270, shermel ■ Associate editor, *Corinne Patterson*, 277, cpatterson ■ Assistant editors, *Crystal Albers*, 215, calbers, & *Brooke Byrd*, 244, bbyrd ■ Artists, *Christy Benigno* & *Mary Black*

Field editors—*Kindra Gordon*, 609 Deerfield Court, Spearfish, SD 57783, (605) 722-7699, kindras@gordonresources.com ■ *Janet Mayer*, 259 Mile Hill Rd., Johnstown, PA 15909, (814) 322-4687, jmayer5013@aol.com ■ *Becky Mills*, Rt. 1, Box 414, Cuthbert, GA 31740, (229) 732-6748, lovettmills@alltel.net ■ *Troy Smith*, HC 72, Box 18A, Sargent, NE 68874, (308) 527-3483, wordsmith@nctc.net

Contributing writers—*Barb Baylor Anderson*

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