



Angus Stakes

► by *Shauna Rose Hermel*, editor

Here's your chance

You are a very important person — a V.I.P., if you will — to the Angus Journal. As a reader and possibly an advertiser, no one's opinion is more valuable to us as we begin a structured self-examination of the publication.

Nothing is static

In the last 10 years — since 1998 — what have you changed about your cattle operation? Maybe you started rotational grazing or added a fall-calving herd to your program. Maybe you started selling replacement heifers in addition to bulls. Maybe your children or grandchildren became old enough to show — or too old to show — and that affected your semen-purchasing decisions.

Maybe you just got into the business three years ago. Odds are, if you've been in the business longer and you're still in business, you've made some modifications to add enjoyment, keep relevant and/or stay cost-competitive.

Of course, change for change's sake can be a waste of time, effort and money — none of which most producers have to spare.

Magazines are no different

We've made some adjustments in the last decade, too, most in response to what we have heard from readers and advertisers or

in response to increasing costs of production and distribution.

Still, it has been a while since we've done that top-to-bottom, bottom-to-top critical analysis of the *Angus Journal*. Readership habits change over time. Information needs change over time. The business we cover is changing, and media formats in general are changing rapidly.

We feel it's time to take a critical benchmark look, keeping in mind change for change's sake can be a waste of time, effort and money; however, change to meet our readers' needs can help keep them in business and reading the *Angus Journal* for years to come.

Your opinion matters

No one's opinion is more valuable in this process than yours. Please fill out the

readership survey inserted between pages 336 and 337 in this issue or fill it out online at www.apisurvey.uark.edu.

We want your honest opinions, so we've asked the University of Arkansas folks to help us in conducting this survey (see page 336). They can collect the information, protecting your anonymity, and provide to us an in-depth analysis of your responses so we can make those decisions that allow us to meet your information needs in the best format possible while staying cost-competitive.

**No one's
opinion is more
valuable in this
process than
yours. See the
insert following
page 336.**

Enter to win

In addition to a better publication tailored to meet your needs, by filling out the survey before Nov. 20 you'll be eligible to enter a drawing for \$2,500 in prizes — including two \$500 cash prizes, Angus clothing and other assorted Angus merchandise. See the survey for more details.

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

Administrative assistant — Kathy Frost, 252, kfrost

Editorial Department — Editor, Shauna Rose Hermel, 270, shermel
 ■ Associate editor, Crystal Albers, 215, calbers ■ Assistant editors, Mathew Elliott, 277, mellott; Tasha Powell, 213, tpowell; & Linda Robbins, 245, lrobbins ■ Artists, Mary Black & Craig Simmons

Field editors — Barb Baylor Anderson, 305 Valley View Dr., Edwardsville, IL 62025, 618-656-0870, anderagcom@sbcglobal.net ■ Kindra Gordon, 11734 Weisman Rd., Whitewood, SD 57793, 605-722-7699, kindras@gordonresources.com ■ Ed Haag, 317 W. 16th, Spokane, WA 99203, 509-747-2908, agscribe@aol.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, lovetmills@alltel.net ■ Troy Smith, 44431 Sargent River Rd., Sargent, NE 68874, 308-527-3483, wordsmith@nctc.net

Advertising/Production Department — Manager, Cheryl Oxley, 216, coxley ■ Advertising coordinators, Annie Jensen, 223, ajensen; & Karri Mildenerberger, 289, kmildenerberger ■ Production assistant, Carol Beckett, 226, cbeckett ■ Advertising artists, Mike Bush & Monica Ford ■ Proofreader coordinator, Jacque McGinness

Special Services Department — Coordinator, Sharon Mayes, 221, smayes ■ Assistants, Julie Tyliski & Vickie Whitsell ■ Artists, Susan Bomar & Bradley Redmond ■ Proofreader, Melinda Cordell

Web Services Department — Manager & sales coordinator, Rich Masoner, 239, rmasoner ■ Coordinators, Doneta Brown, 232, dbrown; & Sara Schafer, 212, sshafer ■ Web developers, Tim Blumer & Thuy Copeland

Photo Department — Photo services coordinator, Kathrin Breytenbach ■ Photo services assistant, Colette Weipert

Creative Media Department — Manager, Eric Grant, 235, egrant ■ Coordinator, Crystal Young, 248, cyoung

Circulation coordinator — LaVera Spire, 220, lspire

Network systems coordinator — Bruce Buntin

Office assistant — Lauralee West

Board of Directors — Jay King, chairman; Bryce Schumann, vice chairman; Terry Cotton, president; Richard Wilson, secretary/treasurer; Gregg Blythe, Bill Davis, Steve Olson, Gordon Stucky, Rob Thomas & Cathy Watkins

