



Angus Stakes

► by *Shauna Rose Hermel*, editor

Paying attention to the background

Well, it's time to eat some humble pie. I do apologize to those producers in Virginia and North Carolina for the geographical miscue in the March issue. Thanks to those who gave me geography lessons. I am heartened by the fact that you read your Angus Journal so closely, but totally embarrassed that I didn't pay more attention to the background. You can bet I won't be drawing the map for our National Angus Conference & Tour this fall.

Other background items

There are some API services in the background that I want to bring to your attention with this column. Sometimes we take for granted that you know all of the services we provide. At the same time, I know from personal experience that services don't always make a memorable impression until they are needed.

We've spent a considerable amount of time expanding our online services to disperse information faster, to give access to more in-depth information and to provide that information in searchable formats. I hope you'll use this opportunity to familiarize yourself with what's online so that when you need the information, you'll know where to go.

Almost all of our services are available at www.angusjournal.com. Click on the QuickFIND button to access links to virtually any page on the site, including our topic sites and real-time coverage for industry events.

Finding sales or sale reports

It's still sale season. If you'd like to know the date of an upcoming sale, visit our online Almanac. You can access this feature through the Main Menu at www.angusjournal.com, by clicking the QuickFIND button or by going directly to www.angusproductions.com/api_almanac.html. The online Almanac will allow you to search by a keyword, a city, a state or a date. So, for instance, you could look for April sales in Virginia.

We no more than get an issue to press than we learn of a new Angus sale. Sale dates also change now and then. This online resource provides the most current listing of Angus sales and events. Be sure to check your listing! If it's not there, you can submit it from the main Angus Almanac page.

If you want to follow up on a sale, visit the online Salering. Again, you can access it from the Main Menu at www.angusjournal.com, the QuickFIND button or directly at www.angusproductions.com/api_salering.html. Sale reports are searchable by keyword, city, state and/or date.

The latest news

The news never stops happening. The Angus e-List provides API the vehicle to keep you up to date with the latest information.

It also allows us to provide broader coverage with more state and regional news. We believe

all members of the American Angus Association, as well as their veterinarians, Extension agents and customers, should subscribe to this free service. There is a place to subscribe in the upper left corner of www.angusjournal.com, as well as at www.anguselist.com.

We do allow advertising through the e-List, but we will not sell, rent or loan our subscriber list to third parties for e-mail marketing. Although we offer advertising on our list, the advertisers will not have access to our subscription list. The advertisements are generated and dispersed through API.

Find a past article

Above the big *Angus Journal* at the very top of www.angusjournal.com there is a link to search back issues. The search page will allow you to search stories since July 1979 in the *Angus Journal* archives. So, for years people will be able to see my geographical oops in the March issue. Then again, I can correct the online version before we post it!

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