



Angus Stakes

► by *Shauna Rose Hermel*, editor

How do you keep from getting distracted?

OK, I'll admit it. At this very moment, that's the question I'm asking myself as I face the deadline hour. With all the other pages of the book wrapped up, it's hard to focus on putting the final touch to this issue when we're jumping full-throttle into the October issue, an October Angus Beef Bulletin and planning next year's editorial calendar.

Keep the focus

When I get into the planning mode, my whole attitude changes. It's like flipping a switch from *navigate the potholes to imagine the possibilities*. Planning those future issues and projects provides the inspiration and the energy to help launch them. But success lies in giving your best until the very end.

The athletes at the Olympic Games in Athens, Greece, reinforce this philosophy with every competition. Swimming, diving, basketball, gymnastics, judo, you name it. There are individuals and teams who seem to start the competition at peak performance, only to fizzle at the end. But, there are also those who keep a steady focus on their games and follow through to the end.

Whether you envision a champion heifer at the National Junior Angus Show (NJAS), a longstanding breeding program to earn the Historic Herd Award or a bull worthy of placement in a bull stud, you're bound to have some potholes to navigate. And, there are bound to be exciting distractions to take your eye off the end goal.

Junior projects that lack dedication often fall short of the mark on show day. Breeding programs that lack focus and chase one trait after another lose customers because they don't provide a consistent product.

Think of the energy you have invested. Think of the possibilities that started you on this path. Think of how much closer to success you are than when you started. Follow through.

Showing insert

Don't miss the Showing insert in this issue. It contains full coverage of the NJAS cattle show, as well as junior shows, open shows, the Atlantic National Super-Point Roll of Victory (ROV) Angus Show, a schedule of upcoming shows and the final ROV point standings for the 2003-2004 show year.

This insert is intended to complement expanded show coverage on the Web. The

Web marketing and editorial teams are working together to proof and post shows at www.angusjournal.com/shows.html within 48 hours of receiving the information.

With more timely coverage on the Web, we've adapted the published version to function as an archivable show report, offered as a removable insert four times each year. We've expanded the printed show coverage to include photos (if available) of division winners for shows with greater than 75 head and listings of all winners. We encourage you to comment on this new format. Send your thoughts to Corinne Patterson (cpatterson@angusjournal.com), as she will be overseeing this section of the magazine for Angus Productions Inc. (API).

We plan to move to a similar format with Salering, which will make its first appearance in the November issue. Showring will be published in January, April, September and October. Salering will be published in March, May, July and November.

As a side note: For those who donate the proceeds of an animal, embryo, semen or other item in their livestock auctions to the Angus Foundation, API will publish a photo of the item or of the buyers of the item in the Salering insert. Of course, someone needs to notify us of the contribution, the details of what was sold and to whom it was sold so we can write an accurate outline. Please send that information, along with a photo, to my attention at shermel@angusjournal.com or 3201 Frederick Ave., Saint Joseph, MO 64506.

We'll publish the notice as soon as confirmation of the contribution is obtained from Milford Jenkins, Foundation director of development. He can answer any questions about how sale proceeds can be donated to the Angus Foundation.

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