

# Angus Stakes

► by *Shauna Rose Hermel*, editor

## What a week

*This last week I was fortunate enough to go to two of the best meetings of the year! What made these two meetings special? The first, the practical information that can help producers improve reproductive efficiency and, therefore, their bottom lines. The second, its inspirational value.*

### Repro conference

Reproductive efficiency is the largest factor influencing profitability in a cow-calf enterprise, says George Perry, beef reproductive management specialist at South Dakota State University. Reproductive failure, he adds, costs the beef and dairy industries more than \$1 billion per year.

Basically, if that cow doesn't calve, there is no return on her feed bill — whether you catch the loss 60 days after breeding or 60 days before the rest of the group calves.

The earlier calves hit the ground, the more ready they'll be to sell as yearling bulls or weanling market calves, and the more likely those first-calf heifers will be able to fit into your calving season for their second and third calves.

Many management and estrous control protocols have been employed in the last 60 years to improve reproductive efficiency in natural-service and artificial insemination (AI) breeding programs. The Robert E. Taylor Memorial Symposium: Applied Reproductive Strategies in Beef Cattle in Fort

Collins Dec. 2-3 presented the latest information available. Information provided ranged from:

- a producer panel explaining how they each utilize synchronization and AI
- to factors affecting bull fertility
- to the technical aspects of controlling follicular waves to improve conception rates.

Angus Productions Inc. provides online coverage of the event at [www.appliedreprostrategies.com](http://www.appliedreprostrategies.com).

### Pure inspiration

The second meeting wasn't really a meeting, but a presentation delivered by Micah Parker at a church in Shawnee, Kan. Parker combined the lesson of Gideon (Judges 6-7) and the last season he helped coach the Drake University women's basketball team to remind us to be faithful in the face of insurmountable odds and to remember that we can never be as powerful as when we let God work through us.

Those of us in agriculture can often

## Board Highlights

At its meetings in Louisville, Ky., Nov. 15 and 18, 2008, the American Angus Association Board of Directors:

- adopted a new policy and related set of rules governing the handling of genetic defects within the breed as well as a new policy relating to arthrogyposis multiplex (AM; see [www.angus.org](http://www.angus.org));
- appointed a task force to study genetic evaluation development;
- approved Ernie Wallace as associate judge for the National Western Stock Show;
- made appointments to the affiliate Boards and Committees (see page 74); and
- set a tentative Board calendar for 2009 (see page 75).

envision insurmountable odds before us. Sometimes we just need to realize that challenges are insurmountable to us alone, but nothing is insurmountable to God. To celebrate the New Year, let's turn off the negative news, read an inspirational message and ask God to work on the problems in our lives.



**E-MAIL:** [shermel@angusjournal.com](mailto: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](http://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, melliot; *Tosha 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](mailto:anderagcom@sbcglobal.net) ■ *Kindra Gordon*, 11734 Weisman Rd., Whitewood, SD 57793, 605-722-7699, [kindras@gordonresources.com](mailto:kindras@gordonresources.com) ■ *Ed Haag*, 317 W. 16th, Spokane, WA 99203, 509-747-2908, [agscribe@aol.com](mailto:agscribe@aol.com) ■ *Janet Mayer*, 259 Mile Hill Rd., Johnstown, PA 15909, 814-322-4687, [jmayer5013@aol.com](mailto:jmayer5013@aol.com) ■ *Becky Mills*, Rt. 1, Box 414, Cuthbert, GA 31740, 229-732-6748, [lovettmills@alltel.net](mailto:lovettmills@alltel.net) ■ *Troy Smith*, 44431 Sargent River Rd., Sargent, NE 68874, 308-527-3483, [wordsmith@nctc.net](mailto:wordsmith@nctc.net)

**Advertising/Production Department** — Manager, *Cheryl Oxley*, 216, coxley ■ Advertising coordinators, *Annie Jensen*, 223, ajensen; & *Karri Mildenberger*, 289, kmildenberger ■ 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, sschafer ■ 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, lspirer

**Network systems coordinator** — *Bruce Buntin*

**Office assistant** — *Lauralee West*

**Board of Directors** — *Bill Davis*, chairman; *Bryce Schumann*, vice chairman; *Terry Cotton*, president; *Richard Wilson*, secretary-treasurer; *Chad Hoffman*; *Steve Olson*; *Jim Rentz*; *Gordon Stucky*; *Rob Thomas* & *Cathy Watkins*

