



Angus Stakes

► by *Shauna Rose Hermel*, editor

Range education

You never know what kind of weather you're going to get as you head West for the Range Beef Cow Symposium (RBCS).

Excellent program

Every previous year I recall significant snow or ice storms — and I'm not talking little skiffs; I'm talking ice storms to shut down the University of Nebraska and snow to make feeding cows in Colorado a job for helicopters. So, it was a relief to have clear sailing this year to drive the stretch from Saint Joseph, Mo., to Mitchell, Neb., and back.

Approximately 600 cattlemen joined us for the two-and-a-half-day event, which was hosted by the extension and animal science departments of the universities of Nebraska and Wyoming, Colorado State University and South Dakota State University. Convened every other year, the symposium is widely recognized as one of the best educational venues for cattlemen ranching in more extensive, range country. Actually, there is plenty to appeal to cattlemen across the country.

From Ted Schroeder's look at how ethanol affects the cattle industry to Ken Olson's discussion of the cow side of producing 1,000-pound feeders to Henry Knobbe's excellent advice on hiring and retaining good employees and Trent Loos' entertaining look at ag advocacy, this year's program didn't disappoint.

We feel the symposium is one of the best in the country in offering cattlemen well-researched (whether by university trial or producer experience) insights into practical management, production and business topics. That's why we have worked with the symposium presenters to offer comprehensive online coverage of the event at www.rangebeefcow.com. Visit the newsroom to find summaries of each presentation, along with the speakers' PowerPoints and access to order the conference proceedings. We plan to post individual proceedings and audio of the conference in the coming months.

Our thanks to Brad Fahrmeier of LiveAuctions.tv for providing live streaming video of the presentations as they were available.

GeneMax™ launched

Prior to the RBCS program, Certified Angus Beef LLC (CAB) presented a "Managing for Success" seminar, during which Mark McCully unveiled GeneMax, an Angus-specific DNA test for commercial cattlemen using registered Angus bulls. A streamlined, lower-cost DNA profile, the test predicts marbling and growth potential of the individual tested. It is intended to help

producers select and market replacement heifers and to serve as a decision and marketing tool for feeder cattle at the ranch or feedlot. It is expected to be available to your customers in early 2012.

We included coverage of these sessions in the newsroom at www.rangebeefcow.com, so be sure to look at this exciting new service.

New column

The Association's Information Systems Department continues to enhance the online data entry and reporting features available through AAA Login. At its simplest, the service allows breeders to register and transfer cattle online, access DNA results and print out customized reports on individual animals or herds of animals. Every time we talk to Lou Ann Adams, director, or Chris Stallo, assistant director, it seems they have made something easier or added a new feature at a producer's request.

This month we introduce a new column, "Login Lowdown," to help keep you abreast of some of those changes so you can take full advantage of the program. Associate editor Kasey Miller will author the column with input, of course, from Lou Ann and Chris. Turn to page 142 to read the first installment.

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