



Angus Stakes

► by *Shauna Rose Hermel*, editor

Thawing out

It's finally warming up a little. Before long that new dawn on the cover will be shedding light on some green undergrowth for us here in Missouri. That will be a welcome discovery.

The ground underfoot

I look forward to walking through the woods and finding those first boy's britches, cowslips and violets and seeing the calves when they are at that stage before they get all gangly. Some of them may not have ears to tattoo this year, but the cold may leave less of a mark than a scour would.

It's a time of year to really appreciate fescue, as it brings man and beast out of the winter doldrums just a little quicker.

Troy Smith points out in his article on page 78 that pastureland values and rents have increased in the last few years. Some reports indicate land values may soften, but land is a finite resource. They aren't making any more of it that I know of, and there are more people wanting — or at least wanting to control — the land that is available.

Managing pasture resources will be increasingly important, as will finding researchers serious about matching cow type

to different environments (see Ed Haag's story on page 188) and finding government representatives that understand agriculture.

With a new administration taking seat in Washington, we have a vested interest in making our voices heard in state and national government. I'm looking forward to attending the Cattle Industry Annual Convention in late January to get some more insights on how we in agriculture will fare under the new administration and how we can best be heard.

We'll be covering the convention online at www.4cattlemen.com. The site is more streamlined this year, focusing more on the coverage than on the schedule and such. We'll take in more of the trade show and look for items that can help increase your management efficiency, profitability and well-being. The convention will be history by the time you receive your *Journal*, so go to the site now for coverage.



Another venture

In November we premiered the *Angus Beef Bulletin Extra*, a free, monthly e-mail newsletter dedicated to commercial cattlemen using Angus genetics. We hope you will encourage your customers to sign up for the newsletter so we can provide them articles to help maximize the potential of the genetics they purchase from you.

You can take a look at the January issue by turning your browser to www.angusbeefbulletin.com/extra/2009/jan09/index_css.html.

Through the news service, Angus Productions Inc. (API), American Angus Association and Certified Angus Beef LLC (CAB) provide subscribers with regular monthly news and features pertinent to the cattle industry. Browse through the site. If you like what you see, send your customers the link above and encourage them to sign up at www.angusbeefbulletin.com (see the signup area in the upper left corner).

The newsletter is e-mailed around the 20th of the month, so they should sign up soon to receive February's newsletter.

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, mellioitt; & *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, lovettmills@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, 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, lspire

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*

