



Angus Stakes

▶ by *Shauna Rose Hermel*, editor

New resources

Two meetings converged for us this winter when the Applied Reproductive Strategies In Beef Cattle Symposium (ARSBC) was coordinated as a workshop at the Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show in San Antonio, Texas, in late January. Angus Productions Inc. (API) provides online coverage of both events.

Meeting coverage

ARSBC. Intended for producers, veterinarians and artificial insemination (AI) technicians, the ARSBC is designed to improve understanding and management of the estrous cycle, recommended estrus synchronization protocols, and other approaches to improving efficiency of reproduction. The workshop also covers strategies to improve profitability by enhancing management and nutrition factors that influence male fertility.

ARSBC is conducted by the Beef Reproduction Task Force, a multistate Extension group made up of specialists from Kansas State University, the University of Missouri, Iowa State University, the University of Nebraska, South Dakota State University, the University of Florida, the University of Illinois and the University of Idaho.

API provides online coverage of the meeting in the newsroom at www.appliedreprostrategies.com.

Cattle Industry Convention. API also provides online coverage of the Cattle Industry Convention at www.4cattlemen.com.

More than 5,000 people involved in the cattle industry were expected to attend the event. It annually features joint and individual meetings of five industry organizations, including NCBA, the Cattlemen's Beef Promotion & Research Board (CBB), the American National CattleWomen Inc. (ANCW), Cattle-Fax and the National Cattlemen's Foundation (NCF).

The event hosts one of the premier trade shows in the country, with many new product launches revealed at the event. More than 250 ag entities were expected to participate in the trade show.

The American Angus Association first posted API coverage of the events to www.angus.org. News and supporting materials will be archived to www.appliedreprostrategies.com and www.4cattlemen.com, respectively.

angus.org enhanced

The Association announced some additional features and improvements to www.angus.org in mid-January. Notably:

- ▶ Online coverage of the 2010 National Western Stock Show (NWSS), including

an option for use with smartphones, was provided during the event (www.angus.org > Shows and Events > Online Coverage).

- ▶ Show results, including photos and information on champions shown at prominent events across the country are available by clicking on the "Show Results" button in the right-hand column on www.angus.org.
- ▶ A video page, containing Angus and industry videos, can now be accessed by clicking on the "Videos" button, also on the right-hand column on www.angus.org.
- ▶ American Angus Tag Store, now available in the left-hand column at www.angus.org, offers customizable, low-cost tag options and easy, online ordering.

Virtual Library

We're updating our API Virtual Library (www.api-virtuallibrary.com) with some information we didn't have room to provide last August in a *Resource Edition*.

Two features to check out include:

- ▶ The central test listing found by selecting "Angus Resources > Industry > Central Bull Test Stations" from the pull-down menus. The page includes contacts, hotlinks to contact e-mails and test web sites, and information on current and upcoming tests. Look for us to add the ultrasound technician listing soon.
- ▶ You can also find information about upcoming industry meetings by following the "Meeting Sites > Other industry meetings > Calendar of upcoming events."

E-MAIL: shermel@angusjournal.com
www.api-virtuallibrary.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

Editorial Department — Editor, *Shauna Rose Hermel*, 270, shermel ■ Assistant editors, *Mathew Elliott*, 277, mellott; & *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 ■ *Becky Mills*, Rt. 1, Box 414, Cuthbert, GA 31740, 229-732-6748, lovettmills@windstream.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 Cluck*, 223, acluck; & *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 Tylicki* & *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 Reardon*, 212, sreardon ■ Web developers, *Tim Blumer* & *Thuy Copeland*

Photo Department — Photo services coordinator, *Kathrin Breytenbach* ■ Photo services assistant, *Colette Weipert*

Circulation & billing manager — *LaVera Spire*, 203, 220, lspire

Network systems coordinator — *Bruce Buntin*

Board of Directors — *Joe Hampton*, chairman; *Bryce Schumann*, vice chairman; *Terry Cotton*, president; *Richard Wilson*, secretary-treasurer; *Chad Hoffman*; *Jim Rentz*; *Darrell Silveira*; *Gordon Stucky*; *Philip Trowbridge* & *Cathy Watkins*

