



Angus Stakes

► by *Shauna Rose Hermel*, editor

Calibrating our focus

Before you weigh your weaned calves or yearling bulls, you will likely calibrate your scale. If you weigh a lot of cattle, you may even stop in the middle of the job to check the scale's accuracy and recalibrate it. This routine maintenance is necessary to keep the scale performing in top condition with peak accuracy.

Refining the mission

The same can be said of organizations and companies. From time to time, we need to calibrate our focus to make sure we are on track. We do that on a regular basis as we visit with you in the field and with the surveys that we put in our publications to spot-check which articles you read, what your information needs are and if we are on track. However, it is also good to dig a little deeper.

The readership survey we conducted from mid-December to mid-February on SurveyMonkey was a more formal step to calibrating our overall focus.

While we are still in the process of evaluating the results, some themes are clear. Based on your responses and the formal self-evaluation we are conducting, we were able to share with the Angus Productions Inc. (API) Board of Directors at their February meeting (see "Board Action," page 28) some of the opportunities we see to advance the *Angus Journal*.

Our mission is to be an indispensable partner to the beef industry, providing leading-edge information and marketing strategies through a unique range of print and digital platforms.

First and foremost is to energize our efforts under a revised mission statement: "To be an indispensable partner to the beef industry, providing leading-edge information and marketing strategies through a unique range of print and digital platforms."

This theme crystallizes why we are here, what we do and how we plan to do it.

From an editorial perspective, it prioritizes our ability to bring you the information you tell us you want in the *Angus Journal* — genetics, herd management, performance evaluation, the latest research and technical features. In fact, another one of the opportunities we

shared with the board was to strengthen our position as the leader in supplying that information.

We also hear a need for articles focused on smaller-scale operations and for marketing strategies for herds of all sizes.

Looking at our survey, 69.1% of you have subscribed to the *Angus Journal* for five years

or longer, another 15% have subscribed for two to four years and 14.9% have subscribed for less than two years. You are our VIPs. We want your constant feedback so we can continually recalibrate our efforts to meet your needs.

Almost 95% of you agree (27.4%) or strongly agree (67.3%) that the *Angus Journal* is an essential source of information about the Angus business.

Nearly 90% of you agree (42.9%) or strongly agree (45.9%) that the *Angus Journal* is an essential source of information about the beef industry. More than 87% of you agree (43.5%) or strongly agree (43.5%) that at less than \$1 a week, the *Angus Journal* is a great value. We'll work to earn more in that strongly agree category by the next time we do a benchmark survey. We want to make every issue more than worth the full subscription price.

Congratulations

Congratulations to Mark Boyd of Alder, Mont., for winning our drawing for the \$150 gift card offered as incentive for filling out the readership survey.

Photo contest

Juniors, don't forget the deadline for the National Junior Angus Association (NJAA)/ *Angus Journal* Photography Contest has been moved forward to May 15 this year to allow adequate time for judging prior to the National Junior Angus Show (NJAS) in Kansas City, Mo. Springtime is a wonderful time to catch all sorts of beautiful pictures depicting our lives with Angus cattle. We love to use those pictures in the *Journal*. Let's see some more senior division entries this year.

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