



# Angus Stakes

► by *Shauna Rose Hermel*, editor

## Avoid tunnel vision

*Nighttime driving is certainly different than driving during the day. The darkness forces you to focus on the immediate task. Your headlights keep your eyes trained to the next segment of the road that needs your attention. There's no need to see the terrain to the right or to the left to get from point A to point B. There's no need to monitor the weather beyond the stripes marking the border of the interstate. Or is there?*

### Adjust to landscape

During the day you can see the terrain. It may be hilly or flat. We cross bridges over rivers, over railroad tracks and over other highways. The trees dotting the landscape may change from oaks to willows to pines. We may see accidents, highway workers or people going to the mall. We can see a broader view of the weather than what's hitting the windshield, like the storm blowing in or a break in the clouds ahead.

Obviously, there are advantages and disadvantages to driving at either time, but most would agree driving during the day is safer — because being able to see what is on the periphery gives you more information on which to make driving decisions. If you see a deer in the ditch, for instance, you know to slow down in case the deer decides to cross the road in front of you.

### Monitor changing conditions

It's a good rule to apply to our seedstock operations, or the cattle industry as a whole. It's good to set goals and work toward them.

Staying focused can get us from point A to point B, but we need to constantly monitor and be aware of how the landscape is changing so we can make adjustments.

Is the customer environment still the same? Or do we need to modify our forward motion to adjust to a new environment?

Is the consumer environment still the same?

Are there tools we could pick up and utilize along the way?

What's the other traffic doing? Is it still on the same path?

Are there obstacles ahead, and is there a better route to our destination?

Are there signs we need to see besides the messages others have lit up for us to read?

### Enjoy the ride

As with most extremes, we can take it too far, getting ourselves too wrapped up with what's going on in the periphery. Instead of adding information to our driving experience, it can take our attention away from the road. We may not see the tree in

the middle of the road for gawking at the forest. That can be fatal. So can becoming hypnotized by the road in front of us and the constant blur of lines going by.

But, in the right combination, monitoring what's going on around us as we keep looking forward can make the trip more pleasant and enjoyable as well as making it more safe.

### ARSBC Meeting

We attended the Applied Reproductive Strategies in Beef Cattle (ARSBC) symposium in Nashville, Tenn., in early August to bring you the latest the Beef Reproductive Task Force had to offer in terms of optimizing the fertility of your cow herd and herd reproductive strategies. Visit the newsroom at [www.appliedreprostrategies.com](http://www.appliedreprostrategies.com) for summaries of the presentations, along with proceedings PowerPoints, audio and short biographies of the speakers.

We've also made some recent additions to our coverage of the Beef Improvement Federation (BIF) symposium coverage at [www.bifconference.com](http://www.bifconference.com).

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