



Angus Stakes

► by *Shauna Rose Hermel*, editor

The campaign season begins

"It is tempting to call for better leadership, but we probably expect too much from the leaders of the nations. Those nations are too big, the connections not strong enough, the commitment to the future not long enough. It is better to look smaller, to our now-smaller organizations, to local communities and cities, to families and clusters of friends, to small networks of portfolio people with time to give to something bigger than themselves. We have to fashion our own directions in our own places."

— *Charles Handy, The Empty Raincoat, 1994*

Individuals do

As 2012 presidential hopefuls embark on the campaign trail, I thought this quote found at www.businessballs.com was worth sharing. According to the website, Handy is an Irish author and a philosopher on work and society. He uses the term 'portfolio people' to describe modern independent people who determine their own work patterns and interests.

The website comments, "The quote reminds us all that we can lead and change things for ourselves, rather than wait for traditional top-down leadership, which might not be able, even if willing to do so."

When you think about it, most if not all of those history regards as great leaders were recognized for what they inspired others to do — Martin Luther King, John F. Kennedy, etc. But the doing got done in the trenches by the compilation of a host of individual efforts.

Congratulations

The 2011 Agricultural Media Summit was

hosted in New Orleans, La., in late July. The meeting features educational workshops, the business meetings of the Livestock Publications Council (LPC) and the American Agricultural Editors' Association (AAEA), and the awards presentations for both of those two groups.

In the Paul Andre Best of the Bunch photo contest, intern Katie Gazda won third place in the livestock people category and second place in the general category. Certified Angus Beef LLC's Laura Nelson won second in the livestock scenic category.

"Real-World Cowboy," the article featuring 2010 American Angus Association president Bill Davis, won first place personality profile in the AAEA Writing Contest.

In the LPC contest, Team Angus had several wins with articles published in the *Angus Journal* or *Angus Beef Bulletin* and other published material.

First-place wins:

► Technical Article Non-association: "The

Growing Angus Advantage," by Miranda Reiman

- Production/Management Article Association: "Kicking the Haying Habit," by Troy Smith
- Published Editorial Photography: "Real-World Cowboy," by Shauna Hermel, photographer; Mary Black, designer
- Annual Reports: "American Angus Association Annual Report," by Crystal Albers and Crystal Young
- Producer/Farm/Ranch Profile Non-association: "The Herd that Inspires the Words," by Miranda Reiman

Second-place wins in:

- Instructional Story Non-association: "Wean Early Without Working Overtime," by Laura Nelson
- Special issue less than 100 pages: "Supplying the Brand," by Steve Suther, Miranda Reiman and Laura Nelson
- Marketing Article Association: "Big Future for Small Farms," by Kindra Gordon

Honorable Mentions:

- In-depth Reporting, Single Article: "Hot-iron Branding: The Cost & Benefit," by Troy Smith
- Commentary or Essay: "Angus Stakes: An Issue to Watch," by Shauna Hermel
- Feature/Human Interest Story Non-Association: CAB, "Etched in the Land," by Laura Nelson
- Technical Article Association: "Simplified Selection," by Crystal Albers
- Producer/Farm/Ranch Profile Association: "Real-World Cowboy," by Shauna Hermel
- 2-color or 3-color, Livestock-affiliated Ad, any size: "Eby Ranch," by Crystal Young

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

Editorial Department — Editor, *Shauna Rose Hermel*, 270, shermel ■ Assistant editor, *Linda Robbins*, 245, lrobbins ■ Intern, *Katie Gazda* ■ 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 ■ *Becky Mills*, Rt. 1, Box 414, Cuthbert, GA 31740, 229-732-6748, beckymills81@yahoo.com ■ *Troy Smith*, 44431 Sargent River Rd., Sargent, NE 68874, 308-527-3483, wordsmith@nctc.net

Publications and Production — Manager, *LaVera Spire*, 220, lspirer

Advertising Department — Advertising coordinators, *Doneta Brown*, 232,

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