

# Angus Stakes

► by *Shauna Rose Hermel*, editor

## Develop your network

*One of the underlying goals of public relations is to enable others to spread your message to reach a broader audience than you could afford to reach on your own. It requires two things: (1) a network of others to spread the message and (2) a message important enough to the industry for others to spread. If you have those two things, you garner that broader audience that you alone couldn't afford, along with the credibility of a third party carrying your message to its audience.*

### Our best ambassadors

As I interviewed Jay King, president of the American Angus Association, for "President's Perspective," he noted how important the Angus Foundation was to funding our youth activities, especially through scholarships — undergraduate and now graduate, and what that means to the future of the industry.

Many of those benefiting from our youth program will return to the beef industry and provide the leadership of tomorrow.

Admittedly, not all will return to the Angus business, production agriculture, or even an agriculture-related field. But, they are all part of a network that can understand and spread our messages of importance to a larger audience.

Some, like Emily Tennant (see page 51), are already becoming the Angus industry's best face forward, if you will. Others, like Sharon Byrne (see page 154), are already assuming ambassador roles for the beef industry.

Some will find new ways to select cattle,

some will stand up for agriculture in Congress or a courtroom, and some will educate others — whether at their dinner table or in a global forum — about the benefits of eating beef.

For those who don't come back to agriculture, if they can carry our message to a different walk of life than we know with credibility and authority, so much the better. They may be our most important PR agents of all.

As you look forward to the needs of our industry, I hope you can see the role you can play through your support of the Angus Foundation. Build your network by supporting the youth of today, then arm them with messages of importance through the Foundation's education and research efforts.

Milford Jenkins, president of the Angus Foundation, would be happy to explain how to put your gift of \$1 to \$1 million or more to good use. Visit [www.angusfoundation.org](http://www.angusfoundation.org) or call Milford at 816-383-5100 for more information.

### RBCS site for 2009

Angus Productions Inc. (API) is providing online coverage of the 2009 Range Beef Cow Symposium to be at the Casper Events Center in Casper, Wyo., Dec. 1-3. You can visit [www.rangebeefcow.com](http://www.rangebeefcow.com) now to see the schedule, download the registration brochure or select your hotel.

New this year, we'll provide the news through [www.angus.org](http://www.angus.org) during the conference, then archive the synopses, PowerPoint presentations, proceedings and other materials to the meeting site at [www.rangebeefcow.com](http://www.rangebeefcow.com).

You can easily access all of our topic and meeting sites through the virtual library at [www.api-virtuallibrary.com](http://www.api-virtuallibrary.com).

### Rate the articles

Please take a couple of minutes to rate the articles in this issue and tell us which ads you liked best by filling out the readership survey on page 186. We'll conduct a drawing to award one lucky person a \$25 gift voucher toward Angus merchandise from the Angus Foundation or the Auxiliary's Angus Sale Barn.



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