



Angus Stakes

► by *Shauna Rose Hermel*, editor

Resources for continuing education

“The man who graduates today and stops learning tomorrow is uneducated the day after.”

— *Newton Diehl Baker, secretary of war for President Woodrow Wilson*

Winter meetings approach

Next week, Kasey Brown, Troy Smith and I will be attending the Applied Reproductive Strategies in Beef Cattle (ARSBC) symposium. This year’s event is in Staunton, Va., and will be hosted by Virginia Tech and the Virginia-Maryland Regional College of Veterinary Medicine. A tribute to the information this meeting conveys, attendees qualify for 16 hours of Continuing Education.

Topics will include how to profit from improved reproduction; factors that affect estrus, synchronization, conception and pregnancy; semen handling; nutrition; pregnancy-checking; diseases affecting reproduction; controlling disease; embryo transfer; sexed semen; genetic improvement with artificial insemination (AI) vs. natural service; and expected advancements.

These topics are crucial to your bottom line as a seedstock producer and to that of your commercial customer. It’s the type of information you told us in our readership survey last fall that you most want and we’ll bring it to you in various formats.

Accessing the information afterward

► First and most comprehensively, we’ll provide coverage in the newsroom of www.appliedreprostrategies.com. Our team coordinates with meeting organizers to post

the proceedings, the PowerPoints speakers use for their presentations and any other pertinent information they think would be a helpful resource. Troy, Kasey and I will write and post short articles focusing on the highlights of each presentation. Within a couple weeks of the meeting, we’ll post audio files.

► We’ll present some highlights of the meeting through our free daily electronic newsletter, the *Angus Journal Daily*. If you are not signed up for this, I encourage you to do so at www.angusjournal.com (look in the upper right corner for a link). As you sign up, you can choose to receive each email, a daily summary or a weekly summary.

► We’ll also provide highlights in the *Angus Beef Bulletin EXTRA*, our free electronic newsletter for commercial producers. We’re pretty proud of this monthly publication, which was deemed the best newsletter — print or electronic — in the livestock business in the most recent Livestock Publications Council (LPC) Critique Contest. The *EXTRA* was created as a way to reach commercial cattlemen with news and information on a monthly basis, supplementing the printed *Angus Beef Bulletin*, which is delivered five times per year. You can sign up to receive the *EXTRA* by using the link in the upper right corner at www.angusjournal.com. It is emailed once a month on or about the 20th.

► Of course, we will bring you highlights and more in-depth articles resulting from the conference in the winter and spring editions of the *Angus Journal* and the *Angus Beef Bulletin*. You can access information in the *Angus Journal* two weeks sooner than postal delivery by signing up for the digital edition at www.angusjournal.com.

Future meetings

The ARSBC kicks off a series of meetings for which we will be providing similar coverage, including

- the 2013 Range Beef Cow Symposium (RBCS), Dec. 3-5, in Rapid City, S.D.;
- the 2014 International Livestock Congress (ILC), Jan. 14, in Denver, Colo.;
- the 2014 Cattle Industry Convention and National Cattlemen’s Beef Association (NCBA) Trade Show (CIC), Feb. 4-7, in Nashville, Tenn.; and
- the 2014 Beef Improvement Federation (BIF) symposium, June 18-21, in Lincoln, Neb.

With these meetings still in the future, we have some additional information options.

► Follow *Angus Journal* on Facebook.

Kasey does an amazing job at keeping our *Angus Journal* community posted on what’s happening. During the meetings, she will include a few highlights and links.

► Follow us on Twitter. We have two twitter handles — @AJeditor and @ABBeditor. As you might guess, the first is targeted to our seedstock producers; the second, to our commercial customers. During the meetings, we generally tweet using a hashtag of the meeting acronym and year, so #ARSBC13, #RBCS13, #ILC14, #CIC14 and #BIF14.

► All of our event coverage sites are housed in one location in the *Angus Journal* Virtual Library (www.api-virtuallibrary.com).

—*Shauna Rose Hermel*

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Angus Journal

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