



Angus Stakes

► by **Shauna Rose Hermel**, editor

Bread-and-butter topics

Except for the deadline, I really love these large issues. They enable us to bring you content that is so critical to your operation. They open the door, we hope, to discussions that will help you investigate and define management and marketing practices to sustain your operation well into the future. That's whether you are a two-cow junior show project or a 2,000-cow bread-and-butter operation.

The topics you want

This issue puts a bull's-eye on those bread-and-butter topics. In addition to columns and features fulfilling our "Reproductive Strategies" theme, we've included highlights from two of our favorite educational forums — the Angus University program hosted at the Angus Means Business National Convention & Trade Show and the Range Beef Cow Symposium. Both events covered the topics you regularly tell us you expect and want to see more of in your *Angus Journal*.

We reserved the genomics articles for our theme next month, but this issue contains a host of articles ranging from pasture management to marketing, from herd health to synchronization protocols, and from entering the business to succession planning.

Take advantage of the hotlinks provided with the stories to access the audio of the presentations so you can listen to them in their entirety. Several of the articles feature

links to companion segments on *The Angus Report*. We list the urls so that you can type them into your web browser, but you may find it easier to access these features through the digital edition.

Welcome, Shelby

You'll note a new staff byline in this edition. Shelby Mettlen joined our team as assistant editor Dec. 28. We threw her right into the fire with story assignments and learning our production system while pulling together one of the biggest books of the year. She's taking it in stride and has already made herself an indispensable part of the team. You can read more about her on page 52.

For our readers who will get their digital editions ahead of the event, I'd invite you to introduce yourself to Shelby in San Diego if you attend the Cattle Industry Convention Jan. 27-29.

If you haven't signed up for a digital

edition, what are you waiting for? It's simple and doesn't cost anything beyond your normal subscription fee. You'll still get the full magazine in your mailbox, but you can preview some of the time-sensitive material two weeks sooner than you would otherwise. Find directions for how to sign up at <http://bit.ly/AJdigitalSub>.

Www.4cattlemen.com

As your rural carrier puts a February *Angus Journal* in your mailbox, we should be coming home from the Cattle Industry Convention & NCBA Trade Show, which is scheduled for Jan. 27-29 in San Diego, Calif. It's one of the events for which we provide real-time coverage, albeit in a more streamlined form. By that I mean we don't do as much online prior to the event. You can get the schedule, hotel and travel information, and other pertinent pre-event details from National Cattlemen's Beef Association (NCBA) website, www.beefusa.org.

We do provide extensive coverage of the event at www.4cattlemen.com, so start checking the Newsroom. It too is a streamlined version. We won't post many audio or proceedings files, but we'll bring you news from all of the sessions, which include the educational and policy sessions of five industry organizations: NCBA, CattleFax, the Cattlemen's Beef Promotion and Research Board (CBB), the National Cattlemen's Foundation (NCF) and the American National CattleWomen Inc. (ANCW).

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Angus Journal

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

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