



# Angus Stakes

► by *Shauna Rose Hermel*, editor

## You can make a difference

*As we rolled into Ashland, Kan., March 24, we weren't quite sure what we would find. Fire had burned 470,000 of Clark County's 625,000 acres. Whole properties had been destroyed. Forty homes were up in smoke and thousands of cattle were killed, not to mention the loss of pets, treasured mementos and family histories. Two and a half weeks after the natural disaster, residents were sure to be exhausted by the cleanup process, stressed by thoughts of what's to come and maybe a little annoyed by pesky journalists and curiosity seekers.*

*That was definitely not the case. What we found was not a community crippled by disaster, but one renewed by the countless miracles they witnessed and the outpouring of love and support from their fellow man.*

### Don't sit on the sideline

As you read "Tempered by Fire" and watch *The Angus Report* series "Rural America Rises," I hope you take home how important you are to this story, as well as to the thousands of stories unfolding in your neighborhood and across the world.

This story would have a far different ending without the people who took time to organize donations and find a way to transport them. Those who showed up with a pair of gloves and a smile to build fence, pick up debris, gather cattle, feed bottle calves or run errands had a deeper impact than fire.

As is so often the case, those on the giving side were equally blessed by the experience, meeting new friends and witnessing the good

in people — such a stark contrast to the stories that fill network and cable news stations. It's a wonderful feeling to know you made someone's day better, especially at this level.

Don't sit on the sideline. Do something for someone — whether it is calling one of the ranchers or community leaders affected by the fire to let them know they are not forgotten or checking in with a neighbor in need. The impact you have with 10 minutes of your time will astound you.

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## Angus Value Discovery

The Angus Value Discovery Contest began this spring as a means of carcass data collection and friendly competition for commercial Angus producers nominated by their seedstock or genetics providers. Artificial insemination (AI) companies or registered Angus breeders are nominating customers to enroll groups of at least 30 Angus-sired calves.

Interested commercial operators who use registered Angus bulls, and those who feed the high-quality progeny, should discuss enrollment with seedstock suppliers or AI company representatives, says Kara Lee, production programs manager for the co-sponsoring *Certified Angus Beef*® (CAB®) brand.

Customers who buy and use the best bulls, feed the progeny and share results could win a share of nearly \$5,000 in a contest that builds relationships and better herds. Genetics providers contribute 25% of prize value in credit if their nomination wins grand or reserve champion pen, and CAB pays the rest.

Qualifying groups of 30 or more must be at least 75% sired by registered Angus bulls, harvested by July 31 at a CAB-licensed packer and closeouts submitted by Aug. 15, or they fit in the next year's contest. Scoring is 75% carcass merit and 25% feedyard performance. Nominating at least five entries can become a division with winnings noted, and nominators can add their own incentives. Find details at <http://CABpartners.com> or contact Kara at [klee@certifiedangusbeef.com](mailto:klee@certifiedangusbeef.com) or 330-345-2333.

## Angus Journal

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