



Angus Stakes

► by *Shauna Rose Hermel*, editor

Success ...

Google "success is" and you will be swamped with 1.45 billion results.

A few definitions

A few of my favorites from www.brainyquotes.com include:

"The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand."

— *Vince Lombardi*

"Success is not measured by what you accomplish, but by the opposition you have encountered and the courage with which you have maintained the struggle against overwhelming odds."

— *Orison Swett Marden*

"Success is the result of perfection, hard work, learning from failure, loyalty and persistence."

— *Colin Powell*

"Success is peace of mind which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming."

— *John Wooden*

"Success is not final; failure is not fatal. It is the courage to continue that counts."

— *Winston Churchill*

There are so many definitions of success because success is itself defined by the situation and those involved.

Milestone reached

This month we celebrate the success of reaching a milestone for the *Angus Journal*. It's the 35th anniversary of the first *Angus Journal* published by the American Angus Association.

Certainly we owe a big thank you to those who had the vision to purchase *The Aberdeen-Angus Journal* from Murray Fretz back in 1978, and to those who had the tenacity to get the new *Angus Journal* off to a good start — C.K. Allen, Mike Sweet, Veryl Jones, Dale Runnion, Cheryl Oxley and Terry Cotton, to name a few.

My hat's off to the people listed in the staff box below and on the regional managers' page who get the magazine compiled and out the door each month, as well as the Association's public relations crew and

Certified Angus Beef LLC's industry information group. I can't express how dedicated they are to you, understanding that each issue carries your marketing efforts and information you need to advance your herd and to make the most of your membership to the American Angus Association.

The most important thank you we need to express is to you, our readers. Thank you for sharing your stories with us. Thank you for your loyalty and dedication as readers. Thank you for the ideas that have pointed us in the right direction to serve your needs and make the Angus community stronger — strong enough to withstand defects, strong enough to withstand competitive challenges, strong enough to focus on creating a better future.

We measure our success by whether we help you achieve yours, whether that is putting the right ad in front of the right buyer, publishing a sale book that will entice new breeders to come to your sale, or publishing a story that will solve a problem or inspire you to stay in the business.

That's why we chose to celebrate this 35th anniversary milestone with a yearlong emphasis on 35 Keys to Success. Throughout the year we will focus stories on 35 Keys to Success identified from your responses to readership surveys and our discussions with industry experts. Find more on page 56.

As we approach this publishing year and look forward to a new structure for the Angus communications team, may we always focus on member success as the metric for our success.

EMAIL: shermel@angusjournal.com
@Angus_Shauna

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

Staff are listed by name, phone extension and email prefix. All direct phone numbers are "816-383-5..."; all email addresses are "...@angusjournal.com"

General manager — *Eric Grant*, 118, egrant

Editorial Department — Editor, *Shauna Rose Hermel*, 270, shermel ■ Associate editor, *Kasey Brown*, 277, kbrown ■ Assistant editor, *Linda Robbins*, 245, lrobbins ■ Artists, *Mary Black & Craig Simmons* ■ Intern, *Paige Nelson*

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 ■ *Kim Holt*, 20079 Homedale Rd., Caldwell, ID 83607, 208-459-2013, kkholt1@msn.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, smiths@nctc.net

Contributing writers — *Wes Ishmael*, *Nicole Lane*, *Joann Pipkin* and *Bryan Schaaf*

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

Advertising Department — Vice president of sales, *Terry Cotton*, 214,

tcotton ■ Advertising coordinators, *Doneta Brown*, 232, dbrown; & *Karri Mildenberger*, 289, kmildenberger ■ Production coordinator, *Carol Beckett*, 203, 226, cbeckett ■ Advertising artists, *Mike Bush & Monica Ford* ■ Proofreader coordinator, *Jacque McGinness*

Circulation & billing manager — *LaVera Spire*, 220, lspire

Special Services Department — Coordinator, *Sharon Mayes*, 221, smayes ■ Assistants, *Julie Martinez & Vickie Whitsell* ■ Artists, *Susan Bomar & Leann Schleicher* ■ Proofreader, *Melinda Cordell*

Web Services Department — Web Services coordinators, *Doneta Brown*, 232, dbrown; & *Karri Mildenberger*, 289, kmildenberger ■ Web Services developers, *Andy Blumer & Ethan Tierney*

The Angus Report, I Am Angus, Communications & Public Relations — *Crystal Albers*, 134, calbers ■ *Jena McRell*, 193, jmcrell ■ *Lea Ann Maudlin*, 155, lmaudlin ■ *Amber Wahlgren*, 159, awahlgren ■ *Donald Korthanke*, 114, dkorthanke ■ *Josh Cominellis*, 113, jcominellis

Creative Media — *Becky Terry*, 219, bterry ■ *Carrie Heitman*, 154, cheitman

Photo Department — Photo services coordinator, *Kathrin Gresham* ■ Photo services assistant, *Erin Sherwood*

Network systems coordinator — *Bruce Buntin*

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