



Angus Stakes

► by *Shauna Rose Hermel*, editor

Using innovation to access more

Innovation ... a new idea, a new device, a new method. The Angus breed is certainly no stranger to innovation or the research that helps find those breakthrough discoveries. It comes in many shapes and sizes. In this issue we focus on innovation and research. Peruse the "Table of Contents" to find stories ranging from GMOs to the newly structured sire evaluation program introduced by the American Angus Association.

More online

It's only fitting that in this issue themed "innovation and research" we utilize the digital version of the *Angus Journal* to bring you 90-plus pages of additional coverage. The added features include the recipes of the Auxiliary-sponsored All-American *Certified Angus Beef*® Cook-Off; the full layout for the National Junior Angus Association/*Angus Journal* Photography Contest; the winning entries for public speaking, creative writing and graphic design contests; and introductions of the Gold Award winners.

We also included our annual "Year in Review," featuring the contents of the *Angus Journal* from August 2015-August 2016; and our fall listing of ultrasound technicians approved by the Ultrasound Guidelines Council to collect ultrasound images to be included in the national cattle evaluation.

If you have a subscription, accessing the

digital *Angus Journal* is as simple as signing up to get your online password. There's no additional fee. Just go to www.angusjournal.com/login_sign_up.html and sign up using your customer code (a picture shows you where to find your customer code on your mailing label) and an email address. We'll email you a password, which you can customize.

When you are ready to access the *Angus Journal* online, go to http://angusjournal.epubxp.com/read/account_titles/174018. You'll see a half dozen of the most recent *Angus Journal* covers. Click on one. Doing so will pull up a dialogue box asking for your customer code and password. Submit them and you'll have access to all the *Angus Journals* we've published since October 2012.

One of the advantages of digital access is that you will receive your *Angus Journal*, on

average, about two weeks sooner. It also allows you to share your subscription with your student(s) away at college. Providing them your customer code and password will allow them to access the issue while they are away at school.

The online *Angus Journal* is searchable — by issue or by the entire collection online. Plus, you can search advertisements, as well as the stories.

You can print pages, so if you want a hard copy of some of those stories we provide only in the digital version, just print them.

ARSBC is this month

The 2016 Applied Reproductive Strategies in Beef Cattle (ARSBC) workshop will be in Des Moines Sept. 7-8. Angus Media will cover the conference to bring you the latest developments in reproductive technology.

If you can't attend the workshop, *LiveAuctions.tv* will help us stream the meeting live. If you don't already have a login and password for *LiveAuctions.tv*, sign up a day or two in advance so you can just log in the morning of the meeting. You'll have access to the live stream on *LiveAuctions.tv* and www.appliedreprostrategies.com.

We'll provide select summaries on www.Angus.Media, with comprehensive coverage of the event in the Newsroom at www.appliedreprostrategies.com.

EMAIL: shermel@angus.media
@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 "...@angus.media"

General manager — Eric Grant, 118, egrant

Circulation & billing manager — LaVera Spire, 220, lspirer

Communications director — Crystal Albers, 134, calbers

Art director — Leann Schleicher, 247, lschleicher

Editorial Department — Editor, Shauna Rose Hermel, 270, shermel ■ Senior associate editor, Kasey Brown, 277, kbrown ■ Assistant editors, Shelby Mettlen, 276, smettlen; & Linda Robbins, 245, lrobbins ■ Artist, Mary Black ■ Intern, Bridget Beran

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 ■ Paige Nelson, 4112 E. 550 N, Rigby, ID 83442, 208-317-3095, paigenelson7236@gmail.com ■ Becky Mills, 185 Lovett Farms Rd., Cuthbert, GA 39840, 229-938-1698, beckymills81@yahoo.com ■ Troy Smith, 44431 Sargent River Rd., Sargent, NE 68874, 308-527-3483, wordsmith@nctc.net

Advertising Department — Vice president of sales, Terry Cotton, 214, tcotton ■ Advertising coordinators, Doneta Brown, 232, dbrown; &

Karri Mildenberger, 289, kmildenberger ■ Production coordinator, Carol Beckett, 200, 226, cbeckett ■ Advertising artists, Mike Bush & Monica Ford ■ Proofreader coordinator, Jacque McGinness

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

Web Services Department — Manager, Ethan Tierney, 227, etierney; Coordinators, Doneta Brown, 232, dbrown; & Karri Mildenberger, 289, kmildenberger ■ Developer, Andy Blumer

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 Comminellis, 113, jcomminellis ■ Intern, JD Rosman

Creative Media — Becky Weishaar, 219, bweishaar

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

Publications and Production — Manager, LaVera Spire, 220, lspirer ■ Operations manager, Grant Schwader, 212, gschwader

Network systems coordinator — Bruce Buntin

Board of Directors — Charlie Boyd, chairman; Allen Moczygema, vice chairman; Eric Grant, president; Richard E. Wilson, secretary-treasurer; James Coffey, Jerry Connealy, Chuck Grove, John Grimes, James Henderson and Kevin Yon

