

# Angus Stakes

► by **Shauna Rose Hermel**, editor

## All out of words

*As the door closes on this issue, we have to be rounding out one of the best falls the Angus Journal has had — at least from a page count perspective. In the last three months (September, October and November), we presented nearly 632 pages of articles, up 20% from last year and up a full 33% from the 473 pages of articles published in those same three months in 2012. That's just editorial. Multiply that by 3.1 for the full weight of the magazine.*

### 35 Keys to Success

Having that space has been a blessing in launching our “35 Keys to Success” editorial theme, in which we celebrate our 35th year under ownership of the American Angus Association. We’ve been able to feature 14 of our keys thus far, including

- ▶ getting started, securing a land resource and your health in the August issue;
- ▶ youth development, continuing education and herd health in the September issue;
- ▶ animal welfare, consumer relations, herd goals and winter feed management in the October issue; and
- ▶ recordkeeping, business planning, employee management and contingency planning in this November issue.

While it is nice to compartmentalize and



focus on certain themes in particular months, the fact of the matter is great stories that fit a theme now can't wait for publication in a couple months. I'm sure you've noticed a couple random themes popping up, such as ag policy and nutrition.

We'll still shine a spotlight on them, but we want to get the information to you in a timely fashion.

We thought having all these stories combined into one location online would be a wonderful resource, so we've added a page to our *Angus Journal* Virtual Library at [www.api-virtuallibrary.com](http://www.api-virtuallibrary.com). “35 Keys to Success” is the first drop-down menu option under “Angus Online” in the navigation bar. You can also go directly to [www.api-virtuallibrary.com/35keys](http://www.api-virtuallibrary.com/35keys).

You'll see a list of the 35 keys. Click on the tile for a particular key to access links to the stories that have been published thus far. An asterisk after the key title indicates no stories have been published yet.

You'll also note a search feature at the top of the page. Use it to search this set of articles by keyword.

### While you're there

While you are in the Virtual Library, check out coverage of the 2014 Applied Reproductive Strategies in Beef Cattle (ARSBC) symposium that was just hosted in Stillwater, Okla. “ARSBC” is the second drop-down menu item listed under the “Meetings & Events” tab.

We took a break from posting to get this issue completed, but we will soon have summaries of each speaker posted, along with proceedings, PowerPoint slides and audios as they are available.

EMAIL: [shermel@angusjournal.com](mailto: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](http://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”

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**Field editors** — *Barb Baylor Anderson*, 305 Valley View Dr., Edwardsville, IL 62025, 618-656-0870, [anderagcom@sbcglobal.net](mailto:anderagcom@sbcglobal.net) ■ *Kindra Gordon*, 11734 Weisman Rd., Whitewood, SD 57793, 605-722-7699, [kindras@gordonresources.com](mailto:kindras@gordonresources.com) ■ *Paige Nelson*, 4112 E. 550 N, Rigby, ID 83442, 208-317-3095, [paigenelson7236@gmail.com](mailto:paigenelson7236@gmail.com) ■ *Becky Mills*, 185 Lovett Farms Rd., Cuthbert, GA 39840, 229-938-1698, [beckymills81@yahoo.com](mailto:beckymills81@yahoo.com) ■ *Troy Smith*, 44431 Sargent River Rd., Sargent, NE 68874, 308-527-3483, [wordsmith@nctc.net](mailto:wordsmith@nctc.net)

**Contributing writers** — Katie Allen; T.S. Gatz; Greg Henderson; Carrie Horsley; Courtney Holshouser; Katy Kemp; Ann Perry and David Specht

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