



# Table of Contents

► Feature stories highlighted in this issue

## 42 Generous Hearts

Husband and wife team dedicated to the Angus breed will impact the lives of Angus youth for years to come. ► **BY CARRIE HORSLEY**

## 44 Ambassador Aspirations

Angus Ambassador opportunity positions juniors for success. Application deadline is June 15. ► **BY KASEY BROWN**



## 78 Vaccines: Tip of the Iceberg

Practicing veterinarian explains the management strategies required in a herd health plan and how to develop a practical vaccine program.

► **BY PAIGE NELSON**

## 86 10 Ways to Prevent Heat Stress

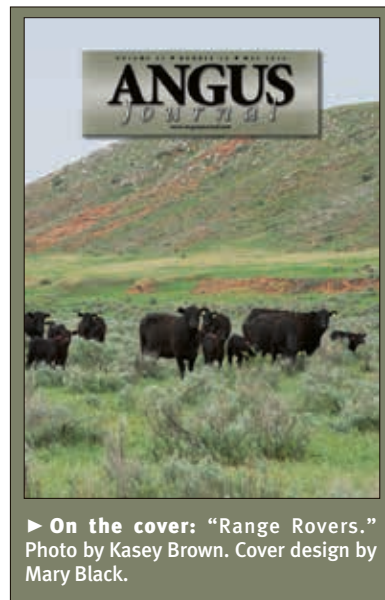
Planned prevention is necessary to abate heat stress. ► **BY KASEY BROWN**

## 104 Striving to Stay Golden

McDonald's shares candid comments about customers, sustainability and its vision for the future. ► **BY KINDRA GORDON**

## 110 NJAS Heads to Indianapolis

Junior Angus members will gather for the 2014 National Junior Angus Show in Indianapolis July 6-12. ► **BY CARRIE HEITMAN**



► **On the cover:** "Range Rovers." Photo by Kasey Brown. Cover design by Mary Black.

### ► Departments in this issue

#### ■ ASSOCIATION

- 14 **Movin' Forward:** The business breed ► *by Bryce Schumann*
- 18 **Association Highlights:** Events, deadlines of which members should be aware ► *by Carrie Heitman*
- 24 **Auxiliary Notes:** Cherished tradition ► *by Cortney Holshouser*
- 26 **Newsmakers:** Items of interest about and for members of our Angus family ► *compiled by Linda Robbins*
- 34 **Next Generation:** Postcard from an NJAA director, state spotlights ► *compiled by Kasey Brown*

#### ■ MANAGEMENT

- 48 **Vet Call:** Herd health ► *by Bob Larson*
- 52 **Ridin' Herd:** Creep-feeding calves this summer ► *by Rick Rasby*
- 56 **Angus Advisor:** May herd management tips  
► *by Scott Greiner, David Lalman, Mark McCann, Randy Perry & Justin Sexten*
- 62 **By the Numbers:** MaternalPlus® features ► *by Sally Northcutt*
- 66 **Performance Report:** Test reports and other performance-related items ► *compiled by Linda Robbins*
- 74 **Login Lowdown:** Sale data ► *by Kasey Brown*

#### ■ CERTIFIED ANGUS BEEF LLC

- 90 **Brand News:** News and highlights from Certified Angus Beef LLC  
► *compiled by Laura Conaway*

- 102 **What's Cooking at CAB:** Memorial Day steaks and slices  
► *by CAB culinary staff*

#### ■ SHOWRING ► *compiled by Kasey Brown*

- 112 **Junior Shows:** Georgia National Jr. Livestock Show & Rodeo and MAJAC Regional Preview Show
- 117 **Open Shows online**

#### ■ INDUSTRY

- 118 **Beef Business:** A look at current issues affecting the cattle industry ► *compiled by Shauna Rose Hermel*

#### ■ PERSPECTIVES

- 12 **Angus Stakes:** Don't waste a day ► *by Shauna Rose Hermel*

#### ■ REFERENCE

- 12 **Angus Journal Staff**
- 14 **Association Staff**
- 18 **Association Fees**
- 24 **Auxiliary Officers**
- 34 **NJAA Board**
- 90 **CAB Staff**
- 126 **Salering Summary**
- 131 **Advertising Rates**

- 132 **Regional Managers**
- 132 **Almanac**
- 142 **Ad Index**

 [www.facebook.com/AngusJournal](http://www.facebook.com/AngusJournal)

 <http://twitter.com/AJeditor>

*Angus Productions Inc. and Certified Angus Beef LLC are wholly owned subsidiaries of the American Angus Association.*

V O L U M E 3 5 ■ N U M B E R 1 0 ■ M A Y 2 0 1 4

**AMERICAN ANGUS ASSOCIATION**® 3201 Frederick Ave., Saint Joseph, MO 64506-2997; 816-383-5100; fax: 816-233-9703; email: [angus@angus.org](mailto:angus@angus.org). **ANGUS JOURNAL**® (ISSN 0194-9543) is published on the 1st of each month by Angus Productions Inc., 3201 Frederick Ave., Saint Joseph, MO 64506-2997. Periodicals postage paid at Saint Joseph, MO 64501, and at additional post offices. Canada Post International Publications Mail Product (Canadian Distribution) Sales Agreement No. 1308505. Subscriptions: U.S. \$50 per year, Canada \$80 per year, foreign and Mexico \$125 per year (airmail only). Single copy \$5, except March, September and October \$8.50 (payable in U.S. funds). POSTMASTER: Send address changes to ANGUS JOURNAL, 3201 Frederick Ave., Saint Joseph, MO 64506-2997.