



Table of Contents

► Feature stories highlighted in this issue

24 Follow Us to Kansas

Kansas Angus Association to host pre-convention tour Nov. 2. Register today at www.angusconvention.com. ► **BY CARRIE HEITMAN**

44 Summer of Discovery

Five interns join Team Angus to gain professional experience while getting an inside look at the inner workings of a breed association. ► **BY STAFF**

46 Higher Prices = More Risk

Don't be complacent with marketing. ► **BY BARB BAYLOR ANDERSON**

50 Feeder-calf Basics

How can cow-calf producers ensure their calf crop performs in the feedlot? This Wyoming feeder shares suggested strategies for a successful experience. ► **BY KINDRA GORDON**

54 Be Strategic with Cull Cows

Marketing options help yield added value from cull animals. ► **BY TROY SMITH**

56 Natural Beef

Enhancing value through natural beef programs. ► **BY RANEY LOVORN**

60 7 Steps For Risk Management

Commodity market specialist shares tactical tips. ► **BY KINDRA GORDON**

86 Faster Tools Offer Lift for Montana Ranch

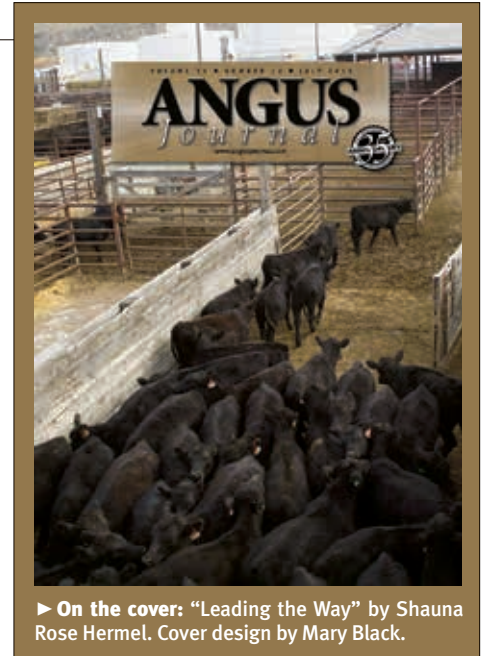
Embracing AI and GeneMax® Advantage brings faster progress. ► **BY KARA LEE**

88 Doing What Works

That meant a change from commodity crops to premium beef for this Oklahoma father and son. ► **BY KATY KEMP**

90 Will Your Ballot Count?

As you receive your ballot to elect delegates to represent your state at the national convention, follow these tips to make sure your vote counts. ► **BY SHAUNA ROSE HERMEL**



► On the cover: "Leading the Way" by Shauna Rose Hermel. Cover design by Mary Black.

35 Keys to Success

In this issue:

- Being a Good Neighbor
- Marketing Commercial Cattle
- Developing Seedstock
- Business Planning
- Herd Nutrition
- Genomics
- Angus Resources

► Departments in this issue

▣ ASSOCIATION

- 16 Board Action:** Highlights of the June 3-5 meeting
- 18 Association Highlights:** Events, deadlines of which members should be aware ► *compiled by Shauna Rose Hermel*
- 28 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*
- 16 Board Announcement** ► *by Board of Directors*
- 90 Vying for the Board** ► *by Shauna Rose Hermel*

▣ MANAGEMENT

- 64 Vet Call:** Precondition as a marketing strategy ► *by Bob Larson*
- 66 Ridin' Herd:** How did your nutrition program perform? ► *by Rick Rasby*
- 68 By the Numbers:** A new era in genomic testing ► *compiled by Tonya Amen*
- 74 Angus Advisor:** July herd management tips ► *by Scott Greiner, David Lalman, Mark McCann, Randy Perry & Justin Sexten*

▣ CERTIFIED ANGUS BEEF LLC

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

- 84 What's Cooking at CAB:** Savor the dog days of summer ► *by CAB culinary staff*

▣ SHOWRING ► *compiled by Kasey Brown*

- 92 ROV Shows:** Western National Angus Futurity (WNAF) Super-Point Roll of Victory (ROV) Angus Show
- 96 Junior Shows:** Western Regional Junior Angus Show

▣ INDUSTRY

- 122 New Products:** Introducing products, services for cattlemen ► *compiled by Linda Robbins*

▣ PERSPECTIVES

- 12 Angus Stakes:** Preparing for herd expansion ► *by Shauna Rose Hermel*
- 104 Outside the Box:** Proof of concept ► *by Tom Field*

▣ REFERENCE

- 12 Angus Journal Staff**
- 16 Association Staff**
- 18 Association Fees**
- 34 NJAA Board**
- 80 CAB Staff**
- 107 Regional Managers**
- 108 Saling Summary**
- 110 Almanac**
- 118 New Members (May 2015)**
- 124 Advertising Rates**
- 125 Ad Index**