



Editor's Mailbox

► Readers' viewpoints submitted to our staff

Give me more articles

I'm a little disappointed at the lack of articles in the latest issue of AJ. I love reading the articles, but they were pretty scarce this month (January 2009 issue). Come on. ... Let's get those word processors in gear.

If you've run out of ideas, have some vets write an article or two. Have some of these guys that are having sales and whose catalogs are in the *Journal* write about their operations — herd size, management, health protocol, marketing strategies, how long they have been in it. Is their operation for tax write-off purposes or do they try to make a living raising cattle?

How about some feedlot guys telling how they operate, what their problems are, what they enjoy about it, and how many cows they turn around. Get some grass-fed guys telling why they are doing what they are doing and how they are expanding the grass-fed markets.

There are gazillions of things I'd love to hear about, and I should think people (especially operations having sales) would like the opportunity for "free" publicity to tell about their operations. There have to be some engineers that have come up with some

things for handling cattle or improving efficiencies in the slaughter house that would love other people to know about their accomplishments. Professors friendly to the Angus industry could tell about their programs. I'd be interested in reading it and they would be able to brag up their institutions and get prospective students to take a second look.

I love your articles. I just want more of them.

— **Roger Bannister, Excelsior Farms, Kent, NY**

Editor's response: My sentiments exactly. As editor, I enjoy those big books because of the volume of information we can provide to a very diverse readership. While June, July, December and January have always been slim, I've enjoyed the past few years where we've had as much as 297 pages of articles and columns in an issue and averaged close to 165.

Unfortunately but necessarily, the level of editorial in an issue is a percentage of the advertising. Sale books count as advertising. This year, producers have opted to distribute their sale books to fewer people and have not

included them in the *Journal*. That means we have fewer pages to use for articles. (By the way, what costs you \$50 as a subscriber to the *Angus Journal*, last year cost us more than twice that much to send to you.)

I hope our economic situation changes, and our page allowance for editorial increases. Meanwhile, we'll look for other means to try to get you a volume of information.

► You might want to sign up for the *Angus Beef Bulletin Extra* at www.angusbeefbulletin.com (see upper left corner of the home page). This is a monthly electronic newsletter targeted to commercial cattlemen and users of Angus genetics. Some of the stories will be repeats, as some come from the *Journal*, but there is a wide array of other useful information that is very production-oriented.

► You can monitor our daily news update each weekday evening at www.angusjournal.com or sign up for the e-List at www.anguselist.com.

► We provide a host of information sites that we refer to as topic sites. You can access them at www.angusproductions.com/api_topicsites.html. Current topics include Aiming for the CAB target, Angus International, Beef Cow Efficiency, Body Condition Scoring, Country-of-Origin Labeling and Drought.

► The newsrooms of our meeting sites also have a wealth of information. Try visiting: www.bifconference.com, www.nationalangusconference.com, www.rangebeefcow.com, www.appliedreprostrategies.com, www.4cattlemen.com

That last web site provides coverage of the Cattle Industry Convention in Phoenix, Ariz., Jan. 26-31. More than 70 articles and five photo galleries were posted to the newsroom at presstime. These articles cover the meetings of five industry groups — the National Cattlemen's Beef Association (NCBA), American National CattleWomen (ANCW), Cattle-Fax, National Cattlemen's Foundation (NCF), Cattlemen's Beef Promotion and Research Board (CBB) — the Cattlemen's College,[®] and the trade show, not to mention an archive to former meetings.

Thanks for your interest in our publication. We'll do our best to bring you the information you've come to expect from the *Journal*.

Sharing a photo

Here is a photo I would like to share with you of some of my cows in late August, resting from the hot windy day. The sky is bright blue and the tree's leaves are moving with the wind, alongside the Minnesota river.

— **Jim Anderson Milan, MN**



Lil' helper

We wanted to share these photos with you. Our grandson, Will (22 months), owns several registered Angus heifers. He is in these pictures and, as you can see, he is very interested in Angus cattle!

— **John and Martha Reel,**
reelranch@frontiernet.net



Addendum: *Keep those ideas coming...* I really appreciate your letting us know what topics interest you. That gives us the perfect information to keep the *Angus Journal* and our online products on target. My e-mail is shermel@angusjournal.com, and if that mailbox fills up you can send more comments to shaunahermel@mac.com. If you prefer snail mail, send your ideas to:

Shauna Hermel, API Editor

Attn: Story ideas

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I'd love for 17,000 subscribers to send us their wish list for articles in the future.

Thank you

I have received many compliments from

all across the United States on the American Angus Auxiliary Annual Report that was featured in the February issue of the *Angus Journal*. Auxiliary members and Angus breeders are very pleased! Thank you and your excellent team for all time and energy you put into this publication. You make the Auxiliary look good! Be sure to share my thank you and sincere appreciation with all who worked on the project.

— **Michelle Rieff, Auxiliary president,**
michellerieff@aol.com

Hey, how does one get her picture on your cover?

Thanks.

— **Beauty 802, ccdavis@montana.com**



Editor's Response: You did the right thing. Send your photo in to Editor Shauna Hermel at the address or e-mail listed above. In this case, your photo was a horizontal, which limits its chances of getting on the cover, but thanks for sharing, and we'll publish the photo in "Editor's Mailbox."

