



# Editor's Mailbox

► Readers' viewpoints submitted to our staff

## Creative Angus marketing

The *Angus Journal* is always a great read and the topics are great. I thought you might like our license plate as we have purchased it for the last 40 years for our car. This is



our official plate for Ohio and is a way to promote the breed. We always get comments about it. Just another way to promote our breed and Angus beef.

Yours truly,

Julia Benthien, Ben Acres Angus Farms

**Editor's Note:** *You're right; it is a great way to promote the breed. Kudos! Thanks for sending in the picture.*

## March Cover Photo Contest

Readers had the chance to have their say in the March cover of the *Angus Journal*. We invited readers to submit photos by email, suggesting photos be vertical, high-resolution, unedited, weather-appropriate and Angus-centric. Submitted photos were added to those already in the mix for cover options. We had 27 entries! Even though some were sent as horizontal pictures, a few were able to be cropped to become a vertical picture.

The top four pictures were selected by the *Angus Journal* editorial team and our artists by meeting cover spacing criteria. These top four were posted on the *Angus Journal* Facebook page, and fans were able to vote for their choice for the March cover. Only votes by fans of the page counted, and more than 100 new fans were engaged through the contest as 328 votes were cast.

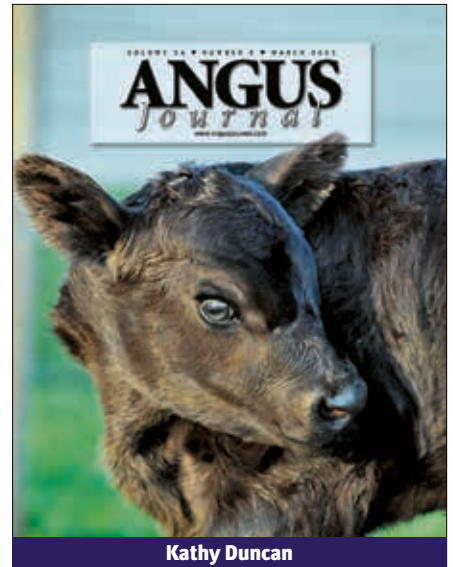
The top four photos were by **Cathy Davis**, Iron Mountain Cattle Co., Belle Fourche, S.D.; **Kathy Duncan**, Shale Ridge Farm, Otego, N.Y.; **John Goggins**, Bobcat Angus, Billings, Mont.; and **Jennifer Tackett**, Terraced Acres Ranch, Dover, Ark. Duncan won the contest with 146 votes.

Some comments on Duncan's photo:

- This one is "new," others are beautiful pics but have seen on the cover before ... different photographer and local. — Anne St. Blanc Lampe
- Definitely a unique calf shot — I vote for this cover. — Jerilyn Houghton
- Perfect pic! Such a beautiful Angus baby with the most beautiful eyes! — Beth Corum Muse
- I like the look of the calf, checking out 2013 and what's to come. — Connie Fallon Frye

Other comments on photos included:

- Use all four for different months — these are all fantastic, otherwise our biases have to come in and I'd have to pick the one with the mountain ... LOL! — 191 Cattle Co.



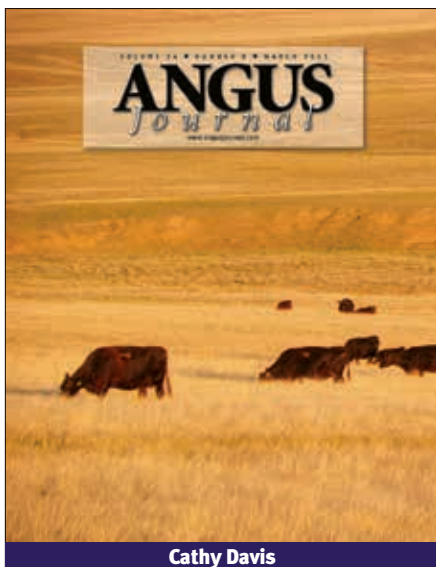
Kathy Duncan

Duncan commented: "I feel honored as well. I told my family a couple years ago that I would love to see one of my photos as the cover of the *Angus Journal* and they basically said .... 'Yeah right!' One thing off my bucket list!"

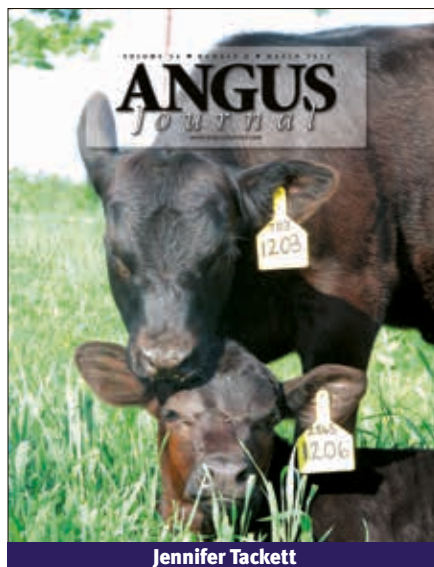
Stay tuned to our Facebook page for the next cover challenge.

## Your comments are always welcome

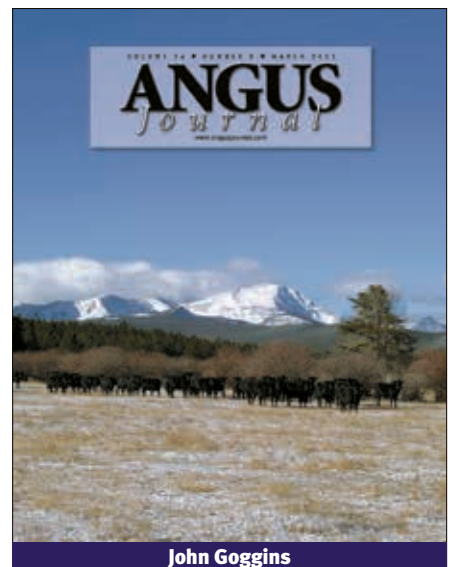
Your comments and photos are always welcome. You can direct them to me at Shauna Rose Hermel, *Angus Journal* Editor, 3201 Frederick Ave., Saint Joseph, MO 64506; [shermel@angusjournal.com](mailto:shermel@angusjournal.com).



Cathy Davis



Jennifer Tackett



John Goggins