



# THE EDITOR'S LINK

by SHAUNA ROSE HERMEL, *editor*

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### Here's why ...

As a buyer of Angus genetics, you are of tremendous importance to the American Angus Association, the Certified Angus Beef (CAB) Program and Angus Productions Inc., which produces both the Angus Beef Bulletin and the Angus Journal.

Several years ago, while establishing a long-range plan, the Association prioritized its commitment to commercial users of Angus genetics. As an outgrowth of that commitment, we started placing a greater emphasis on the

Angus Beef Bulletin. We hope you've enjoyed the new format, the increased editorial and the increased emphasis on stories intended to help you achieve a higher monetary return on your Angus genetics.

About a year and a half ago, we expanded the circulation of the Angus Beef Bulletin to include the nonmember bulk-buyers list for the past three years (vs. the past two years) and other industry sectors that help market Angus genetics (livestock markets, veterinarians, Extension personnel, etc.).

One of the underlying assumptions of being able to still afford sending the Bulletin to you free of charge was that we would qualify for a periodicals postage rate. To do that, we need to have your signed requests to receive the Bulletin on hand for the U.S. Postal Service to audit. And we need to have signatures for at least 50% of our circulation list (60%-70% to be safe).

If you didn't get a subscription-request form on the cover of your Bulletin, don't worry. Your subscription should continue without interruption.

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If you do not want to receive the Bulletin, please let us know so we can remove you from the mailing list and provide a better, more efficient service to Bulletin readers.

Circulation Coordinator LaVera Spire [(816) 383-5220] can answer your subscription questions.

Thank you.

