

Changing things up



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Have you done anything differently in the last two years?

I certainly have. I've placed more Amazon orders than I have in the entirety of the rest of my life. I mastered the scan-and-go at Sam's Club, then the order pickup. We've bought more in bulk, planned more ahead to limit shopping excursions, and ordered Walgreen's delivery. I'm growing very fond of my Papa Murphy's and Cheddar's apps that allow me to order supper before I leave the office and pick it up curbside on the way home.

I have absolutely no time for the shallow rants and raves and opinionated drama that social media and television throw at me. I'm still not comfortable in big crowds. Truth be told, I never was. I enjoy the personal conversations more and more, and I crave time out with the cows — whether my family's or someone else's.

The pandemic certainly pushed us to do things differently. Some of those adaptations will stick. I'm not deleting my Sam's Club, Papa Murphy's or Cheddar's apps any time soon, and I certainly hope the deeper personal Bible studies and devotions with my husband, Todd, are something we'll continue the rest of our lives.

Sometimes it takes a jolt

Sometimes it takes a black swan event to make us consider doing things a different way. We get so busy just getting the work done. We put our heads down, buckle in and say "I'll consider it later. Right now I've got to get this done." Later can get kicked down the road a long ways.

Pushed to adapt to a new reality — whether by pandemic, drought, storm, death, divorce or economic downturn — we find ways to survive that we could have been implementing years ago to enhance our lives and our livelihoods.

A new way to enjoy the Angus Beef Bulletin



That said, I want to introduce you to a new way to experience the *Angus Beef Bulletin*®. The *Angus at Work* podcast, launched March 2, will feature interviews of experts on matters important to your operation, as well as fellow producers using Angus genetics to their advantage.

Published twice per month, the podcast will cover practical topics on management, marketing, genetics, health, nutrition and industry news — the same material we focus on in the magazine. You'll get to hear it from the source directly in an audio format convenient for that drive into town or while you're waiting in the barn for that heifer to calve.

Kudos to editors Kasey Brown, who took lead on the project, and Miranda Reiman for bringing this new way to digest the *Bulletin* to life. You'll enjoy getting to know them through our initial episodes. Learn more about the podcast in "News & Notes" (page 110) and scan the QR code to follow the podcast on your favorite platform.

Don't forget to submit your survey



Your responses to our 2020 Readership Survey helped direct us in providing the content you needed to get the best return on your investment in Angus genetics. Things change; or maybe they don't. You tell us.

We mailed the 2022 Readership Survey with the February *Angus Beef Bulletin*. If you haven't done so, please take a moment to fill it out and mail it back to us. If you'd rather take the survey online, scan the QR code with your cell phone or turn your browser to <https://bit.ly/ABBreadership22>.

Be among the first 250 and we'll send you a Black Book. We'll select two individuals from among all the survey responses received by April 1 for \$500 gift cards. Best of all, you'll arm us with the information to ensure the *Angus Beef Bulletin* delivers the information you need — how and when you need it. |

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