

Welcome to the new Angus Beef Bulletin

by Shauna Rose Hermel, editor



I feel like a kid in a candy store today — or maybe a cowgirl at an auction — as we put the final wraps on this issue and its redesign.

Last fall we restructured our editorial team, dividing it into two so one could focus on our seedstock audience and the other on you, our commercial audience. Associate Editor Kasey Brown and I can't tell you how excited we are to be able to focus our efforts on you and developing this publication into your go-to resource for the cattle business.

Key to the Angus breed's success is realizing that our members' success long term hinges on making your investment in Angus genetics profitable.

When you buy an Angus bull and have that registration paper transferred

to your name, you're not just buying a bull. You are developing a relationship with a producer and opening a doorway to a host of resources within the American Angus Association.

Programs like the *Certified Angus Beef*® (CAB®) brand deliver premiums for you in the marketplace, thereby increasing demand for Angus genetics. We're confident new initiatives — like Angus LinkSM, the Association's new feeder-cattle program, and the redesigned *Angus Beef Bulletin* — will do the same.

Just for you

In our redesign, we are emphasizing content more unique and customized to commercial cow-calf and feedlot producers. New columns, like "By Design," "Sorting Gate," "The Digestive Tract" and "Health & Husbandry," offer practical information you can put to work right away in your operation, while other columns have been refreshed and refocused.

Features will keep you informed of Association programs and services and will focus on helping you make the most of your investment in Angus genetics.

This issue carries a weaning and preconditioning theme. Both feature stories and columns focus on management tips and marketing strategies for weaned calves.

Over the next few years we hope to increase the frequency of the magazine. In the meantime, we encourage you to sign up for our electronic supplement, the *Angus Beef Bulletin EXTRA*, which is available online at www.angusbeefbulletin.com/extra. In the next couple issues of the *EXTRA*, we'll be sharing information to help you deal with the weather-related issues Mother Nature has presented this summer.

Please take a moment to sign and mail the *Angus Beef Bulletin* subscription card located between pages 60 and 61, or subscribe online at <http://bit.ly/ABbsub>. By purchasing and receiving the transfer of a registered Angus bull, you qualify for a free three-year subscription. It'll take only a couple of minutes to fill out the form, and your signed card will help us speed delivery and reduce cost.

Sitting at the auction, waiting for your calves to sell, is an exhilarating moment, ripe with anticipation for how your decisions and the care you invested in those calves will be received. That's feedback you will use to make selection decisions for the next calf crop.

We'd love to have your feedback. Tell us what you think of the redesign and what topics you'd like to see in the magazine. Email either one of us (kbrown@angus.org, shermel@angus.org) or give us a call at 816-383-5200.

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