



**Multi-Trait
Maternal
Genetics**

6th Annual
Family Values Sale



Sunday, October 21, 2018

1 p.m., at the farm...
7 miles south of Fulton, Missouri

Multi-Trait Calving Ease Bulls



+15 CED

Featuring
sons of
Hickok



- ✓ FHCC Hickok 7146
- ✓ Calving Ease – Docility – Fertility – Slick Haired

Power, Performance & Maternal Bulls



+145 \$B

Featuring
sons of
Payweight 1682



- ✓ FHCC Payweight 7151
- ✓ Performance – Fleshing Ability – Muscle – Structure

**Get the Most Bull
for Your Money at FHCC**

- ✓ 30 Coming 2-year-old Bulls
- ✓ 50 Strong yearling Bulls
- ✓ Genomic-enhanced EPDs
- ✓ Fescue raised and adapted
- ✓ 1st breeding season guarantee
- ✓ Repeat buyer discounts

*All at
Cowboy
Friendly
Prices!*

If you compare our bulls, data, program and prices, we're confident you will find the most bull for your money at FHCC. Please call for a sale book, and check out videos of the offering at FHCCbeef.com prior to the sale.

Doug & LaRee Frank (608) 279-3172
Doug.FHCC@gmail.com

Brent & Keri Hazelrigg (703) 587-9959
fhcattleco@aol.com

Adam Kautsch, Herdsman (573) 338-0652
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John Frank (573) 642-8586
Steve & Carla Underwood (660) 653-4549

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Prioritizing Our Customers

by Rick Cozzitorto, president, Angus Media



We've made a few changes to the *Angus Beef Bulletin* since your March issue. You'll find the addition of four-color pages among other design elements and creative features in our redesign. We realize how important the commercial industry is to the Angus breed and felt it necessary to bring a platform of education that is easy to read and informative to the user. Hopefully, we've caught your eye.

The visible changes to the *Angus Beef Bulletin* reflect a much deeper change within the very structure of the publication, and it is all predicated on putting you, our commercial customers, at the top of our priority list. As you read through the issue, you'll notice a new lineup of columnists and a strong editorial emphasis focusing on matters that affect your bottom line.

Top of the list

The American Angus Association and its members have long been aware their success depends on your success in profitably using Angus genetics to produce beef for consumer tables. The *Certified Angus Beef*® brand has grown dramatically over the last 40 years, and that is because of the Angus beef you help produce.

It seems everywhere you look, someone is talking about Angus beef and how it is the best and most recognized brand in the industry. On a flight the other day, I was stopped by three random people who recognized the Angus logo on my shirt, sharing their story while appreciating and testifying to the quality and palatability of Angus beef. Moments like these demonstrate the impact Angus has had on consumer awareness.

Your team

That emphasis has carried over to our publications. Before the beginning of the year, we committed to strengthening and developing the *Angus Beef Bulletin* as a communications vehicle to commercial cattlemen. We've restructured our editorial team, dividing it into two teams to allow one team to solely focus on the commercial sector and the *Angus Beef Bulletin*, and the other to solely focus on the seedstock business and the *Angus Journal*.

Long-time Angus Media Editor Shauna Hermel will head up the *Bulletin's* editorial team. Kasey Brown, an editorial team member since 2011, will serve as associate editor.

A lifelong member of the American Angus Association who grew up through the ranks of the organization, Shauna spent eight years with *BEEF* magazine before taking on the position as editor of the *Angus Journal* in 1997 and of the *Angus Beef Bulletin* in 1998.

Through the course of two decades, those responsibilities had grown with the addition of the internet, meeting coverage sites and electronic newsletters. The opportunity to restructure to give each readership more attention made sense, and you are seeing some initial results.

There's a whole lot more to come. Over the next few years we hope to expand the frequency of the magazine and increase our digital presence.

We hope you enjoy the redesign and recognize one very important thing: It reflects the importance that our breeders, our organization and our staff places on you. If you have any thoughts or suggestions on the magazine, don't hesitate to send them our way.

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