

*UltraInsights*  
 Processing Lab, Inc.  
 1767 210TH Ave.  
 Diagonal, IA 50845

Phone: 641-464-2310  
 Fax: 641-464-2193  
 Email: [ui@uicuplab.com](mailto:ui@uicuplab.com)  
 Website:  
[www.uicuplab.com](http://www.uicuplab.com)

*The Newsletter that  
 Educates,  
 Informs,  
 and  
 Entertains*

**Inside this issue:**

- Image Quality 2
- Poll & Poll Answers 2
- Fuel Economy 3
- Technician Spotlight 3
- Upcoming Events 4

*News From*

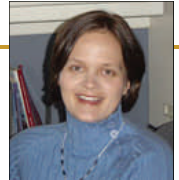


*"Data You Trust, Service You Deserve!"*

Volume 5, Issue 1

Newsletter Date: March 1, 2011

*In the Lab*



Another spring is almost in the history books. By and large, it has gone very well. With cattle prices high, moods seem to be much better, and we have seen more cattle through the lab than last spring.

As things begin to wind down, please check your member login on the website. If you sort for "on hold" you should be able to find any scan sessions that have been submitted but are not complete. Any help you can give us is appreciated.

By now, you should have a good idea if your image quality is in line with UGC's standards or if you have an area that needs work. We have a video that might help if ribeyes are your sticking point. Just call and request. It's free and available to any UGC technician.

The pictures below are some of the highlights of Craig's trip to Brazil in February. Dr. Mike Tess of UGC proctored Brazil's first UGC certification and Craig and Texan technician Casey Worrell served as reference technicians. Fabiano Araujo, Brazilian UGC technician, organized the certification. According to all involved, Fabiano and his country provided great hospitality, facilities, and people to have a successful certification.

Drop us a line to let us know if we can do anything to serve you better!

*Becky Hays*

*Brazilian UGC Certification*



Dr. Tess checking out the hump on a Nelore bull



Brazilian UGC Certification



Craig is in the center. Also pictured are Dr. Tess, Casey, and Fabiano



Feed Wagon

## Image Quality...Marginal Ribeyes

Remember...image quality can determine whether a technician is eligible to certify by Absentia!

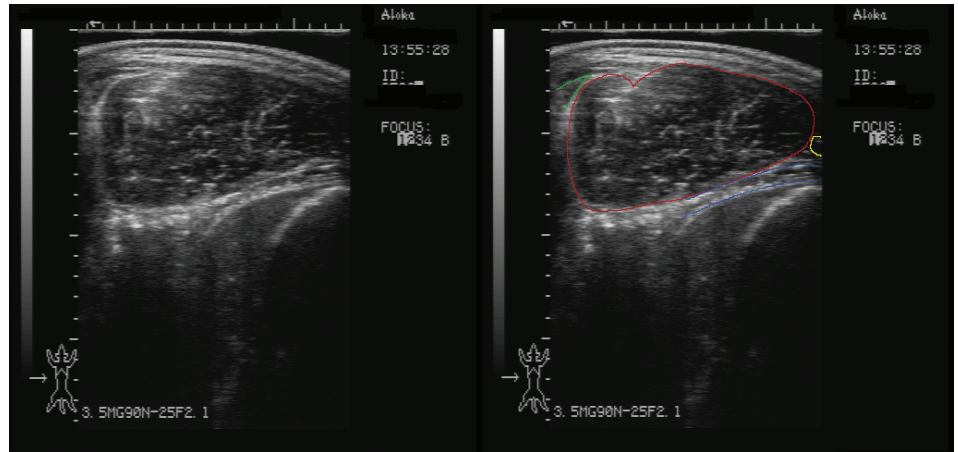
Marginal ribeyes are a common area in need of improvement. A higher than desired level of marginal ribeyes is often caused by a consistent error in technique. Most often, scanning too straight makes the intercostals run together. The good news is, with a little practice and understanding, technique can be corrected.

Keep in mind: 1) Know what an ideal image looks like. 2) Proper prepping and palpating is the key. 3) Make sure both ends of the ribeye are on the screen. 4) Look at the overall shape of the ribeye. It should be full at the medial with smooth lines (no sharp angles). 5) Parallel intercostals indicate correct probe placement angle. 6) Corrections are best made by pulling off and repositioning. Your best image is usually your first image.

### Acceptable

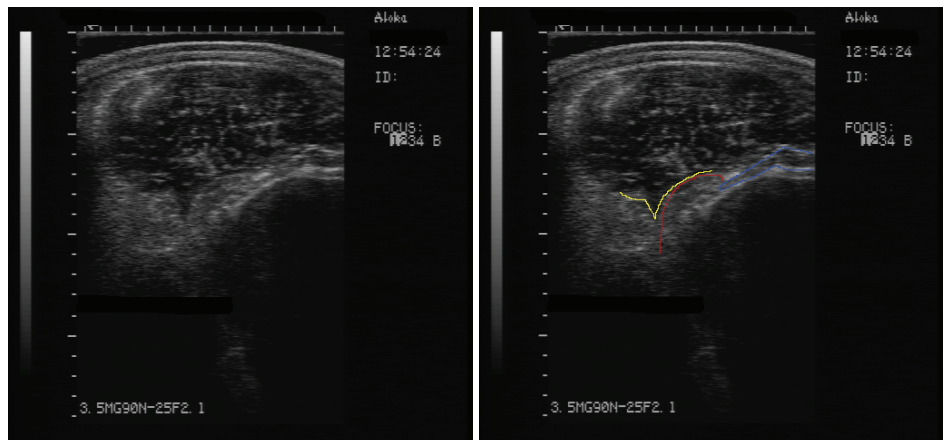
Intercostals are parallel. The bottom medial is well defined and full. A tick of spinalis shows the image is between the 12-13th ribs. The break in the intercostals indicates the lateral end.

**Call today for  
a free copy of  
a how-to DVD!**



### Marginal

Intercostals run together. The bottom medial is shallow and has a distinct "V." Lack of spinalis shows the medial end is against the 13th rib. **THIS IMAGE IS COLLECTED TOO STRAIGHT!** To correct, remove probe and angle the head of the probe toward the head of the animal.



## Poll Question & Results

### NEXT QUESTION

**Would you like to see your scanning business....**

- Stay constant in number of head scanned
- Slow Down—Reduce number of head scanned
- Grow—Increase number of head scanned
- Would like to start a scanning business

Visit [www.uicuplab.com](http://www.uicuplab.com) to participate.

### Results :

**Beef Cattle Ultrasound is:**

- **My Main Profession—50%**
- **My main profession a few months of the year—50%**
  - An after-hours and weekend job—0%
- **Could barely be considered a part-time job—0%**
  - Not applicable to me—0%

## Fuel Economy? By: Beka Harmon



With gas prices on the rise and ultrasound technicians spending more time than ever on the road, the question is asked, how can costs be reduced? One option that few have stopped to consider seriously is downsizing the vehicle they drive. As a matter of interest, we compared a 3/4 ton pickup to a crossover vehicle. When the results are calculated at \$3.50 per gallon of gas, one can save up to \$5,000 on gas alone over 50,000 miles when driving the smaller vehicle. Clearly money can be saved when downsizing. The question then becomes, Are technicians willing to give up the bigger ride for a smaller more fuel efficient car?

| 2008 Pickup Used             |                   | 2008 Crossover Used          |
|------------------------------|-------------------|------------------------------|
| \$32,830<br>(purchase price) |                   | \$19,285<br>(purchase price) |
| With 37,500 miles            |                   | With 35,500 miles            |
| Four Door Extended Cab       |                   | Four Door                    |
| Four-Wheel Drive             |                   | All-Wheel Drive              |
| 15 MPG Highway               |                   | 26 MPG Highway               |
| 50,000 miles                 | \$11,667 gas cost | \$6,731 gas cost             |
| 25,000 miles                 | \$5,834 gas cost  |                              |
|                              |                   | \$3,364 gas cost             |



## Technician Spotlight...Jennifer Sobotka

Written By: Beka Harmon

If you've ever called the office with a question that must be answered, chances are you have talked to Jennifer. It is time for us to put a face and personality behind her voice (or emails). Jennifer began working as UltraInsights' Office Manager in January 2006. She graduated from South Western Community College in Creston, Iowa with a degree in Business Administration. "Jennifer is the glue that holds things together in the lab," Becky Hays asserts. "She fills so many roles and is always willing to go the extra mile."



Outside the office, Jennifer leads a busy life with her family and friends. She enjoys spending time camping with her sister and brother-in-law at the local lake. Most of her camping trips involve evenings sitting around a fire and grilling. This is followed by a drive home to her own bed to sleep. Needless to say, Jennifer as a

"hard-core" camper is a work in progress.

When asked what she does on the weekends, Jennifer has two common responses. The first is shopping. Diagonal is not exactly a booming metropolis, so weekends are often her chance to drive to Des Moines or Omaha for a trip to the mall with friends. The second answer is usually sports related. Jennifer enjoys watching NASCAR, football, and basketball. During NASCAR season, she cheers for Dale Earnhardt Jr., during basketball season it is Iowa State, and for football she supports the Kansas City Chiefs.

In January, Jennifer had the opportunity to spend a week in Aruba lying on the beach and enjoying the sun. With an average temperature of 85 degrees in Aruba, it must have been something of a shock to come back to sub-zero weather and snow of southern Iowa. This is not her first trip south during the winter, Jennifer has visited Cancun three times. Her other travels include visits to Las Vegas, Washington, D.C., and Colorado. Along with the warmer spring weather, Jennifer is looking forward to the summer concert season, which includes a Kenny Chesney concert in July.



## Upcoming Events: Mark Those Calendars!

Easter—April 24th (Office will be closed on April 22nd for Good Friday)

UGC May Certification—May 15-20 in Harrison, Arkansas (visit [www.ultrasoundbeef.com](http://www.ultrasoundbeef.com) for information)

Memorial Day—May 30th (Office will be Closed)

Beef Improvement Federation (BIF)—June 1-4 in Bozeman, Montana (counts as 1 point for UGC continuing education)

UGC September Certification—September 18-21 in Ames, Iowa

**UltraInsights Processing Lab, Inc.**  
1767 210th Avenue  
Diagonal, IA 50845  
Phone: 641-464-2310 Fax: 641-464-2193  
Email: [ui@uicuplab.com](mailto:ui@uicuplab.com)  
Website: [www.uicuplab.com](http://www.uicuplab.com)