

Sarah Rodriguez

Sarah Rodriguez, a Kansas City, Kan., native, began working at the American Hereford Association (AHA) after graduating from high school. While she initially performed clerical tasks, her years of experience have qualified her to work in customer service and data entry, and to assist with various



Many changes in technology, communication and equipment have taken place during Sarah's tenure. She says the merging of the horned and polled associations and the upgrade to more advanced computer equipment are the most notable changes she has witnessed at the Association.

administrative responsibilities. She also serves as a relief switchboard operator.

"Sarah has a great phone personality at the front desk," says Cindy Coleman, AHA records department supervisor. "She recognizes voices of many of our breeders who phone in. It is always nice to be acknowledged this way."

One thing that hasn't changed is the friendship and camaraderie among workers.

Sarah says she enjoys helping customers and forming good relationships with breeders across the country. **HW**

Lata Taula

Humans are such intricate beings. Just when you think you have people figured out, they do something to confuse or surprise you! At the AHA, Lata Taula is one of those people. At first glance, she seems very quiet, going about her daily routines without commotion. But, if one spends much time with Lata, her humorous side appears.



Lata began working at the Association in March 2000. She performs data entry tasks for registrations, transfers, weaning and yearling reports, and online registry. Lata gained experience in data entry while working at a bank before coming to the AHA.

The increase in employees is the biggest change Lata

has noticed at the Association in her almost seven years of service. AHA Records Department Supervisor Cindy Coleman says she values Lata's encouraging presence. "Lata is just a joy in so many ways," Cindy says. "She has a positive attitude in every task that is asked of her. I can always count on her to help where needed and keep the atmosphere light and fun in the records department."

She appreciates the family-like atmosphere at the office and says it's comforting to work with people who really care about what's happening in each other's lives. **HW**