

Bruce Huxol

The Hereford Publications Inc. (HPI) staff has an interesting mix of personalities and experiences. In contrast to the American Hereford Association (AHA) records department, in which many of the staff have been with the Association for more than 20 years, employment for HPI staff varies from only nine months to 32 years.

Bruce Huxol is the longest-serving HPI employee. His experience and knowledge of cattle-related art have been great assets to *Hereford World* and Creative Services for 32 years.

He has lent his artistic abilities to a variety of creative projects, including advertisement and logo design, pencil drawings, and paintings.

Bruce has created illustrations for numerous covers on directories, catalogs and magazines including the *Hereford World*, *Maine Anjou Voice* and before 1995, the *Polled Hereford World*.

Two of his accomplishments include drawing the faces of *Hereford*



World column writers and painting the Hereford ideal bull and cow that appear on posters used to promote the breed.

Graphic design is a form of communication that utilizes words and images to convey information or promote a message. As breeders' visions and the Hereford breed's place in the industry changed during

Bruce's time at the AHA, so has his design style.

Artists are often early adopters of new technology because newer, faster technology provides the ability to quickly visualize how a variety of design elements will fit together. When Bruce started with the American Polled Hereford Association in 1974, the world of graphic design was incredibly different than that of today. Bruce adapted his methods of designing as computer technology advanced. Computers, Internet and digital files have become standard tools, replacing paste-up boards, film and printed photos of previous years. In his years of working on tight publication deadlines, Bruce has mastered creating attractive computer-generated designs on short notice.

Outside the realm of Hereford advertising, freelance projects keep Bruce busy. When he is away from the design table, Bruce likes various forms of fishing. He enjoys several fishing trips each year. **HW**



Sean Jersett

Creativity is a talent many people wish to have, but few naturally possess. The artistic team at HPI possesses amazing creative abilities. On a daily basis, the three HPI artists develop unique and colorful designs for a variety of printed materials.

Sean Jersett, Kansas City, Mo., brings a wonderful sense of

contemporary design techniques to the HPI team. Since joining the staff in March 2006, Sean's skillful use of modern designs and color schemes has brought a fresh look to *Hereford World* and Creative Services projects.

After receiving instructions from Creative Services and *Hereford World* coordinators, Sean uses his sense of style to create advertisements, catalogs, newsletters, directories, logos, postcards and more.

"I try to make the piece look like nothing you've seen before, but with a sense of familiarity," Sean says. "I try to create a fresh look, but use some restraint with the design."

The mix of Sean's design patterns with that of HPI's talented, longtime artist, Bruce Huxol, has resulted in materials that appeal to the tastes of both traditional and contemporary readers.

"Sean is a talented graphic designer who brings another creative dimension to the *Hereford World* team," says Joe Rickabaugh, AHA director of field management and seedstock marketing. "His design talent is cutting edge and

he is admired for his desire to give each project an eye-catching attribute. We appreciate his team approach as well as his bring-it-on attitude."

Recently Sean took on a new venture for HPI — the creation of a sale video for the Mile High Night National Hereford Sale in Denver. Working with Joe, Sean developed a format for the video and spent numerous hours compiling video from consignors for the 34 lots. The video was mailed to potential buyers and was shown on two Hereford 101 Webinars. It also played in the Hereford hospitality suite at the National Western Stock Show.

Before joining the HPI staff, Sean worked in remodeling construction and had a freelance design business, Surreal Designs. Still in operation, Sean generates logos, advertisements, murals and paintings for his base of nonagricultural customers. In his few minutes of spare time, Sean enjoys playing the guitar and spending time with his wife, Michelle, and their children — Aedin and Elonna. **HW**