

Here's Your Sign

The industry speaks, demands change.



Angie Stump Denton

You've probably heard Bill Engvall's song "Here's Your Sign." In the song he asks, "Why can't they get the picture? Why don't they understand?" In this issue we feature producers and organizations that have seen the signs and have made changes to meet those demands.

Seedstock producers play an important role in the beef industry. It is the seedstock producer's job to monitor the signs from commercial cattle producers, industry organizations and consumers, and then make breeding, management and marketing decisions based on those needs.

I encourage you to take the time and read the "Productions Signs" and "Marketing Signs" sections in this issue. Consider how you can incorporate at least one of the many ideas presented to improve your

management or marketing programs. Hopefully we've helped paint a picture that explains some of the opportunities available today.

Other changes

Signs of change are all around us. For me a sign arrived on May 14. Dustin Darrell Denton decided Mother's Day was the day he wanted to arrive in this world. Although his birth was earlier than we had planned, he was a true blessing. With his arrival, Herd Book would have to wait; luckily we have a great team that filled in during my absence. I truly appreciate all they did. Herd Book is a team effort.

Along with a new baby, other changes have occurred as we've put this issue together. Hopefully you'll notice our new "look." Christy Benigno, *Hereford World* editorial designer, with help from the entire *Hereford World* staff, has updated the look of the magazine. We'd love your

feedback; let us know what you think.

In this issue, we also introduce a new column "Hereford Faces," which will feature American Hereford Association (AHA), Hereford Publications Inc. (HPI) and Certified Hereford Beef (CHB) LLC staff. We hope you enjoy getting to know the "faces" behind the voices you hear when you call the office.

I'm also excited to welcome Teresa Oe to the AHA and HPI staff as a full-time employee. See "Oe joins Hereford communication team" below.

Craig Huffhines, AHA executive vice president, in his column on page 10 announces an exciting agreement with a group of other breed associations. The arrangement may lead to even more opportunities in the future.

The signs are all around us: the Hereford breed is on the move. **HW**



Oe joins Hereford communication team

Teresa Oe, Fargo, N.D., joined the American Hereford Association (AHA) and Hereford Publications Inc. (HPI) staff as a full-time employee on June 1. She has been hired as the AHA communication coordinator and *Hereford World* assistant editor. Oe will provide outreach for AHA, HPI and Certified

Hereford Beef (CHB) LLC as a remote employee in Fargo.

She is responsible for compiling Hereford eNews; writing and proofing *Hereford World* magazine editorial; producing AHA news releases, media alerts and story pitches; writing and organizing AHA Web site content; developing educational programs and promotional pieces; brainstorming for the national advertising campaign; and developing producer-oriented CHB LLC communications.

Serving on the AHA communication team with Oe is Amy Cowan, AHA marketing and shows coordinator, and Angie

Stump Denton, *Hereford World* editor. The team will be working together to strengthen Hereford communication efforts among members and across the industry.

Oe initiated her employment with the AHA and HPI last summer, serving as communications intern. Upon the conclusion of her internship, Oe continued writing and editing for the magazine, as well as producing Hereford eNews, a weekly electronic newsletter for AHA members and commercial cattlemen, while completing her senior year of college at North Dakota State University (NDSU) in Fargo.

Oe graduated from NDSU with a bachelor's degree in mass communication and minors in animal science and business administration. Her background in the agriculture industry extends far beyond her studies. She grew up on a commercial cow-calf operation in southwestern North Dakota, where her parents cross primarily Hereford and Angus cattle.

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