

Words of Wisdom

*“There is Wisdom in taking the time to care,
There’s Wisdom in giving and wanting to share,
There’s Wisdom in grace and making amends,
There’s Wisdom in having and keeping good friends.”*

These are the words that began the American Hereford Women (AHW) article in the July 1977 *Hereford Journal*. The article was written by Velma Brown, AHW president at the time. It has been 30 years since that article was published and yet, as I read it today, I was struck by the fact that much of the content and subject matter still reflects the issues and challenges we face today.

In her article, Velma encouraged AHW members to continue to write letters to members of Congress and the U.S. Department of Agriculture (USDA) regarding the problems within the livestock industry and to become vocal consumers and promoters of the beef industry through education on nutrition and health.

She encouraged all women to get involved and to make a

difference. And here we are, 30 years later, still writing letters to Congress, still trying to educate ourselves and urban consumers on the nutritional benefits of beef, and still encouraging all women to become involved with our activities.

It is true that modern technology has had a dramatic effect on our lives during the past 30 years. Our letters are sent via e-mail, our education now involves a computer, and our mode of communication is a cell phone. But our message is still the same. Our need to pull together and to continue to promote agriculture, beef and the Hereford breed is still our top priority. As women in agriculture, we must continue to be a strong, driving force of support for our families and our industry.

I challenge all of you — women, wives and mothers — to get involved, to help your children to

by *Marsha Middleswarth, AHW past president*

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Hereford Works at www.herefords.net

become involved and to become an active member in support of our agricultural future. Help us continue to make a difference in the next 30 years. And most of all, keep Velma Brown’s words of wisdom close to your heart. **HW**

CHB Ambassadors Invade Oklahoma

by *Anna Rhodus, area 7 director*

In February Certified Hereford Beef (CHB) LLC welcomed me, along with Mary Ann Berg, Dalton, Ohio, to the CHB® marketing team as 2007 CHB Ambassadors. As ambassadors, we will assist CHB LLC staff at promotional events throughout the year as volunteer

spokespersons for our CHB product and the breed behind the brand.

Our first event was the launch of CHB in United Supermarkets of Oklahoma on March 29-30. I was in Altus and Mary Ann, in Enid, but our experience was the same: customers were impressed with

CHB’s tender, tasty and consistent product. We also spent a few hours in Ponca City assisting the CHB LLC staff, Oklahoma Hereford Association and the Ponca City FFA at a promotional fund-raiser for the Oklahoma Youth Expo Hereford Heifer College Scholarship and the FFA chapter.

I want to thank everyone at the United Supermarkets of Oklahoma for all of their assistance, hospitality, enthusiasm and confidence in our product — CHB. I’d also like to say thanks to the CHB LLC staff for making Mary Ann and me feel a part of the team from the first time we walked through the AHA door in Kansas City.

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NOP Web site

The National Organization of Poll-ettes (NOP) invites you to view its new Web site, www.poll-ettes.com. The Web site includes information on NOP programs and activities.

Future plans for the site include adding information on the Gammon Barn preservation, NOP history, complete contest rules for NOP youth programs and activities, and other information of interest to our members. Members or state associations who have content suggestions should contact Susan Gebhart at segebhart@hotmail.com.



Spring executive committee meeting

The NOP executive committee recently met in Winchester, Tenn., to review business and discuss planning needs for the upcoming year. The meeting objectives included developing agenda items for discussion with and approval by the full NOP board at its upcoming meeting to be held at the Junior National Hereford Expo (JNHE). NOP executive committee members in attendance were Starr Whaley, Betsy Beck, Ruth Espenscheid and Susan Gebhart. **HW**