

Hereford People Share Their Stories

“People are much more than the person, they’re like a good book that should be read twice, there is always more to uncover.”



Angie Stump Denton

One of the things I like most about my job is the opportunity to meet so many great people and listen to their stories. When I meet a new Hereford breeder I like to ask, “Why are you in the Hereford business?” Or if it is a seasoned breeder who has raised Herefords for numerous years, I ask, “Why have you continued to raise Herefords for all these years?”

I think most of you will agree that although we are in the business of selling cattle, we are really in the people business. While growing up my Aunt Sue told me I couldn’t leave a cattle show without meeting three new friends. What an important lesson she taught me about the value

of meeting new people and learning from them.

At the hospitality suite in Denver or in the stands during the Junior National Hereford Expo (JNHE) you have a chance to meet and learn from so many fellow breeders. We can learn so much from one another. Those of us in the Hereford industry do have a common bond that ties us together – a love of the whiteface animals that graze our pastures. There are other characteristics that define us and make us unique individuals. It’s those unique attributes, interests or passions that can be intriguing to fellow breeders.

With this issue we set out to feature “Hereford Personalities.” From past Hereford Herdsmen of the Year honorees to longtime Hereford breeders to “young guns” who are getting started in the Hereford business, we wanted to share a few of their stories and what defines them beyond being Hereford breeders.

As a staff we hope you enjoy these profiles and the opportunity to learn more about some of your fellow breeders. As space and time permit, we’ll continue to feature more “Hereford Personalities” in upcoming *Hereford World* issues.

and shared with them our Hereford story. The attendees represented publications that reach nearly 2 million subscribers plus radio affiliates in 12 states.

The focus of the Herefords, Heterosis and Headlines Media Event was to provide media with results of the Circle A Ranch Heterosis Project plus share with them other Hereford story ideas. See Page 56 for highlights of the event and Page 50 for results of the Circle A project.

We do have a great story to tell about today’s Hereford and how it complements Angus-based commercial cow herds. Because of the vision and financial commitment our Board and staff made several years ago, today we have real-world research data that we can use to remind commercial producers about the value of heterosis and why Hereford is the best choice.

As a communication team, we’re determined to share this message and help drive the demand of Herefords in the commercial industry.

We hope you enjoy this issue; as a team we’ve enjoyed uncovering some unique personalities and sharing their stories with you.

Telling our story

In late April American Hereford Association Board members and staff hosted 11 media professionals



At the 2009 Kansas Junior Hereford Show in Abilene five peewees started their Hereford careers. All five youth are descendants of “retired” Kansas juniors who showed together growing up. Pictured (l to r) are: Wesley Denton, Ryan Moser, Jessica Jensen, Tobi Wilber and Jordan Gatz. For the next 15 years this new generation will grow together and build lifelong friendships.