

Utilizing Resources + Having Fun = Success

Twenty years ago this summer I had the opportunity to take a mini-Dale Carnegie course. It is an experience I'll never forget. One of my favorite Carnegie quotes is, "People rarely succeed unless they have fun in what they are doing."

It's hard to believe this is my eighth herd book. As the saying goes, "Time sure flies when you are having fun." And I can honestly say I've had fun since I joined the Hereford team.

The last 12 months have been a real ride — from a record-setting Junior National Hereford Expo to an amazing fall and spring sale season to the continued increased demand for Hereford genetics in the commercial marketplace. It's a great time to be a Hereford breeder.

The next 12 months will be just as exciting with the transition to a new DNA laboratory, which will be the first step to having genomic-enhanced expected progeny differences (GE-EPDs). We'll also continue to see results from our various research projects that are validating the value of Hereford genetics in real-world commercial settings.

So, do your homework (read each issue of the *Hereford World* and *Hereford eNews*), continue to produce Hereford cattle that will meet the needs of today's commercial cattlemen and get ready for some exciting times ahead as a Hereford breeder.

On the road

In May I had the chance to make a couple of trips to visit commercial and registered Hereford breeders. My first trip was to California, Oregon and Idaho.

Visiting with multiple commercial producers about why they are now incorporating Hereford genetics into their herds was nothing less than exhilarating. At each stop I was thankful for the efforts our members

have made during the last decade to improve our breed and how they have changed Hereford's perception in the commercial industry.

Watch for stories in upcoming *Hereford World* tabloid issues about why Sierra Ranches, Sloan Enterprises and Likely Livestock have chosen Herefords to add profitability to their herds.

I can't leave out my visit to J.R. Simplot's two ranches and feedlot. For this Kansas girl, it was a sight to see the 1,500 herd bulls that were getting ready to be turned out on the ZX Ranch and the thousands of heifers that had just been artificially inseminated. I had a chance to see the calves from the calving ease research project (see Page 12) and also to see the heifers that had just been bred to begin the second year of the project.

My next trip was to the Southeast. It was green, and the pastures were lush as I visited South Carolina, Tennessee and Georgia. It was a pleasure to experience Southern Hereford hospitality and to witness how Hereford breeders in that territory are utilizing their resources to be successful.

In this issue

As we brainstormed themes for this year's herd book, we wanted to share stories about our breeders and, specifically, those who have found success in today's economy by coming up with creative ways to innovatively adapt to utilize resources and add profitability to their farms and ranches.

Assistant Editor Sara Gugelmeyer sets the stage for the "More than Hereford" theme on Page 36. We hope you enjoy reading about how some breeders have utilized the resources available to them to remain successful today. **HW**