

Spotlighting Service



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One thing I love about my job is that each day is different. One day I may be editing articles for the magazine, the next out doing a story interview and taking pictures, and the next attending an industry event promoting the breed.

May 22, 2013, will be one day of my career I'll never forget. I had the honor of attending the change of command ceremony at Fort Riley. The son of former American Hereford Association (AHA) Board member Paul "Butch" Funk took command of the fort on that beautiful, yet windy, day.

I hate to admit that I contemplated not going. I had a lot to get done for herd book, and I wasn't sure attending was worth my time to travel to Fort Riley. Boy, was I wrong.

It was an amazing, inspirational and patriotic ceremony. I can't thank Butch and his family enough for inviting me to attend such a heart-touching event.

As I watched the hundreds of soldiers on the field that day and as I listened to the list of accomplishments by the Big Red One division, my heart filled with pride

to be an American, and the experience made me appreciate even more all that soldiers give so I can be free and feel safe.

As I reflect on that special day watching Major General Paul Funk II accept the flag as the 1st Infantry Division and Fort Riley commanding general, it encompasses all that we hoped to accomplish with this year's herd book theme — "Spotlight on Service."

In this issue

As we brainstormed themes for this year's herd book, we wanted to continue to share stories about our breeders and, specifically, those who have given of their time to serve the Hereford and beef industries as well as our country.

Here's some statistics:

- Nearly one-half of cattlemen and women volunteer with a youth organization, and more than one-third donate their time to other civic organizations, compared to a national average of 7%.
- Nearly one-fourth of U.S. cattlemen and women have served in the military, more than the national average of 14%, and 94% vote in national, state and local elections; comparatively, only 64% of the general population votes. One-half of cattlemen and women have run for an elected office, and 81% have been elected to serve.

Those statistics validate the fact that those involved in agriculture have a passion

to serve and are willing to give even if it means late nights and early mornings.

Your Hereford staff

I'd be remiss if I didn't point out the commitment your AHA staff has made to serve the Hereford membership. I'm sure you'll agree we have many who have devoted their life to serving the breed.

Note the graphic "AHA employee years of service." AHA has a current staff of 38 employees with six, or more than 15%, with more than 20 years of devotion to the breed. In this issue we feature Sarah Rodriquez (see Page 214), who has spent her entire career working for AHA.

Just like our Hereford members, our staff members are involved as church and 4-H leaders and school board members and in other civic organizations. Just as the statistics indicate, those involved in the beef industry are willing to go above and beyond their daily work to serve others.

I've always liked the quote by Damien Hess that says, "Service... Giving what you don't have to give. Giving when you don't need to give. Giving because you want to give."

In this issue we have featured a group of Hereford breeders who fit Hess' definition of service. A list of the "Spotlight on Service" features is on Page 4. As a communication team we hope you enjoy reading about these breeders who are serving their communities, the Hereford and beef industries, and their country — they are giving because they want to give. **HW**

AHA employee years of service

