

# Hey, Me Too



Julie Mais

It was a slow progression from wide-open spaces to one-way streets and city lights. Moving from my rural Missouri home to Manhattan, Kan., for college, I can still remember the excitement of ordering delivery and having seemingly every convenience just a short drive away. But it still had that small-town feel I was accustomed to.

I then traveled to large cities that, when in my early 20s, didn't seem as suffocating as New York had when I visited there on a 4-H trip at age 17.

So, when I took my first job at an office outside Columbus, Ohio, I thought, "I can handle this urban lifestyle thing," and decided to live on a crowded one-way street in the middle of a city with a population of more than 850,000 — and the diversity to go with it.

I was living next door to some of my best friends from college who had moved there before me and was using my agricultural communications degree working for Ohio's cattlemen. I settled in with a wonderful church community and the excitement of this new stage of life seemed to never end. Then, it did.

While I enjoyed making new friends, most of whom grew up in the city, I started feeling restless and missing those Missouri hills and time

spent back on my parents' farm. It seemed that no one else quite understood.

That was until I was chatting with some city friends, and the new girl to the group said she had grown up on a farm. I said, "Hey, me too!"

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## Never underestimate the power of a common denominator.

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And, that is how I met a dear friend whose family lived on a farm in Ohio that became my second family while I was so far away from my own.

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Summertime provides such a great opportunity for Hereford youth to make new connections. With events like the Junior National Hereford Expo, local shows, 4-H camps and sports activities providing that common denominator, these can be a starting place for new conversations.

Networking plays such a key role in successful businesses and career advancements — and all it takes is realizing, "Hey, me too!" to spark dialogue and to build new professional relationships.

### In this issue

We are excited to share with you how cattlemen all

over the world have found a common denominator through the Hereford breed. And, what's even more exciting is that Hereford's advantages carry over to improving the beef industry worldwide.

Turn to Page 58 and the start of the *Hereford World's* 93rd Annual Herd Bull and Reference Edition's theme, "Herefords Go Global." We get an inside look at Hereford operations around the

globe and how U.S. breeders work to share genetics internationally. Take a look at today's global consumer and read about the current beef trade conditions worldwide along with the challenges and opportunities facing U.S. cattlemen. On Page 64 find a unique perspective on the 17th World Hereford Conference, hosted recently in Uruguay.

Certified Hereford Beef (CHB®) has been making headlines across the U.S. Both foodservice professionals and their customers are choosing CHB for its quality, consistency and great taste. Turn to Page 48 to learn more.

Rounding out this issue is a moving story on how a West Texas ranch is helping to fund children's medical care.

I hope this summer finds each of you making a new connection. **HW**