

Caryn Vaught



Each month producers and Hereford enthusiasts from around the world receive the *Hereford World* or a project that was fashioned by Creative Services. The woman who has her hand in all facets of production and management within Hereford Publications Inc. (HPI) is Caryn Vaught.

Caryn was introduced to Hereford cattle and the beef industry at a very young age. Her father was the herdsman for Granite Hills Hereford Ranch, located in the small town of Llano, Texas. As a youth she was actively involved in and a leader of the Texas Junior Hereford Association. She was also an avid exhibitor of

cattle and enjoyed showing at local and national events.

In 1993 Caryn graduated from Texas Tech University with a bachelor's in art. While in school, she worked for Parks Printing in Lubbock, Texas, an experience that sparked her interest in print journalism. While working for Parks Printing, she learned the basics of desktop publishing and pre-press work. Little did she know that technology would put a whole new spin on the techniques she uses today.

For three years following college, she served as the Creative Services coordinator for the American Polled Hereford Association (APHA). During this time she experienced firsthand the largest change that has ever taken place in the breed — the merger of APHA and the American Hereford Association (AHA) in 1995.

Caryn recalls the merger was “a massive undertaking for the Association that left it with a large staff overload.” Despite the challenges, Caryn says she believes the merger was a positive move and has stimulated the breed in the right direction.

After leaving the AHA in 1996, Caryn rejoined the AHA staff in 2004, this time as the HPI production manager. When she returned to

the Association, she was impressed with the progress of the breed. “The growth of the Certified Hereford Beef program and the demand for the breed has risen, leading us in a positive direction.”

Her job entails managing and working with the staff of very talented writers, artists and project coordinators. “I like producing a quality magazine in a timely manner while still maintaining editorials that have a seasonal flow,” Caryn says.

She also takes great pride in making sure that her employees enjoy themselves at work. For Caryn, having a work atmosphere with flexibility is a key component in reaching this goal. “Caryn understands the importance of family and is willing to work with employees when family needs correspond with work time,” says Angie Stump Denton, *Hereford World* editor.

Another responsibility Caryn takes seriously is working in coordination with Joe Rickabaugh, director of field management and seedstock marketing, and Leslie Mathews, chief financial officer, on planning and overseeing the budget.

“As production manager she keeps everyone on task and does a great job making sure HPI keeps expenses in

check,” Angie says. “In Caryn’s position she has to be great at multi-tasking. One minute she may be paging the magazine, the next prepping a creative service project and the next working with the printer.”

One thing that is very important to Caryn is her family. On a small acreage outside of McLouth, Kan., Caryn and her supportive husband, Eric, are raising their two children. Their daughters Annabelle, 8, and Madison, 6, are fun-loving and energetic young ladies, who enjoy being involved in a vast array of activities.

The family has a small herd of Maine-Anjou cattle that serves as the base for the girls’ 4-H projects. Caryn says she enjoys being outdoors whether it is pulling weeds or pushing cows.

Spending time with the Vaughts, you notice how much they enjoy each precious moment and are thankful for the time they spend together. Their bond as a family was strengthened in 2001, with the loss of their son and brother, Cooper.

Caryn has a very diversified workload, and while juggling those many roles each day, she strives to put the producer and industry needs at the forefront of her priorities. **HW**