

# The Next Step

Ten years.

It's hard to believe in October I began my 11th year serving this organization and breed of cattle that I'm so passionate about.

It's been an amazing opportunity and a pleasure to lead the *Hereford World* editorial content for the past 10 years. I love sharing stories about our members and the challenge of explaining the technical genetic issues so even my dad can understand.

My goal has always been for readers to find at least one tip in each issue to incorporate into their breeding or marketing programs to help them become more successful. I've enjoyed writing about the Harris, Circle A and Simplot research project results. These projects are the fuel that is igniting our growth and acceptance in the commercial industry today.

## Thank you

Through the years, I've been blessed to work with several individuals who have helped take my vision for each issue and make it a reality. As I transition my role within the American Hereford Association (AHA), I have to share my sincere appreciation for and gratitude to three amazing women who have played such an important role on our editorial team.

First is Christy Benigno, *Hereford World* editorial designer and assistant; every editorial page you read in the *Hereford World* has had her creative touch. She can take words and photos and make magic. I think the two of us

have some sort of telepathic connection because many times she knows what I want her to do before I ask. I am so blessed to have had the opportunity to work with her.

Our assistant editor for the last seven years has been Sara Gugelmeyer. She is so talented at taking ideas and source suggestions and getting the story. I appreciate the contributions she has made and will continue to make to the editorial direction of the magazine.

And, I can't forget Judy Waters, our English guru, who has had the tough job of keeping us grammatically correct.

There are numerous others who have played an important role in getting the magazine to your door during my tenure as editor. I truly appreciate the editorial team we have assembled. In my opinion, there's not a better one in the country.

I've also enjoyed working with the new editor, Julie White, the last couple of weeks, as she has helped me finish this issue before taking the reins of the December issue. There's no doubt in my mind the magazine is in good hands with a fellow Kansas State University graduate at the helm.

It's been an unbelievable honor to serve as editor of the *Hereford World* and an experience I'll never forget.

## Moving forward

I wish all Hereford breeders could have been in Springfield, Mo., Sept. 4-5. What an inspiring, motivational and stimulating event. If you missed it, check out the event highlights in the October *Hereford World* or

at [HerefordGeneticSummit.com](http://HerefordGeneticSummit.com).

During the Summit, Jack Ward, AHA chief operating officer and director of breed improvement, said, "It's no time to sit down and relax; it's going to be full-foot-down, pedal to the metal to continue to bring the genetics that the commercial industry demands."

Along with this full-throttle approach to Hereford breed improvement, there needs to be a similar aggressive approach with Hereford marketing and promotion. It's time to put the "pedal to the metal" and promote Hereford advantages beyond the pages of the *Hereford World*.

It's time for a more dedicated communication and marketing plan to help continue to increase demand for Hereford genetics, and I'm so excited about the opportunity to assume the role fulltime as director of communications and public relations.

As you read the *Annual Report* included in this issue, the numbers prove "it's a great time to be in the Hereford business." Because of the vision and commitment made by Hereford breeders and AHA Board members and staff, not only is it a great time to be in the Hereford business today, but I honestly believe the most exciting time to be in the Hereford business will be tomorrow.

I look forward to being part of the fuel that helps intensify Hereford's success in the marketplace for years to come.




Angie Stump Denton