

# New Year, New Goals

In the past few months, as another year closes, I've started to make plans and to set goals for 2016. Trips I want to take, learning how to get more involved in my community, setting financial targets, making time to read more for leisure and, of course, planning for *Hereford World* content, among many others, have been on my mind.

This time of year is a time of reflection in preparation for a fresh start at midnight on January 1 as we'll ring in a new year. It's fitting, then, that we come out of the American Hereford Association (AHA) Annual Meeting to learn that the Association has done just that.



Julie White

Hereford breeders reflected on an outstanding year gone by, considered what they had learned, set direction and are ready to take on upcoming challenges as well as to capitalize on opportunities. And, after talking with breeders in Kansas City, I know this is also true for them back home at their farms and ranches.

## In this issue

Flip through the following pages to learn how Hereford "Celebrates the Brand," during the AHA annual meeting weekend. This section provides a recap on all events from recognizing Hereford honorees and electing three

new AHA Board directors to who took home top honors at the American Royal National Hereford Show.

Be sure to read "CHB: The Early Years" for a review of how in the past 20 years of the Certified Hereford Beef (CHB®) program it has evolved to be invaluable to Hereford breeders.

Don't miss the "National Western Preview" section, starting on Page 65, or the newest addition to the *Hereford World* on Page 121 as we follow the story of a young Hereford family in the "Hereford Mom Diaries."

Finally, I want to wish each of you a merry Christmas and a happy New Year. **HW**