

Wisdom Works

Hereford breeders and the AHA work together to meet the demands of commercial cattlemen and consumers.



Julie Mais is the editor of *Hereford World*. She can be reached at jmais@hereford.org.

I was one of those peculiar kids who loved school. I couldn't wait to learn to read by sounding out words in kindergarten. Fondly, I remember my third-grade teacher letting me stay after class a couple of days to work on a "special project," learning more about marine life. As a kid I'd grab my grandma's old encyclopedias and just flip through the pages and read whatever piqued my interest.

I soaked up all the Civil War history I could in junior high and truly enjoyed capturing all the interesting insects I could find one summer for a science project that fall.

In my senior year of high school, I could have taken an honors course to bump up my rank in the graduating class of 2005, but art history was calling my name.

I used to joke that if college wasn't so expensive, I would be content to take classes the rest of my days just to continue to learn something new. After earning a master's degree, two bachelor's degrees and a minor, I couldn't justify college any longer and entered the workforce.

I enjoy my current position at the American Hereford Association (AHA) so much. Each day I get to learn about our Hereford breeders and the beef industry. I get to help communicate the latest technologies to help our members apply them to their operations.

A fruitful relationship

That's the thing about knowledge — it's not worth much unless you apply it. I recently read a quote by British journalist Miles Kington: "Knowledge is knowing that a tomato is a fruit. Wisdom is not putting it in a fruit salad."

As a ride-along to this issue, you'll find the *2017 AHA Annual Report*.

Flipping through the report, it's easy to see the AHA has had another strong year and has continued to position the Hereford breed as a leader in the beef industry.

This Annual Report beautifully showcases the positive relationship between knowledge and wisdom.

It's the Association's purpose, as you'll see in its new mission statement, to deliver the highest quality and most efficient services to members and cattlemen in the areas of breed registry, genetic improvement and education. It's the members, though, who add these tools to their toolboxes and implement technologies wisely in their own operations.

It's evident to me Hereford's strengthening position in the beef industry has occurred because Hereford breeders and the AHA are working together to meet the demands of commercial cattlemen and consumers. Indeed, what an exciting time to be in the Hereford business.

In this issue

Included in this issue is a conversation with retiring AHA President Terri Barber. She reflects on her time serving on the AHA Board of Directors and what the Hereford breed has meant to her.

We also hear a story about a Hereford breeder who announced his generous donation to the Hereford Youth Foundation of America, and about a family in California who work together to raise Herefords on their diversified farm. **HW**