

Taking Time to Reflect

The AHA Annual Meeting and Conference brought Hereford breeders together to reflect and to move forward.



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I was at a birthday party a few months ago, and it was a typical scene. A nice dinner with family and friends — well, it was pizza, but that's what the birthday gal wanted and who can argue with pizza — cake and ice cream and a lot of joy and laughter were had by all.

We settled into the family room to watch the guest of honor open presents. She received some funny, lovely and practical gifts, a perfect mix. Soon after the last one was opened, one party guest asked her a question: Over the past year, what is something you loved and something you learned, and what are you looking forward to in the next year?

It took her a few moments to respond, and if I had been in her seat, I would have needed time, as well, to reflect on an entire year. As I pondered this question for myself, I realized that when living life each day, I often don't take time to consider the big picture. In the excitement of life, it's good practice to take time to reflect.

The end of another year is fast approaching, and I'm sure many are making plans for 2018. Hereford breeders recently met for the American Hereford Association (AHA) Annual Meeting and Conference in Kansas City, Mo. It was a weekend of reflecting on a successful year, learning about new opportunities and technologies, and setting the course for years to come.

It was an honor to witness, capture and document Hereford events that weekend. I saw breeders wanting to learn more, asking good questions in effort to improve their businesses and anxious to implement new technologies, all while helping to make those tools available. More than 300 cattlemen attended the educational forum, demonstrating continual learning is valued by our members.

On Friday evening, approximately 500 gathered to honor Hereford legacies. Each Hall of Fame and Hall of Merit inductee received a much-deserved standing ovation. Hereford breeders care about the next generation, which is evident by their immense support of youth programs and scholarships.

A nice crowd flanked both sides of the AHA delegate seating on Saturday morning to hear updates from the AHA Board of Directors and to witness three breeders be elected to serve the Association. Hereford breeders care about what's going on in the industry.

The event then moved to the American Royal complex, where quality cattle went through both the sale ring and the showing.

As you reflect on the weekend, please take time to share your thoughts with the Association. A survey was sent to attendees in an effort to make each Annual Meeting and Conference better than the last. Turn to Page 34 for a full review of the event.

Looking ahead

In 2017, the *Hereford World* has gone through changes culminating with the launch of its fresh look in July. This fall, we added a new member to the *Hereford World* team — Kayla Jennings as editorial assistant.

Kayla is no stranger to the Hereford breed. She served as the Hereford Publications Inc. intern in 2016 and has since continued to contribute to the publication. In May she graduated from Texas Tech University with a degree in agricultural communications and is working toward her master's degree in the same field.

Her talents and enthusiasm are an asset to the *Hereford World* as we work to bring our readers, Hereford breeders and cattlemen, relevant and timely content. **HW**