

A New 'Edition' to the Family

Last July brought a new look for Hereford World, and this July brings a new editor.



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“Replacement female added to Hereford herd.” I deliberated using this headline while sipping a fourth cup of coffee. It was a good pun about my new job as the *Hereford World* editor, and, in a manner of speaking, it technically represented the “Hereford Way.”

The sensible side of my brain — the one concerned about making a good first impression on *Hereford World* readers — was urging its delirious counterpart to find a better alternative. It was a bit tacky, and I was comparing myself to a heifer, however invaluable those may be.

What really steered me away from that cheesy headline is this: that phrase did not do justice to what the “Hereford Way” stands for.

The 95th Annual Herd Bull and Reference Edition reflects more than just quality Hereford cattle — it reflects the quality people who make our breed superior. The “Hereford Way” represents the dedication and sense of community Hereford breeders share worldwide.

It is almost cliché I joined Hereford Publications Inc. (HPI) in time to finalize the issue themed “It’s the Hereford Way.” Although I learned a lot about the beef industry during my internship with Certified Angus Beef, I was more familiar with Angus than with the Hereford industry. As I immediately got started editing features for this issue, it could not have been more fitting that I was simultaneously learning about the people and cattle behind the Hereford breed.

I would be lying if I said I was not nervous to join the HPI staff as the new editor less than a month before the biggest issue of the year went to print. The timing was certainly intimidating, but my gut feeling said everything was as it should be.

Always trust your gut. The same support and kindness I was reading about was demonstrated by the staff at the American Hereford Association

(AHA) headquarters. Hardly five minutes into my first day I felt like part of the family. The AHA team was welcoming, encouraging, patient and — to my relief — always down for pranks. They made me feel right at home, and outgoing editor Julie Mais made sure this issue was running perfectly before I took the wheel. My timing could not have been more perfect.

In this issue

The stories in the 2018 July issue are ones of grit, sacrifice, faith, hope and love. Read about the resilience of the Ingrams as they confront autism (Page 106), and the appreciation for ranching and faith the Reinholds bestow in upcoming generations (Page 86). The Vanier family’s generosity and support of the Hereford Youth Foundation of America is second to none, and their willingness to give is a quality they share with the Ullman family (Page 118).

It is a privilege to pay tribute to our nation’s heroes who fight for our freedom and safety, like veteran Jim McCown (Page 74) and firefighter Jim McDougald (Page 64). I could not help but feel a little homesick as I read McDougald’s account of the wildfires that lit up Napa and Sonoma Counties.

As Kendra Davis shares in her first Communication’s Corner (Page 32), “people don’t buy what you do, they buy why you do it.” Call it fate or call it luck, but I am glad to start off learning the “why” of the Hereford industry. In just a few weeks you all have sold me on your “why,” and I look forward to helping you sell your “what” in future issues.

It is truly an honor to become a member of the Hereford family, and I hope I can make this year’s change to *Hereford World* as successful as last year’s. On behalf of the entire HPI staff, we thank you for your support and hope you enjoy this issue. May your day be bright and your smile brighter. **HW**