

## Leading with Positivity

When times are good, embrace the greatness. When times are tough, see the greatness on the horizon.



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Fall marks an important time of year for the American Hereford Association (AHA). After spending the summer months traveling to events and conferences, the AHA staff regroups and focuses its efforts on planning the Annual Membership Meeting and Conference, which means reflecting on the closing fiscal year (FY).

Although a smaller issue, the November *Hereford World* requires a team effort, as it includes the AHA Annual Report. Due to such a tough year for agriculture, I was a bit intimidated at the idea of reflecting back on the year. But as I started outlining the highlights of FY 2019, I realized the year was filled with some great accomplishments for the AHA.

### Leading through innovation

The 2019 calendar year kicked off with quality upgrades to the Certified Hereford Beef® brand and MyHerd, followed by “The Brand” Marketing Summit, the launch of Herefords On Demand and a history-making Junior National Hereford Expo. All the while, staff continued to introduce and build on efforts to grow our database and prove the worth of Hereford genetics.

The term “first-of-its-kind” was used repeatedly throughout the year to describe various projects the AHA has implemented. Thus, this year’s Annual Report and the Annual Membership Meeting and Conference depict how the AHA is “leading through innovation.” Turn to Page 49 to see the achievements of FY 2019 in review.

Leading the Association through these innovations has been 2019 AHA President, Pete Atkins. A passionate Hereford breeder, Atkins understands the level of commitment it takes from the entire membership to keep the Hereford breed at the forefront of the beef industry. See Page 44 for a

reflection of his time serving on the AHA Board of Directors and his vision for the breed moving forward. Please join the AHA in thanking Atkins for his four years of leadership and service to the membership and for taking Team Hereford to new heights.

### Leading the way into 2020

It is impossible to turn a blind eye to the hardships farmers and ranchers have faced this year. While affected in different ways by different markets, no one can argue it has been a rough go for agriculture.

Yet through the bleakness, the ag community never fails to find a silver lining. Every story of things gone wrong is almost always guaranteed an ending of “but we’ll get through it” or “it could be worse.” Recently I stumbled across a quote I found fitting for this situation:

*“A great attitude becomes a great day, which becomes a great month, which becomes a great year, which becomes a great life.”*

Positivity is an admirable quality often mistaken for naiveness. Positivity is the difference between giving up and bearing down. Positivity allows each of us in agriculture to see every sunrise as a new opportunity. Positivity is the one thing in life I know I can control.

As the sun sets on 2019, I hope all of you can find a reason to be optimistic for the coming year. As Atkins puts it, the Hereford breed has come a long way in the last 30 years, and that progress was made possible by remaining positive and passionate when others could not. The AHA thanks all of its members for their continued support and dedication to the breed. May your day be bright and your smile brighter. **HW**