

## Face the Conversation

The AHA Annual Meeting provides a valuable setting to collaborate and share ideas.

The American Hereford Association (AHA) staff is planning for the National Western Stock Show (Page 74) and other events, but the editorial and communication teams have been living and breathing Annual Meeting coverage for the last few weeks.

This *Hereford World* issue is filled with highlights of the AHA Annual Membership Meeting and Conference, which drew an impressive crowd from across the country for a weekend of collaboration (Page 37).

This event is packed with comradery — not only do we get to catch up with friends but we also get to make new friendships. The interaction between AHA members, staff and industry partners is crucial to strengthen Team Hereford.

The sustainability in the beef industry presentation (Page 39), shared how face-to-face conversations are more effective than conversations on social media when discussing beef's impact on the environment. It was stated, our passion comes out in face-to-face conversations. Listeners are less likely to view you as a "terrible person."

The Annual Meeting provides an opportunity to have meaningful and respectful conversations and opens the door to new ideas. I encourage those considering attending this event in the future to make the trip and be a part of these valuable conversations.

May your holiday season be bright and your smile brighter. **HW**



Diane Meyer is the editor of *Hereford World*. She can be reached at [dmeyer@hereford.org](mailto:dmeyer@hereford.org).