

by **Hannah Johnson**

Herefords and Handshakes



The 2020 National Western Stock Show (NWSS) was an event I will not soon forget. My first trip to the Mile High City was filled with teamwork, a little dust and a lot of picture taking. I appreciate this time out of the office to meet more people in the industry and to immerse myself further into the Hereford breed.

The Super Bowl of stock shows

During my eight days in Denver, I learned a lot about Team Hereford. First and foremost, the people involved with the Hereford breed are more than friendly competitors. I quickly realized the breeders and the members of the American Hereford Association (AHA) are a family.

Being behind the lens of a camera allowed me to witness helping hands and much comradery throughout the week. Moments like those, especially during a time of competition, make me proud to be a part of this breed and this family. This feeling goes not only for the membership but for the AHA staff as well.

Striving to improve

Many of the AHA staff members who traveled to Denver have been hired in the last year, and to say we bonded would be an

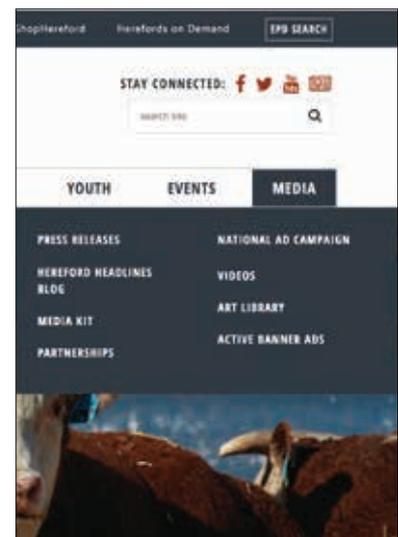
understatement. The long hours together allowed for plenty of time to brainstorm — not only for new ideas to bring to the NWSS but also for all aspects of AHA communications. Being in communications, I greatly value the conversations with the AHA fieldmen because they are the voice of our membership. Hearing those ideas and opinions allows for growth in all areas of the AHA, which is really exciting.

Team Hereford is a group willing to ask questions and willing to learn. As I was introduced to new faces, I was often asked questions about best practices related to advertising, social media and websites. Those questions and conversations make my eyes light up because, first, they show there is an understanding that the digital world is a large part of reaching an audience and, second, our breeders want to make the right advertising and outreach choices for their operations. Third, they are actively seeking help to gain more information on the topic. Many of my friends in the agriculture industry tell me about their challenges of getting customers or membership to hop on board digital trends. From what I have experienced, that is not the case for the Hereford membership. Y'all have open minds for learning new tips and tricks, and I love getting to share ideas.

The winter show season was definitely a whirlwind of learning experiences, and I look forward to more of them to come. If the NWSS was a sneak peek as to what this year will bring, I think 2020 is going to be one for the books!

Keep up with AHA

The past few months have been filled with Hereford events, and I would like to remind everyone that you can find all press release coverage at Hereford.org under the



media tab. If you would like to be added to our media list and be sent press releases, please email me your contact information to hjohnson@hereford.org.

In addition to press releases, AHA offers a *Hereford Headlines* blog that covers recent news and happenings. You can find the blog feed on the homepage of the website under the media tab, as well. To read weekly news from AHA, be sure to sign up for the *Hereford Headlines eNews* at the bottom of the homepage of the website. **HW**

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