

Game Plan

Strategize now to be successful later.

“Leave nothing to chance and you’ll set yourself up to be successful.”

Although I read this quote in a health and fitness blog, I felt it could not be more fitting to share this month. Fitting, not only when it comes to planning out spring breeding decisions, but fitting as concerns over COVID-19 are paralyzing the economy.



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As this issue went to press, most major events around the country were postponed indefinitely and many businesses were forced to temporarily close their doors. But for America’s farmers and ranchers, it was — and still is — business as usual. Now especially, I am proud to represent a sure-footed industry that never quits. I encourage everyone to refer to the opening quote and come up with a game plan for how to combat the long-term effects the shutdowns will undoubtedly have on agriculture markets.

Now I digress to sharing my pre-paranoia perspective of how to set yourself up for success this spring.

Plan to plan

For me, the hardest part of planning ahead is setting aside time to plan ahead. I cannot tell you how many times I make mental notes to set up a meeting or assign a story and inevitably wait until the last minute to set my plans into action. My downfall, I’ve realized, is allowing unforeseen circumstances to decide my schedule.

An approach I’ve adopted recently is to allocate a time each week to simply plan. Too often, my good intentions of planning ahead get pushed to the backburner when other meetings and emails pop up unexpectedly. When I leave my schedule to chance, the accomplishments of the next few weeks (and months) are also left to chance.

With spring in full swing, it is the perfect time to conceptualize your

breeding goals to ensure the success of next year’s calf crop is not left to chance. As Hannah Johnson recommends in *Communications Corner* on Page 18, be a “planning perfectionist” — schedule a time to create a game plan, then use that time to research and make educated decisions using the many tools at your disposal.

In this issue

This April, we recognize the most outstanding animals in our breed — the Dams of Distinction (DOD) and Sires of Distinction (SOD). Turn to Page 36 to see the extensive list of breeders who achieved the honor of breeding a DOD, and find the newly recognized SODs on Page 46.

Females are the backbone of a solid herd and producers put extensive thought into selecting the best replacement heifers to fit their goals. Take notes from Oklahoma State University and Extension beef cattle specialist David Lalman and Makale Livestock owner Billy Whitehurst as they share their recommendations for adding adaptive replacement heifers on Page 32.

Finally, it is our privilege to share the inspiring story of Hereford rancher Dana Pieper, who has taken the reins of her family’s 140-year-old ranch in Zurich, Kan. Beginning on Page 26, see how this Hereford woman is continuing to carve a legacy for her family and other women in agriculture.

On behalf of the Hereford Publications Inc. staff, we hope you enjoy this issue of the *Hereford World*. May your day be bright and your smile brighter. **HW**