

## Always Fitting

We extend our gratitude for all who serve and inspire greatness.

“The theme of the July 2020 *Hereford World* could not be more ...” I type the word “fitting” only to delete it. “Fitting” is not the fitting word.

Now halfway through 2020, earlier comments about having 20/20 vision are almost laughable. This year has not panned out in a way anyone could have foreseen. Amidst the fear, frustration and changes, it has been powerful to see the world rally around servicemen and women who work on the frontlines to protect our safety and freedom.

This issue’s “Ground Hero” theme was determined months before a worldwide pandemic and riots changed the course of the year — because we believe it is always fitting to thank our heroes.

### In this issue

In the 97th Annual Herd Bull and Reference Edition, we pay homage to our Hereford Heroes. Beginning on Page 50, the “Ground Hero” theme features stories of our Hereford family members who embody the spirit of a hero.

As you embark on the journeys of breeders who have served in the armed forces, emergency, medical and veterinary professions, you may notice a

common observation. Perhaps brothers Brett and Ivan Klippenstein say it best in *Service Beyond the Cattle Guard* (Page 82) —their careers have been an extension of the character traits they developed growing up on a farm.

On Page 40, join us in remembering the late Gene Wiese, a true visionary and leader of the breed. Flip to Page 116 to celebrate the 25th anniversary of the Certified Hereford Beef® brand, and see how this superior brand continues to represent a superior breed.

### Thank you

This issue faced some new challenges, and I thank our team of writers and the HPI staff who put this issue together despite changes to our regular workflow. I also thank our featured families for sharing their stories and working with us through the editing process.

Let’s use 2020 as a reminder to always thank those who sacrifice on our behalf — those who always put their lives and wellbeing second.

We appreciate your dedication to this publication, our association and this great breed. May your smile always bright up even the darkest of days. **HW**



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