

by Diane Meyer

## Rollover from 2020



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

Don't count on the new year for a clean slate.

When faced with all of the year's divergencies from the norm, it became the norm to wish for the end of 2020. As if, somehow, the end of a calendar year would signal a global pandemic to cease and desist. With 2020 dwindling to a close, the hope for a reset at the onset of 2021 seems farfetched. However, this realization doesn't mean a fresh start is out of reach. Every day — every moment, really — is an opportunity for a clean slate.

### Hindsight's 20/20

This year has tested everyone's ability and willingness to adapt, and I believe everyone fell victim to discouragement and hopelessness at one point. Beef producers were left at the mercy of poor markets and cancelled events. Months and years of work seemed washed down the drain.

While things took a turn for the worst this year, nothing can undo progress. The aftermath of what started in 2020 is sure to rollover into 2021 and then some. Don't count on the new year for a clean slate. Count on now — a moment you're sure about. Analyze your current situation and make decisions to handle the reality you face. Make those New Year's resolutions come January to make improvements, knowing COVID-19 will still be a reality. Things may never return to how they were, but with a proactive approach, you can create a new normal that plays to your strengths. Every moment is an opportunity to do something better than you have before.

### In this issue

The American Hereford Association (AHA) was proud to host the 2020 Annual Membership Meeting and Conference in October. In a special section starting on Page 27, we pay tribute to the distinguished individuals and programs that make our breed

stronger. I extend my appreciation to the AHA Board and staff for their flexibility in adapting the event to a program in which everyone could partake.

When it seemed the dust was settling after an "uneventful" summer, the cancellation of the famed National Western and Fort Worth 2021 stock shows created another windstorm. Alternate plans were quickly made, and the AHA moved forward with recognizing the 2021 Cattlemen's Congress in Oklahoma City as a national point show. As is tradition, the AHA will host a national Hereford Night Sale at the event Saturday, Jan. 9. Look through the offering starting on Page 65.

The pandemic was not the only wrench in 2020. The presidential election illuminated the stark divide between America's major political parties and the growing disconnect between urban and rural communities. While national news outlets reported on political campaigns and coronavirus pandemonium, a severe derecho storm hit Iowa, knocking the legs out from many farmers who are in need of our nation's attention and support. Turn to Page 96 to see how Hereford breeders rallied to help their neighbors affected by the storm.

As you prepare to turn a new chapter — whether today, next week or next month — don't be afraid to seek advice. Learn from seasoned breeders like the 2020 Hall of Fame inductees (Page 30). Take those extra steps to make priorities for your operation under the counsel of business coach Sarah Beth Aubrey in her monthly column "ACT's Playbook" (Page 104).

Most importantly, soak in the cheer of the holiday season. I hope you all enjoy precious time with your family and friends this Christmas and ring in the new year with renewed optimism. Make each moment as bright as your smile. **HW**