

Switching Gears

Change can be hard and beneficial.



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It was impossible to determine what the future held when the pandemic began. There were plenty of changes, and we learned a great deal. Some lessons were not fun, but others showed us ways to improve our lives.

On the personal front came renewed appreciation for the importance of certain aspects of our daily lives — family, spending time together, sitting down for a meal and other often forgotten, but valued, traditions.

Hereford World (HW) serves as a business example. The American Herford Association (AHA) and Hereford Publications, Inc. (HPI) decided earlier this year to create an editorial team. The decision stems from a commitment to expand and enhance editorial for Hereford breeders and current and potential commercial users of Hereford genetics. One associated change is that part of the editorial team will work remotely.

Katie Miller from Indiana joined the HW staff in January as assistant editor. She brings a wealth of knowledge and editorial experience to the HPI team. Katie is a talented writer, and you will enjoy her frequent contributions to the magazine. She is also a talented editor with extraordinary organizational skills.

Cindy Himmelberg became the HW editorial designer in March, taking over after Christy Benigno retired. Cindy has a broad background in editorial design and a passion for doing just that. We are fortunate to utilize her talents for HW.

Wes Ishmael from Texas joined the group in April as executive editor. Wes is an established, extremely knowledgeable journalist in the commercial cattle industry. He brings a wide-angle view of the commercial sector and will focus more on commercial HW tabloids and publications that share the many genetic attributes Hereford offers the nation's beef cattle industry.

Cristin Tavernaro joined HW in May as managing editor. Cristin was a great find for this position. Her talent will focus on the glossy issues. She agreed to join the team while working on her teaching degree and plans to pursue teaching in January; the search for her replacement is already underway.

As with any new venture, you wonder if such a change was fitting.

Although the editorial team interacts remotely, the first chance to assemble face to face came in June at AHA headquarters. It did not take long to witness the team's productive synergy. The talent each brings to HW is exciting. I think you will agree as you witness their dedication in this and future issues.

Special thanks

I would be remiss to not thank the rest of the HPI team for their help and contributions through this transition. They all stepped up and did whatever was needed. Special thanks go to Caryn, Alison, Samantha, Sharon and Teri.

Enjoy this July Herd Reference issue. It includes a special celebration — the Hereford Storytellers — highlighting breeders who stamped lasting impacts on the Hereford breed and the entire agricultural industry. This industry is filled with great folks and Hereford breeders are among some of the best.

You will notice there are even more pages in this year's edition than last year. Thank you to our breeders, who not only advertise in this issue, but advertise throughout the year. You make the HW possible.

Unfortunately, change also can bring sadness. John Meents, territory 5 AHA fieldman for 21 years, announced he will retire at the end of August. His dedication to his breeders and territory is the epitome of a fieldman. A great job, John — thank you! **HW**