

Opportunities are Earned

Most things in life begin with an opportunity.



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Sitting in my chair on the Saturday morning of the American Hereford Association (AHA) Annual Membership Meeting, surrounded by Hereford breeders, Hall of Merit inductee Dale Stith said something during his speech that really struck me.

He said, “Young people in the room, people have to give you your first opportunity. You have to earn the next one and the next one and the next one.”

If a light bulb popping up over my head and turning on was a possibility, I’m pretty sure it would’ve happened then. Dale was right. We all started somewhere — with someone who gave us an opportunity. Once an individual or organization helps you get your foot wedged in the door — pushing it open and getting to the next opportunity and the next opportunity and the next opportunity is something you must do on your own.

Dale’s statement caused me to reflect — which is fitting because we’re quickly approaching the end of the year and the beginning of a new one. Nov. 30 marked six months as managing editor of the *Hereford World*, and I couldn’t help thinking about my time with the Association. Between kicking off the year at Cattlemen’s Congress and the National Western Stock Show, to moving to a new city, meeting new faces and attending events like the VitaFerm® Junior National Hereford Expo and the AHA Annual Membership Meeting and Conference for the first time, it’s been jam-packed. But the AHA and Hereford Publications Inc. were kind enough to provide me with my first opportunity post-graduation, and I am extremely thankful for that.

Opportunities are occasionally given, and opportunities are always earned. Opportunities are the reward of hard work, persistence, dedication and

determination. Opportunities are meant to be taken advantage of. Sometimes, opportunities find you, and sometimes, opportunity is found somewhere unexpected. But they all begin with someone giving you a chance — you decide what happens next.

In this issue

In the final *Hereford World* of the year, you’ll find coverage from the 2022 AHA Annual Membership Meeting and Conference. At the Annual Meeting, powerful messages were shared about the Hereford breed.

Hereford enthusiasts from across the country networked and reconnected. Five legendary individuals were inducted into the Hereford Hall of Fame and Hall of Merit. The Hereford Youth Foundation of America awarded \$165,000 in scholarships to National Junior Hereford Association members. Three breeders were elected by their peers to the AHA Board of Directors. Champions were slapped and hands were shaken at the American Royal, and a new National Hereford Queen was crowned. Coverage of the fun-filled three days begins on Page 31.

Almost all things in life, like opportunities, can be traced back to one simple, four-letter word: earn. December is a time for planning and looking forward. During his presentation of the 2022-2027 AHA strategic plan, Kevin Ochsner said, “Strategy is about earning the right to win.” What do you want the new year to look like? Set your goals, make a strategy and look for places to earn opportunities.

December is also a time for reflection, gratitude and giving. With the new year on our doorstep, enjoy your time spent with family and spend a little time reflecting on the year you had. What opportunities do you hope for? Reach out and earn them. **HW**