

## People Matter

It's all about the people.

Time and time again, I go back to this phrase: It's all about the people. Whether it comes to mind while sitting in a set of bleachers at a livestock show, in a fold-up chair at an auction or at my desk in Kansas City – it's always about the people.



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People often help pave your way to success. Whether it's a sale, show, event or publication – people make it happen. What good is a sale without any buyers? What good is a magazine without any readers? Or an event without any attendees? You get the point.

People are also there to help you get back up when you're knocked down. They provide a listening ear, a hand to grab or a shoulder to cry on. Your connections, your friends and your people — matter.

Growing up, my family bought cattle from the same place year after year because while we appreciated the quality of the stock, we also firmly believed in and loved the people behind the livestock. I'm sure that same scenario is true for countless breeders and buyers across the country.

It's like eating at your favorite local restaurant or shopping at your local hardware store. Even if their prices are a little higher, your dollar goes toward their child's basketball uniform or their family's groceries, and it just means a little more.

And year after year, people make events like Cattlemen's Congress and the National Western Stock Show (NWSS) a success. Individuals spend months preparing their livestock to attend shows in hopes of reaching the winner's circle. People make every aspect of these events a success, from preparing the cattle, to stepping into the showring and bidding in the accompanying Hereford sales.

### In this issue

In the March 2023 issue of the *Hereford World*, you'll find coverage from the Cattlemen's Congress in Oklahoma City, Okla., and the NWSS in Denver, Colo. Breeders and individuals were honored in both Oklahoma City and Denver with awards commemorating their dedication to the Hereford breed and improving the livestock industry. Kyle Lemmon, Manchester, Md., was named the 2023 Hereford Herdsman of the Year, accomplishing a goal he's had since he was 9 years old. His story can be found on Page 62. C.K. Ranch and the John J. Vanier family were chosen as the first inductee into the NWSS Yards Hall of Fame, celebrating the effort they poured into making the NWSS the iconic livestock show it is today. Their story can be found on Page 24.

The National Hereford Sale, Hereford Night in OKC, grossed a whopping \$583,000, while F1 black baldy females topped the inaugural Maternal Merit Sale at the NWSS. Champions were crowned in the Jim Norick Arena and on the Hill. Breeders gathered in both cities to exhibit their very best; it was a jam-packed couple of weeks.

It's a rewarding time of the year, with breeding decisions made months or years in advance finally hitting the ground, while others find a new home and head to work for other herds. March is also a busy time of year, and now is the time to rely on your people. Between bull sales, calving and all the other madness that tends to come along with springtime, it can be tough. But that's what your people are there for. **HW**