

Buy In



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Be all in.

Up until my early-20s, the only sports I ever watched involved Kansas State University (K-State). It feels like I've seen everything, from quarterback Collin Klein and his No. 1 ranked football team's blowout 2012 loss to unranked Baylor, to the basketball team's record-setting, ongoing Elite Eight losing streak. I bought in early, and I'm so loyal to my Wildcats; I graduated with a degree from the university.

Then I moved to Kansas City, Mo., a little over a year ago. Kansas City is home to several professional sports teams, including the Chiefs, Royals, Current and Sporting Kansas City. Sports, from the MLB to the NFL, are an integral part of the city's culture. It's hard to go anywhere in the city without spotting an arrowhead or a KC monogram. During my first couple of months in the city, I didn't care to understand or enjoy it. It took me awhile to buy in.

When I decided it was time to embrace Kansas City's culture, buying in was simple. I began with two small steps: sitting down to watch the Chiefs and participating in Red Fridays (wearing red on Fridays before game days). That's all it took, and I've been hooked on all things Kansas City since.

Whether it's a change of management, implementing more sustainable ranch practices or making breeding decisions, "buying in" or believing in what you're doing is essential to attaining and maintaining a high level of success.

Not ready to buy in? Take steps to learn what's holding you back. Is it because you don't have enough information or it's unfamiliar? Ask questions, research, find a webinar or seminar to attend. Buy-ins don't always require money, but they do take time and energy.

The Hereford breed is successful because breeders bought in and

continue to do so. Think about the rancher at your sale for the first time, purchasing a Hereford bull for their commercial Angus cow herd. That person wants baldy females for their superior fertility and longevity, and the added performance of feeder calves from pasture to rail; they've bought in to Hereford heterosis.

Buying in begins with you.

In this issue

The July 2023 *Hereford World* is the 100th annual Herd Bull and Reference Edition. We celebrated in style and coupled the centennial edition with our editorial focus: Built on Tradition. Engineered to Sustain. Our special themed section begins on Page 35. You'll find Hereford history, program deep dives and more.

In years past, the Herd Bull and Reference Edition was used to find Hereford herd bulls. Some issues held more than 1,000 pages of advertisements, and while it's not as large as it was in years gone by, its meaning and value are still just as important.

Success feels better and means more when you buy in. In 2012, Klein was a Heisman Trophy finalist. I remember watching the ceremony, and being disappointed when he didn't win the coveted award. But K-State bought in, and 10 years later, the 'Cats won a Big 12 Championship with Klein on the sidelines as the team's offensive coordinator.

Buying in means being there, even when it's tough. The Chiefs were a notoriously bad football team when I was young — and they'll probably have bad years again at some point down the line. I've bought in, though, and I plan to be there for it.

Whatever it may be, buy in, believe and give it your all. **HW**