

Making it Count

Lots to look forward to in 2025 and beyond.



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Digital cameras present unlimited opportunities to get the shot, whether it's the one in your phone or the bigger, expensive models most photographers use. The moment will eventually pass, but your shots are not limited. You can try and fail with little consequence. You can click the shutter button as many times as you please and immediately see how your image looks.

I am too young for film cameras — the industry began to phase them out around the time I was born. But I've heard stories from coworkers and peers of a time when you first needed to get your rolls of film developed before you put a print publication together.

In 2024, most don't choose to shoot with film. It's tedious to use, the cameras are old, film is expensive to buy and develop and the learning curve is steep, even for some seasoned photographers. And perhaps the most daunting task of all is making each of your frames count. You must compose every shot correctly, have your camera set properly and be conscious of how many shots you have left. You don't get to check your work until it's developed.

Today, the challenges that film photography present are part of its allure. The images are unique, and the extra brainpower that goes into composing an image makes the finished product more satisfying. With a film camera, it's important to make every shot count.

Film photography isn't entirely unlike making breeding and management decisions. While you can compose, think and control variables, you don't get to immediately see the developed product. And, you must take advantage of the finite amount of opportunities presented to you.

Over 2024, Hereford breeders have made it count. From high demand for Hereford bulls to strong feeder

calf sales, Hereford remained at the forefront and continued to make the most of opportunities.

In this issue

Coverage from the 2024 American Hereford Association (AHA) Annual Meeting and Educational Forum begins on Page 28. This year's message — Make it Count — is hard to miss. Powerful speakers, Hereford breeders and industry partners came together in Kansas City, Mo., Oct. 24-27 to Make it Count, celebrate the Hereford breed's wins and continue bolstering the breed's momentum.

The 2024-2025 president and vice president announcements, along with bios for the three new AHA Board members, can be found on Page 28. The 2024 Hall of Fame and Hall of Merit inductees have spent a lifetime making it count. This year's inductees, Keith Fawcett, Ree Heights, S.D.; Doug and Maxine Gerber, Richmond, Ind.; Jack Hedrick, Signal Mountain, Tenn.; and Dale and Nancy Venhuizen, Manhattan, Mont., are featured on Page 32.

As you continue to flip through the Annual Meeting section, you will find American Royal results, Hereford Youth Foundation of America scholarship winners, messages from the new and retiring National Hereford Queen and more.

The AHA headquarters have been buzzing with excitement for quite some time over the upcoming World Hereford Conference. Next year's Annual Meeting will be held in conjunction with the 2025 World Hereford Conference. Join us Oct. 16-29, 2025, for pre- and post-tours, the American Royal, Annual Meeting, Young Breeders Conference and educational sessions. Registration is now open at WorldHerefordConference.com, and the early bird registration deadline is April 1, 2025.

Make 2025 count. **HW**