



Around THE WORLD

Kiley McKinna

Taking my first crack at writing the “Around The World” column has presented me with somewhat of a challenge. In searching for an idea for this month, it seemed fitting that I take this opportunity to share with you one of the lessons I learned since joining the magazine.

One of the first and definitely one of the most important lessons I learned in this business was to never underestimate the value of personal accountability for everything you do. I remember vividly listening to DeRon say “now Kiley, no matter what happens to you in this business it’s in your hands—make the best of it.” He was exactly right.

This spring I have had the good fortune to witness firsthand some of the breed’s most successful bull sales since my four-year tenure with *Limousin World* began. I’ve seen many sale averages rise to new heights, a renewed enthusiasm among seedstock and commercial cattlemen about Limousin genetics, and many new faces sitting in sale crowds.

Some may say this sale season has defied the odds and is a miracle because of the current state of the economy and uncertainty in the global marketplace. I would agree with that to a point, but I would like to offer a different perspective.

In my travels, whether the sale was a smashing success or not quite as good as hoped, much of each sale’s success was directly attributed to the product presented, service provided and most importantly, the effort put forth. Of course, there are always a few exceptions to the rule and this year was no different.

This brings me back to my original point—personal accountability. I think all too often personal accountability is overlooked and hard for most, including myself to keep a handle on. Instead of asking ourselves how we can improve our program and product to create more value for ourselves and our customers, we are much too quick to place blame elsewhere.

Every once in a while we all need a friendly reminder that “no matter what happens to you in this business it’s in your hands—make the best of it.” And in my opinion, in today’s marketplace it’s crucial we live by that every day.

In closing, regardless of your position or affiliation within the breed, I feel it’s essential that the entire “Limousin Family”—Breeders, NALF and Marketers work together. Never underestimate the value of personal accountability and continue to work toward our common goal of making our Limousin product one of the most sought-after in the cattle business. **LW**