



## The VIEW FROM HERE

*Kyle Haley*

I don't know if you call him stubborn, bull-headed or simply set in his ways, but generally, once dad makes up his mind, it takes an act of congress to change it. Depending upon the situation sometimes that is good while other times it has been a detriment. While some have accused him of getting even worse over the years, at least now he will allow you to state your case before telling you how wrong you are. I tell you this in hopes of giving you hope that even tough nuts can be cracked.

Not long after I first went to work with the magazine, I began trying to convince my dad to try a Limousin bull on his commercial cows, which went over like a lead balloon. You see, my great uncle tried one back in the mid-1970s with less than stellar results. Anyway, after quite some time I finally wore him down and convinced him to at least go look at some bulls with me. I honestly think the only reason he finally decided to buy a Limousin bull was to prove to me that his recollection of the breed was correct and I was, as usual, wrong.

As it turns out, he begrudgingly admits it was one of the few times in history that I was right and he was wrong. Actually, I think he says it's the only time that has ever happened.

Just the other day, another similar opportunity presented itself. A resident of my home town dropped by the house unexpectedly. As we were standing in the yard, the cows came up to the water tank to get their evening drink. He made some type of comment about how he liked the looks of my spring calves. Given the fact I was just getting ready to mow the yard and I didn't have anything to sell him even if he liked what he saw I offered to drive him through the cows anyway.

He agreed to a quick tour, but with the caveat that he had never been too impressed with Limousin. Accepting the challenge we hopped in the truck. After showing him this year's Limousin-sired spring calves, and last fall's weaned calves out on summer grass, we closed the last gate and headed for the house.

During the "ranch tour" he had been complimentary of the cattle, but I was having trouble gauging if he really liked what he saw or if he was just being neighborly. But as he climbed back into his pickup, he thanked me for showing him around and said, and I quote, "I think I may just change my opinion of Limousin."

You see, regardless of the product, be it Ford, Nike or Limousin, people have a picture of that product in their head, be it positive or negative, and it is up to us to either reinforce that image or change it altogether.

So keep that in mind next time you are at a state fair, consignment sale, or when a neighbor or relative stops by the house unexpectedly.

**LW**