



Around THE WORLD

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This December issue means another year is coming to an end and another one is about to begin. Maybe it's just me, but the years pass much faster than they used to.

December also means the holiday season is upon us. The season of giving and the time to set our New Year's resolutions is here.

Speaking of giving, I had something pretty neat come across my desk the other day. Ken Glazier of Chisholm Trail Farms, Kingfisher, Oklahoma, sent me a note and a picture of two men he recently sold a group of Limousin females to.

These guys, Randy Harris and Chris Speller, didn't belong to the North American Limousin Foundation, so Ken purchased them annual memberships to NALF, along with a one-year subscription to *Limousin World*.

You talk about making someone feel welcome to the business and feel good about the purchase they just made. I would think he just made them loyal customers for quite some time.

I thought this was a good idea worth sharing with those of you who are always striving to improve your customer service program.

Christmas is a time we are supposed to remember our many friends and blessings. Yes, our customers are one of our many blessings. I know many of you work on customer relations year-round, but for those of you who don't, this is the perfect time of the year to drop a note or some other friendly gesture to show your customers just how important their business is to you.

I want to personally thank all of you for your continuous support of *Limousin World* as we work together to promote this great breed of cattle. I treasure your friendships and patronage and wish you all a Merry Christmas and a prosperous new year. **LW**