



Around THE WORLD

Thad Combs

If you are reading this, you know this spot generally draws a lot of eyes to see what the news is and what the new scoop in the breed might be. I am not a writer by trade, nor do I have infinite wisdom to impart. All I have to offer are my opinions and perspective, both of which are suspect at best. To me, there are two words that sum it up—Enthusiasm and Activity.

I have been impressed this spring in terms of breed enthusiasm and activity. Even with the tough economic conditions around the globe, Limousin breeders and cattlemen in general continue to be optimistic and aggressive in their search for and purchase of quality Limousin genetics. The activity at the Deer Valley dispersal was the most impressive I have seen in a while, with 258 lots averaging \$3,230. It was exciting to see new faces and the genuine enthusiasm for the cattle and the breed.

If you will bear with me for a philosophical moment, there is continual ebb and flow in life and in all of our activities. When we first embark on a new project, we are generally full of enthusiasm and aggressive in our efforts to make progress and achieve results. Over time we tend to lose some of that initial enthusiasm and the escalated activity level can wane until it is no longer the burning desire it once was.

I have seen that trend more than once in the Limousin business over my 15 years at *Limousin World*. Some years the market is blazing and the activity level of breeders is impressive. Other years, not so much. Sometimes we become entrenched in a pattern of activity that is comfortable, but not necessarily the level of activity that will help us achieve the success we desire.

To remain zealous and enduring, we need to cherish our active junior and adult members and make the extra effort to encourage and walk along side our new breeders. Even active members need a word of encouragement, a pat on the back, or a boost of excitement to keep them steadfast in their efforts. Tell your fellow breeder when you are impressed by their cattle, their ad or their success at a sale. If they are hearing it from others, they are likely to say it back to others.

I ask you to think back to when you first became involved with the Limousin breed. How did you feel? What was your excitement level for the breed? What great things did you want to accomplish with your genetics, and what difference did you want to make in the breed and the industry? What activities

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