



Around THE WORLD

by Kiley McKinna

Happy New Year!

By the time you receive this issue, 2010 should be within shouting distance. With the New Year approaching, I am confident many of you are left wondering what happened to 2009? It seems everything is in fast forward and showing no sign of slowing down.

There's no question the same can be said for the Limousin business. Reflecting back on this past year, the wheels of change have been in overdrive. We have seen many new faces join the Limousin team and a market which has seen its share of both highs and lows.

During my travels, as I visit with folks around the country and despite the change and adversity people in agriculture have faced the past couple years, most are cautiously optimistic and upbeat regarding the future and direction of the Limousin business.

So, regardless of whether your program had an up year or down year, at the end of the day we can't change the past, but rather take the results in stride and use all we have learned to help create success in the future. It's like the old quote goes "Cheers to a New Year and another chance for us to get it right."

With that quote in mind, and looking forward into 2010, one thing is for sure, the new year always brings opportunity for new and exciting ventures. With one of the breed's biggest and best events nearing—The National Western Stock Show—Denver may be the place where you find opportunity or something new and exciting.

Without a doubt, I am confident this year's National Western promises to bring excitement to the Limousin business as breeders from across the country come together. Time after time, the National Western has proven to be an exceptional showcase for some of our breed's latest and greatest Limousin and Lim-Flex genetics.

I strongly encourage you to take in the Limousin events surrounding the National Western Stock Show. Most importantly, the NALF Annual Membership meeting January 11. Make this your opportunity to exchange ideas with fellow members, ask NALF staff questions and most importantly, learn something new.

I look forward to visiting with you at the National Western and other leading events across the country this spring. I hope 2010 is a year of prosperity and success for you and your family. **LW**