



Around THE WORLD

DeRon Heldermon

I hope all is going well with you. Hopefully by now, many of you are well into spring calving and are relieved winter chores will be coming to an end soon. Spring sales are underway and early indications are they will be strong. Despite the economic reports we seem to get on an hourly basis, farmers and ranchers still know the value of good bulls and what they mean to the bottom line.

As the spring sales kick off, I have a little different feeling in my stomach this year.

I have chosen to change things up a bit and I won't be attending near as many events as I have in the past. In an effort to be on more of a set schedule and hopefully spend more time with my three boys, I have decided to step back and let someone else handle some of my past duties. It's been a tough decision, but the good news is the confidence I have in our staff helped make it a much easier decision.

I know all of you are familiar with Thad Combs and the great job he continues to do with *Limousin World*. Thad knows the business inside and out and I know he will continue to do a great job for the producers in his territory and the magazine.

Kiley McKinna joined us a few years back and is making a name for himself as one of the really good young field

representatives in the industry. Therefore, we have extended his area to include Kansas and Missouri. I know the breeders in these regions will be better served because of it.

A young man I have equal confidence in, Clint Symes, was brought on board in August. Clint will be handling the main duties of Texas, Oklahoma, New Mexico, Louisiana and Arkansas. Clint has a strong passion for Limousin cattle and the people, having grown up in the ranks of the NALJA program. I am confident he will do a great job and I hope you will give him the same support and generosity you've given me the past 19 years.

I have no plans of being a stranger to Limousin events or activities. The cattle and the people mean too much to me.

Limousin has had a special place in my heart since Ken Holloway hired me to go to Denver for the first time in 1980. There are so many good memories. Words cannot express what the many friendships and relationships I've developed over the years mean to me. It's been my life, and I plan on it continuing to be a big part of my life.

Best of luck on your spring sales and I look forward to seeing or hearing from you!

LW