

Circle of Motivation

Stick to your goals and inspire others to do the same.



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The onset of spring always makes me think “fresh start.” At this point every year I experience an unwanted self-reality check about the New Year’s resolutions I didn’t stick with — or even start. Normally, I chalk those up as a loss, but this year I have a new perspective on sticking out goals.

Of everything that has happened this busy winter, the most important was my younger brother, Knute’s, graduation from the U.S. Marine Corps Officer Candidates School. My parents and two close childhood friends of mine and my brother’s made the trip east to Quantico, Va., to witness Knute’s commissioning to a second lieutenant. The pride we felt was indescribable. His somber and proper statute was a testament to the rigorousness of his training, and I couldn’t help but wonder how he had managed to push himself 200% every day for the last 10 weeks. I didn’t expect his answer to be as simple as, “You, Mom, Dad; all of my friends back home.”

Lately when I feel overwhelmed or think about throwing in the towel, I

think of my brother — how he can’t give up no matter what the challenge. I’m motivated knowing my problems pale in comparison, that I have no excuse for quitting. But what motivates me most is knowing my determination is motivation for Knute — every goal I set and accomplish pushes him to do the same. The best way I can describe this is the circle of motivation.

In this issue

The March issue of the *Hereford World* covers the famed National Western Stock Show in Denver (see Page 36 for more details). Always an inspiring article in this special section, this year’s winner of the Hereford Herdsman of the Year (Page 58) is a perfect example of someone who is motivated to do her best by those who she motivates to do their best.

There were several new faces exhibiting in the historic Denver “Yards” this year, and I invite you to turn to Page 28 to learn more about their experience. I hope their stories inspire some of you to make your inaugural trip to Denver next year.

In his discussion about seizing opportunities (Page 86), writer Bruce Derksen points out, “It is the perfect time to strip down the positioning and the potential of the seedstock operation with an honest eye.” As you wrap up sale and calving season and get ready for breeding season, I encourage you to evaluate your resolutions and identify *who*, not *what*, motivates you. Acknowledge those who depend on you for their own positive attitude and let that drive you to keep improving.

In the spirit of the Marines, *Semper Fidelis*. Stay faithful to your goals and remain motivated knowing your mindset motivates those around you. May your spring be bright and your smile brighter. **HW**

