



## **Our Story**

- Family Operation
- Careers AI, Cattle-Fax, Breed Associations, Writing
- 120 Bulls
- Now preparing for next generation

## The Opportunities and Challenges

- Advantages of Economies of Scale Vs. Innovation and Knowledge, Information vs. Capital
- Commodity vs. Differentiation, Bottom Line vs. Top Line, Production vs. Marketing
- Age of Producers
- Fierce Competition
- Market Timing vs. Strategic Plan

## What We've Learned

- What we thought we knew when we left college, was largely wrong
  Leased ground vs. owned, grazed forage vs. harvested, market timing vs. marketing, cows as game pieces, and the power of economies of scale.
- The 3 P's
  - PersistencePassion
- Patience
- Hard Work
- Stubborness and Flexibility
- Resilience

## What We've Learned

- Focus on Strengths and mitigate weaknesses
- Vision and Commitment
- Out of Box Thinking and Finding the "Right" Business Model.
- Information is King actually Interpreting and Using Information is King
- Life Long Learner Willing to change mind
- Multi-faceted
- 10,000 Hours Mastery
  Right Boss and Right Mentors

9 Habits of Profoundly Influential People

- •They think for themselves.
- •They are graciously disruptive.
- •They inspire conversation.
- •They leverage their networks.
- •They focus only what really matters.

9 Habits of Profoundly Influential People

- •They welcome disagreement.
- •They are proactive.
- •They respond rather than react.
- •They believe.

Bringing it all together

To increase your influence, you need to freely share your skills and insights, and you must be passionate in your pursuit of a greater future.

The Future of Ag is Bright!

• The tale of two pictures.

Thank You!