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P O S T C A R D F R O M A J U N I O R



Brody Fitzgerald

## Recipe for success

*We all want to succeed; in starting our own business, attempting to learn a new sport, or creating a positive reputation in the seedstock industry.*

Focusing on multiple ingredients creates the whole dish. Keeping work in perspective is crucial to helping an operation reach its full potential.

From the very start, the Fitzgerald family had a vision. Knowing we didn't have very many cows, we would not let that fact define the operation's potential. This is why we developed the slogan: "Produce Quality, Over Quantity."

Since birth, my brother and I have been influenced by Angus cattle, creating a brand for ourselves in the industry. I am thankful for my family and how far we have come within the breed. There are key ingredients that helped create our reputation within the Angus industry.

### Key ingredients

The first, and most important, is to put in the work to succeed, this even includes the repetition of day-to-day chores done as a family, such as making sure the livestock are healthy and fed. At a young age, my father taught us that it's the smaller tasks completed each day that lead to the big goals set for the future, making them attainable.

With those words echoing in our minds, we focused on that monotonous repetition of washing and breaking calves, and keeping the barn clean each day to instill a

rhythm of success.

Developing highly-trusted relationships through the industry is another component to consider because of the doors of opportunity they open. Operational questions are inevitable, and having these connections are crucial for advice and growth. Finding someone trustworthy to advance our operation has helped us.

### Keep learning, stay passionate

Making continuous learning a part of life has helped me branch out and create new connections across the country. Being involved in the National Junior Angus Association (NJAA) and attending conferences such as Leaders Engaged in Angus Development (LEAD) has been one of the most influential reasons my brother and I have the amount of connections we do today.

Learning about new technologies that will change the industry, and sharing this knowledge with peers is crucial for the future goals set to advance any operation.

My last feature of success is to stay passionate and confident in your belief system. Everybody experiences good times and bad; however, it seems only the good that are seen while the bad are what shape us. These bad times are what strengthen

operations, as we develop strategies and solutions to get through them. Whether it is a drought, natural disaster, or a struggling market, it is most important to learn from these events and move forward with this new knowledge.

The passion for the Angus breed is strong in the Fitzgerald family, and staying passionate and confident in decision making led to the operation we are today. The everyday grind can be brutal, but staying passionate about what you do and confident in your actions leads to much greater success down the road of life.

I hope you can take a few of our family "ingredients" to incorporate within your own herd, but don't forget each personal flavor, making it something special of your own.

— Brody Fitzgerald, Pennsylvania

