

Ever' Day Things

by Tom McBeth



It's time to do things different

Well, things are different now. My wife says she saw more of me when I traveled. I have about three jobs, and there may be more comin'.

I sold my first house last week, and there seems to be more on the way. So the real-estate deal is going, not anything like I want it to go, but it's started. I am also helping an auctioneer who does several liquidation and bankruptcy auctions every week, and I think I am going to start getting some auctions from the process.

Also, I have been getting cattle for a local livestock auction. The auction was closed for a year and had not been operated the way it could be operated for a long time. I have been out talking to people about sending their cattle to us for the last month.

There are more spins on marketing cattle than most people think, and I am getting an earful. If you think that we in the beef industry are not creative, think again.

There are video auctions; selling cattle to feeders, large and small; order buyers of several different types; forward contracting; and large cattle companies that employ graziers and backgrounders to handle cattle. There are short-season cattle; three-quarter-season cattle; full-season grazed cattle; people that have fall and spring calves who keep cattle to yearling weight; those who sell calves weaned off cows; and a thousand other variations to market cattle.

This is only the beginning. There are business groups and companies that are waiting in the wings to bring several more marketing twists to the business.

There is a lot more to auctions than farm auctions. There are plenty of auctioneers who handle farm auctions and real-estate auctions.

I met a guy who started by selling stuff that most people did not want about 40 years ago, and he has made a lot of money from it for a long time. It's funny how sometimes, when you have nothing, you figure out a way to make something of nothing.

You may think that is bull-oney, but it happens. When John D. Rockefeller started in the oil business, there was not much demand for oil. When Henry Ford started, there was not much demand for cars. Most of the time, if you stick with it and keep looking for ways to make things happen, they will start to happen.

I am learning to make things happen. It does not happen overnight, but it is happening.

I have decided to make it happen. That is the first step. I may not know all the things I need to know right now, but I am learning. Sometimes not as quick as I would like, but I'm learning. The biggest thing we have to learn is how to learn.

I think the same thing applies to ever'body and ever'thing. We just can't

get where we want to go without learning how to learn. That sounds pretty stupid and real elementary, but I believe that's what a lot of folks never figure out.

It is kind of like some of the politicians fussin' about campaign reform and how we need to get the "special interests" to stop influencin' the folks in Congress so much. Then other politicians are fussin' about how

the press influences us so much. I gotta tell you, the "special interests" and the press are always gonna have their say.

Listenin' to the news, readin' the paper and listen' to politicians is kind of like buyin' a used car. You better look the deal over on the top and bottom sides and have both eyes wide open before you lay your money down.

Like Dad used to say, "You need to use your head for something other than a hat rack."

I think a lot of folks don't want to make the effort. Usually those are the ones who make the most racket when things go sour. They're usually the same ones who may not know what to do, but they ain't ever in doubt.

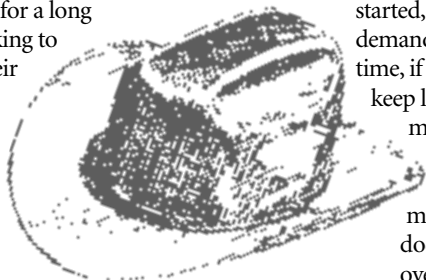
I have had it good for a long time, and now I have got to learn a new profession, maybe two or 12. I always seem to be where it isn't easy. I used to think, "Why me?" Now I'm beginnin' to think it's a good thing.

So I'm gonna dig in and get with it. Dad also used to say, "If you can't do it, you can't stay." I just need to figure out a way to do it differently than how I did it before. It's the same in the beef industry; we have a chance we've not had in at least 20 years.

Per capita consumption of beef has increased for the first time in a while. If we learn to make it stick this time, we could be in for good times for a long time. It ain't the same as it was, and it ain't gonna be, so we need to make sure we figure out how to profit from it and keep goin'.

Remember, life is a bowl of cherries. We just have to be careful we don't knock out fillin's with the pits. Ever'time we step in a pit, it was because we were looking for something sweet.

Keep lookin', take care, and God bless you. Oh, yeah, we all better take time to thank the Lord for the cattle market.



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