

CATTLE CULTURE

by Megan Silveira, assistant editor

Cattle Producers or Archers?

Being on target does not equate to hitting the bull's-eye every time.

My palms were sweaty. The grumbles of the children waiting behind me in line were growing louder each second that passed. My vision went a little blurry. Despite the trembling in my stomach, I raised the bow, nocked an arrow and took aim at the target a few yards ahead of me.

At the age of 10, I made my sole attempt at archery while attending a 4-H camp. In spite of my nerves, I managed to hit the target presented to me during the retreat for Stanislaus County 4-H members.

While those days of running through the trees of Pinecrest are long past me, I find the memory of taking on the challenge of archery quite applicable to the way I now tackle challenges as a young adult.

There are a few key differences between my younger self's experience with archery and my current self's metaphorical version. Nowadays, I sometimes feel like the target is miles away instead of a few feet. It's moving rather than sitting

stagnant in one spot. And someone hid my bow and expects me to bring my own arrows.

My point is, being an adult is hard. Every day each of us faces a new challenge we're expected to overcome with grace and ease, all while keeping a megawatt smile on our face.

When I first read the theme of this month's *Angus Journal*, all I could think about was an arrow smacking into that middle circle. After all, that's what being "on target" means, right? The more I pondered the idea of being on target, however, the more I realized people who are truly "on target" are those who haven't quite hit the bull's-eye yet, but who are getting closer every day.

All too often we get caught up in the actual achievement of a goal. Yes, it is great to complete a task you set your mind to, to check another box off on your to-do list for the day — but

the real growth comes in the journey you took to complete the job at hand.


The best archers weren't born overnight. They had to practice and perfect their skills before they were able to hit a target, let alone the center mark.

Like archers, we are faced with targeted goals every day of our lives. The way

we handle ourselves as we prepare to reach those goals reveals a lot about us.

So, as cattle producers, what do we do when the target seems an impossible one?

We take a deep breath, wipe away our nerves when no one is looking, and aim for the target at hand. We may miss completely, but we keep trying and keep learning. Until one day, we send that arrow straight into the bull's-eye.

Because being on target doesn't mean we're expert archers. No, being on target means that each and every day we wake up and know that we're going to do all in our power to set ourselves up for a bull's-eye. 

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