



DOUBLE DOLLAR LIVESTOCK

Fellow Friends and Competitors, Heart:

As I sit here and think about the happenings of this past month and ponder on what I might say that would be of worth to someone, two words keep coming to mind, HEART and PERSEVERANCE. I hope I can do this in a way that won't come across as bragging, as it certainly isn't meant that way. I'm going to start by telling you about two boys and then about a horse.

When my son Quinn was very young, I would take him to ropings where I knew there would be a dummy roping. On numerous occasions there would be another young boy at these ropings by the name of T.J. McCulley. As soon as we would unload, Quinn and all of the other boys would be found wherever there was a roping dummy or a fast lane. I would watch as the day progressed and all of the other boys but Quinn and T.J. would come and go but these two would not leave.

Moving to the corral, 11 years ago I was in need of a stud prospect to put some size and bone in our breeding program. The first place we stopped, there was a stud colt that—when the other colts would run around the field—no matter where he started, he would end up in the lead. When they turned, he would give it everything he had and end up back in the lead. The owner wanted over twice what I was willing to pay, so I went on to spend the next few days looking at probably a couple of hundred wean-

ling stud prospects. I couldn't shake this colt or the heart and try that he exhibited out of my mind and finally drove all the way back and paid the asking price for "Frosty." Today, Frosty is performing his duties as a stallion with two damaged front feet and he'd definitely never win any halter horse class. The thing he and the boys have in common is Heart and Perseverance.

In June, Quinn pulled Frosty out of his breeding pasture to use as a head horse, just in case he and T.J. decided for Quinn to head rather than heel at the upcoming Bob Feist Invitational in Reno—one of the toughest and highest-paying open ropings in the world. Quinn roped on Frosty that night, then again the next morning and then jumped him in the trailer for Reno. Quinn did head on Frosty (barefoot and all!) and after six head, they finished 4.5 seconds behind the winners with a leg, which still placed them 7th.

I learned a great lesson that day: Heart and Perseverance overcome

ALL. The reason I tell this story, is I WANT EVERY YOUNG BOY OUT THERE WHO DREAMS OF BEING AT THE TOP TO REALIZE IT IS WITHIN HIS GRASP if he will just have HEART and PERSEVERANCE.

I have also learned that PEDIGREE AND LOOKS AREN'T WHAT MAKE GREAT HORSES. After seeing Quinn and Frosty go up against the best horses in the world with little practice and in his bare feet, I have come to realize that winning horses are also made of these same two attributes. LIVING THESE TWO ATTRIBUTES IS WHAT GIVES BOYS AND HORSES CONFIDENCE, AND CONFIDENCE IS WHAT MAKES WINNERS.

Regards,

Greg Kesler

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TRAINING TIP FOR THE MONTH:

At any point in a run that your horse's nose is tipped away from the cow and his hip into the cow, he loses a large part of his power to pull and is ability to gather his hip up under himself.

THOUGHT FOR THE MONTH:

There is no such thing as luck. What is referred to as luck is where preparation met opportunity.



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The Cinch Wish List

A Lifetime of Wanting the Best

I have once again this past month found that good companies—like good people—do good things. When I was a young boy, I would ask my grandfather if he would save the Miller Stockman catalog for me. I would study each item in it and then carefully make a list of the things that I would like to buy. My grandfather had convinced me that Miller Stockman had the highest quality you could buy. When I was very young, my list was full of bits, headstalls and things for training horses. When I got a little older, the clothes started looking awfully good.

I had my money hidden in a box in my room. I would get out the catalog and my money box, then dream about what I could buy and what I could do that month to earn

more money to spend on more items. I would have the old catalog worn out by the time the new one would come.

I have to say because of the high quality I see in their clothing today, that I was not shocked to learn this month that the Miller Stockman of my youth, Rocky Mountain Clothing, Cinch and Cruel Girl are all one and the same.

As I went to the National High School Rodeo Finals in July, I found that this great company has now had a profound influence on four generations of my family. It made me very proud to be affiliated with Cinch when I not only saw how much they had spent on the high school rodeo participants, but that they were not trying to force the kids—like former

sponsor companies—to wear their clothing in order to qualify for prizes. They have the opinion that if the kids aren't wearing their jeans and shirts, they have the responsibility to design ones that they do want to wear. It is no wonder that this great company has been in business for so long. It's good to see that some things don't change: I still have a long list of their items on my wish list.



Caution: Don't Use Your Wife as a Lab Rat

How An Experiment with Morinda Put Me in the Doghouse

Fall is the time of year when we begin to experience warm days and cool nights. We're putting hot horses in cold breezy trailers, causing their immune system to need all of the help it can get. In short, it's the time of year to watch for sickness. But I don't have to worry about my horses getting sick this time of year because I use Morinda Care equine perform. But there will be more on that next month.

This month, I would rather share with you some of the exciting findings we have had using other Noni products manufactured by Morinda's parent company, Tahitian Noni. I continue to be fascinated with the phenomenon of the Noni as I travel to Hawaii each month with our operation over there and I experience the

Hawaiians' opinion that the Noni is the cure-all for everything, both internal and external.

An experiment with this fascination got me in trouble at my house this summer. When I went to tour the Tahitian Noni facility this spring, I picked up some of their external products. Two of the products were a Noni leaf gel and a spray, both of which "sooth the ravages of sun and wind." I first tried the gel and later their tubes of lip balm on my chapped lips and I was amazed at the outcome, which now set me up for the big fall.

A few weeks later, my wife got a pretty bad burn in the kitchen while cooking. She was also previously surprised with my chapped lip experience with the Noni gel and decided to put it on her burn. Seeing a logically

great opportunity to find out if this Noni phenomenon was real or myth, I convinced her to use gel and spray on half of the burn and a very common "Brand X" cure on the other half (VERY BIG MISTAKE). The Noni half healed quickly without a mark and the other half left a scar. I probably won't get the opportunity to experiment with my wife's injuries any more, so it is back to the corral for me. I'll update you once I have the opportunity to use the Morinda Care external equine products.

This experience and its extremely obvious outcome made me an even bigger believer that the Noni phenomenon is real and the Tahitian Noni products are definitely worth using, both in the house and at the corral.

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Getting the Word Out to Young Ropers, Too!

About a year ago, when I first started taking LubriSyn, people would ask me, “You’re taking that horse medicine? Is it safe for humans?” Now when I mention LubriSyn to anybody in the cowboy world, most of them tell me how much it helps.

LubriSyn HU for people and LubriSyn for horses are both getting famous because they work and news travels fast. What Doc Allday is doing now is reaching out to kids. He started with the National High School Rodeo Association—and a couple of young ropers in Indiana are telling their story.

NHSRA team roping partners Clayton Nettleship and TyDaniel Haller are both 17 and the LubriSyn team is teaching them that without a healthy horse, you can’t be a good roper.

“I got on a horse for the first time when I was four,” Clayton said. “I started roping when I was 11. Taco, my horse, is 11. Dr. Allday is really like a mentor to me when it comes to taking care of him.”

“Clayton and I are a natural team—we’ve been roping together for five years,” TyDaniel said. “We

LubriSyn

bring our horses up and feed them. We make sure they’re wormed and vaccinated. And we give them LubriSyn. Roping is a way of life. There’s a lot of good people and families in roping.”

“If you’re roping and you’re around good people—well, people take care of you and you stay out of trouble,” Clayton added.

Both of these kids want to go to college. And they both know that taking care of their horses is how they’ll get there.

All of us ropers could learn a thing or two from these young cowboys. LubriSyn is working with NHSRA to set up a scholarship fund for next year designed to help kids like Clayton and TyDaniel.

These two kids are doing it right. And I can tell you this: Try LubriSyn for you and your horse. These folks have a great product, and they care about the people who use it. I’ve got to hand it to NHSRA, too—they’re doing it right!

By the way, I still catch myself grinning over the fact that it took a vet to come up with a product like LubriSyn. Thanks again, Dr. Allday! **\$\$**



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