

enthusiastic guy doing his best to convince him that he should quit ranching and work for C.P. Rail—where you're treated like a person not a number!

We must show by example. We need creative, practical innovative projects in range management that incorporate the latest scientific facts. New ideas and systems must be implemented at a level where the producer sees them as economically and ecologically sound for his benefit.

We must work more through established groups that are in our community. Work more with the leaders and innovators in forage associations, livestock associations, community organizations and the like. They've already identified themselves as leaders. We must win their confidence, listen to them, work with them, and perhaps be content with small—but significant, attitude changes.

We need to exercise creative discipline also. Some ranges, unfortunately, are abused through mis-management. Stupid decisions are made. How does an extension worker remedy the bad situations and still remain on terms with the active producer? Many times the decision to discipline either makes or breaks credibility, but will continue to be a critical factor in education and promotion of range management.

Finally, we must make personal *CONTACT* with the livestock producer on his home range. Don't expect him to come to you. Get to know him as a person.

In the Church I belong to, we say that our faith is "more caught—than taught". If you're around people who share a particular view of the world, you begin to think the way they do. In this room there are people like Alex Johnston and Silver Smoliak who have influenced many of us personally by their publications and by our personal contacts with them. This same principle applies to range management.

Be available when the livestock producer calls and take time to be interested in his concerns. Speak at every opportunity, such as 4H functions, stock growers associations and career days in local schools, and work with them on selected projects if possible.

Realize that our mandate is more than just administrative in nature. Use the media where applicable, and recognize that in today's very impersonal world there is no substitute for personal contact.

I was in the small hamlet of Eaglesham—not quite at the end of the world, but so close that I thought I might fall off if I took a walk—when I observed the following incident.

I was in the general store. It had everything the rural community needs, and I observed an older lady looking through the galvanized pails. She selected one at long last with a sizeable dent and proceeded to ask the storekeeper for a discount. Price on the tag was \$10.00, but she proudly walked out with her new pail for only \$7.00 with the storekeeper exclaiming, "Ask and it shall be given you".

I smiled at the transaction and comment, and turned to see a man observing various items on the shelf next to me. He was mumbling and in a hurry, and muttered he was looking for a paste to hold his dentures. I spotted it for him, he dug into his pocket, paid and left. The storekeeper glanced at the closing door and said "Seek and ye shall find".

At that moment a fancy truck and horse trailer pulled up and a cowboy rushed in wanting to buy a blanket for his high-priced Appaloosa. He was heading to a rodeo in Teepee Creek and had forgotten his horse blanket.

I had been in the back room where the tack was, and I had only seen one multi-colored blanket.

The storekeeper brought out the blanket, threw it on the counter and said "that'll be \$15.00".

"Don't you have anything better?", exclaimed the cowboy, "This here horse needs somethin' better than that!"

"See what I can find," said the storekeeper. He disappeared into the back room—with the blanket—and when he returned the blanket was folded with a different pattern on the top side. "That'll be \$25.00," he said, "little better quality—and one that'll do your horse proud".

"Is that the very top of the line?" enquired the cowboy—"I want the best one you've got".

"Just a moment," said the storekeeper and he disappeared into the back room again with the same blanket. This time he emerged with the blanket very neatly folded, dusted off and proudly displayed with a different pattern on top.

"This is my very best," he said "and the price is a mere \$40.00".

The cowboy smiled, gave him two twenties and dashed out the door as the storekeeper explained, "He was a stranger and I took him in."

I suggest we've got some selling to do. I trust our producers aren't strangers to us and I trust they don't think we're trying to take them in. We do have to move the blanket, however, so maybe in the future we'll have to brush it off, clean it up, re-fold it and present it proudly because if nobody buys, we'll soon be going out of business.

The "7-P's of Rangeland"

Contribution from **James T. Nichols**

Rangeland is an important and valuable natural resource because rangeland:

- produces forage for livestock which is the major forage component supporting the beef cattle and sheep industry.
- provides a varied habitat for many species of wildlife.
- protects our soil from wind and water erosion.
- preserves a "germplasm" bank for many plant species that may become important for as yet unknown uses.
- purifies and enhances our environment by cleansing the air, filtering runoff to streams, increasing the intake of precipitation aiding the recharge of groundwater.
- perseveres in the face of adversity and renews itself when provided the opportunity by those who use and sometimes abuse it.
- pleases those who have learned to appreciate the beauty and aesthetic qualities of rangeland.

FROM: "Range Judging Handbook for Nebraska" by James T. Nichols, Peter N. Jensen, and J. Stubbendieck, Cooperative Extension Service, University of Nebraska, Lincoln.