

Golden Rules

Measuring Life by a Different Standard

Second Quarter 2012

One of the highlights of Houston's spring time is our Livestock Show & Rodeo extravaganza. The musical entertainers always delight with their glitz and glitter, and their song lyrics always make the listener pause. The event is a source of civic pride because of the tremendous benefits it provides in scholarships to worthy young people. But with this edition, we applaud the Wisdom of the Cowboy – the tough cuss who works and plays hard, and represents the strong minded heritage of our great City.

- Even if a cowboy intends to loaf, he gets up in time to get an early start.
- Real courage is when you know you're licked before you begin, but you begin anyway.
- Always take a good look at what you're about to eat. It's not so important to know what it is, but it's critical to know what it was.
- The hardest thing about learning to ride a horse is the ground.
- When you see three cowboys riding in a pickup truck you can always tell which cowboy is the smartest.....the one in the middle. He never drives and he never has to get the gate!
- Sit tall in the saddle, hold your head up high, keep your eyes fixed where the trail meets the sky. Live like you ain't afraid to die, and don't be scared, just enjoy your ride.
- Before you criticize a cowboy, walk a mile in his boots. That way you're a mile away, and you have his boots too.
- Behind every successful rancher is a wife who works in town.
- Just 'cause you're following a well-marked trail doesn't mean that whoever made it knew where they were goin'.
- It is not enough for a man to know how to ride; he must know how to fall.
- Cowboy courage is fear that has said its prayers.



Ed Brooks
EdBrooks@BRSearch.net



Bob Rule
BobRule@BRSearch.net



Roger Rule
RogerRule@BRSearch.net

= B+R PARTNERS, INC.
Focused + Insightful + Executive Search
www.BRsearch.net