

President's Letter
Ted Boersma
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As we draw near to "March Madness," college basketball's version of the Super Bowl, I want to share a few excerpts from "Wooden." "Wooden" is a small book filled with observations and reflections by John Wooden, the legendary basketball coach at UCLA. Coach Wooden shares the contents of a small card his father gave him at his grade school graduation that shaped his entire life. On one side his father had written a verse by the Reverend Henry Van Dyke:

Four things a man must learn to do
If he would make his life more true:
To think without confusion clearly,
To love his fellow man sincerely,
To act from honest motives purely,
To trust in God and Heaven securely.

On the other side of the card his father had written out his own personal creed, titled: "Seven Things to Do."

1. Be true to yourself
2. Help others
3. Make each day your masterpiece
4. Drink deeply from good books, especially the Bible
5. Make friendship a fine art
6. Build a shelter against a rainy day
7. Pray for guidance and count and give thanks for your blessings everyday

In the forward to the book, Bill Walton says of his former coach, "he taught us to focus on one primary objective, be the best you can be in whatever endeavor you undertake. Don't worry about the score. Don't worry about image. Don't worry about the opponent." I share these reflections by Coach Wooden because as a state association we would do well to take heed. We need to understand that our primary goal is to enhance the existing New Mexico dairy industry. I think that we need to keep trying to meet this goal no matter how hard or unpopular it might be. We need to be true to ourselves (for better or worse). As we build friendships, working together to help others and ourselves, (Western States, NMDF) let us always seek guidance and give thanks to all who stand with us in meeting our goals.

On that note, thanks again to Sharon and Jim for their efforts in Santa Fe during another hard session. Thank you to Kaye and Susan for their work in the office. Take care.