

Welcome to [ASK] - Always Seeking Knowledge!
2 - Tuesday, December 18, 2001
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1. Quick [ASK]

Simply, what he (Ernesto Sirolli) is saying is that you cannot ever properly run a one-person business on your own. By definition you absolutely lack the passion in at least one, if not two two parts of the business.

This is a human thing and not a failure within yourself. In fact, it offers you perhaps the greatest opportunity ever presented to you. All you have to do is accept the genetic material you are made of, and go find someone with a different makeup! You do not necessarily even have to pay the missing person money first up. If your problem is in financial management, find a retired bank manager or accountant. Perhaps he or she likes lamb or beef, or milk, if that is what you produce.

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2. Welcome

We have had a great response to the first [ASK]. Thankyou to everyone who wrote in to comment. Also, we have been overwhelmed by the amount of interest in the move we plan to make, to Sydney. When we explain to people the reasons for it all, they understand it immediately. They understand especially when we say that it is not a long term thing for us. We see it as a 3 to 5 year deal. But in that time there is much to do, socially, financially and ecologically.

The Holistic Decision Making Association (Australia and New Zealand) NOW exists. It was incorporated this Tuesday, and is the culmination of literally years of work, getting an agreement with Albuquerque, and finding the right legal structure to make it work properly.

Dates for your diary:

Sat, February 16th Open day at Coombing Park, Carcoar
(Do not miss this. It will be outstanding)
This is a free day. No charge to enter.

Sun, February 17th Launch and Inaugural AGM of the Association
Presentation by Allan Savory
(You MUST STAY FOR THIS. Allan will be presenting
his very latest, post September 11 thinking)
This is a free day. No charge to enter.

Mon & Tues - 18/19 MASTERCLASS IN HOLISTIC MANAGEMENT™
(Led by Allan Savory, supported by Australian
and New Zealand Educators)

The MASTERCLASS is to be held in conjunction with The University of Sydney, at their Orange Campus.

You will shortly receive a bundle of information about all of the above.

The Application Form for the MASTERCLASS is attached to this Newsletter. It is a .pdf format. Holler if you cannot read it. Kiwis and Sand-groppers, this is the time for you to come West (or East as the case may be!).

As this is a MASTERCLASS, numbers are strictly limited to 45 maximum. First in best dressed.

This program has never been run outside the USA, so THIS IS A VERY SPECIAL EVENT. A lot of focus will be on policy issues, but a wide range of Holistic Management™ aspects will be addressed.

There are two conditions to applications. Firstly, you must have completed at least an Introductory multi-day program with either a Certified Holistic Management Educator. Secondly, you must bring with you the goal you are now using to test decisions towards, within a whole in which you are involved. That goal will be put to work. So if you are not happy with it, dust it off and get it up to speed!

Pricing: Applications are in train with Farmbiz in NSW, Qld, Vic and WA for support. The price without the Farmbiz Support is A\$990 including GST. Special arrangements will be available for NZ participants to overcome exchange rate problems.

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3. Around the Traps

WA

Dandaragan held their Christmas meeting yesterday (Saturday). As always, we hear it was a bag of fun.

Dick and Judy Richardson were well received at a special 2 day event held recently by Whole Farm Management. Chairman, Joc Dwyer, supplied the venue for the first day, at his farm at Bindoon. The following day most people adjourned to Mundijong, where Rupert Richardson and Megan Christie were hosts for the day. We hear there was a lot of learning going on - 2 ways.

Looking forward to conducting groups early next year at Esperance and Katanning. These are now coming together.

Vic

Doug Paton from Corryong called in a couple of weeks ago. Doug is one of a number in the district who have clubbed together, and are in the process of purchasing their local abattoir. Their group has been successfully direct marketing their beef for some years now, with some interesting markets developing. Vertical integration at work. Good luck to you all! You have our best wishes.

Kate and Jeremy Atkins have made it to the East. They have driven their big blue bus right up the west coast, down through the Centre, and the full length of the Murray river from Goolwa to their current stop off, with Kate's brother, Jim, at Healsville, near Benalla.

We understand they have been up to Yarrawonga, visiting, and planning a trip to Corryong, to catch up with Doug Paton and an old Orange Ag. mate of Kate's, Ewan Carkeek. You can read more of their travels, and the thinking they have been doing, in the new December issue of the Australian Newsletter.

NSW

Generally very wet in northern NSW. Inverell had nearly 250mm in November, and we have heard of higher falls as well.

The Lucella field day, Nundle (near Tamworth) was held on Saturday 8th. Brian, Rosemary, Ben, Heather, Jennifer, Emily and Margaret Marshall provided a wonderful outing. Dick Richardson was in full flight, focusing on the goal that Judy and he test towards, and how it has driven some significant changes in recent years to their lives. People travelled from as far away as Wellington (NSW, not NZ!) and Taree and Wauchope to attend. A big effort.

Qld

A revision program is planned in January for the Warwick group. Margo Cory is in charge of this event, which is shaping up as a lot of fun.

Former Queenslander, Helen Carrell, hosted Dick and Judy Richardson at Alice Springs, on their return from the top end, where they also visited Chris and Jacqui Henggeler.

NZ

Grass everywhere is what I hear. People seem to be very happy. Lamb prices have eased a little, but way above last year still.

This week the Central Otago group met at Alexandra. Guest speaker was Barry Ward, who is charging forward with the introduction of Free Choice Minerals into NZ. We held a brief phone link towards the end of their meeting, cleaning up a few questions. One that I couldn't answer was pitched by Barry Ward himself. If you can help him, please email him directly lagrange@inet.net.nz The question was, how much does it cost to buy an umpire in Australia at the moment. Give him the answer, please!!

Nicky Hyslop tells us the South Canterbury group have delayed their December meeting a while because of the massive work load at the moment.

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4. The Trinity of Management

Last week we had the great pleasure of again spending time with Ernesto Sirolli. Those who were at Christchurch will remember the outstanding video presentation he made there.

Ernesto champions 'passion'. When you are absolutely passionate about what you do, nothing will stop you, he says. Anything less than deep passion about what you do, and you may well need to make more decisions, sooner rather than later, he feels. His next book is to be called 'Passion @ Work', by the way.

He translates this passion into a very interesting and practical 'Trinity of Management'. Much like our Weak Link concept, he says there are three absolute requirements for passion within a business. There must be someone in the business who has passion about production, there must be someone passionate about marketing, and there must be someone passionate about financial management.

The trick and the challenge is this, you can never find one single person who is passionate about all three!!

It is possible, Ernesto says, to find many people who are passionate about production. Ask the right question of any farmer, and you will probably find this is their passion.

It is also possible to find many people who are passionate about marketing. Some farmers are in that category, although I have observed fewer are passionate about this than about production. Some people are passionate about both production AND marketing.

Some people are passionate about financial management, and it is quite possible to also find people who are passionate about both production AND financial management.

But, says Ernesto, if we should ever find someone who is passionate about both marketing and financial management, we will put him/her in a sealed container, because so far we have never found one!!

Simply, what he is saying is that you cannot ever properly run a one-person business on your own. By definition you absolutely lack the passion in at least one, if not two two parts of the business.

This is a human thing and not a failure within yourself. In fact, it offers you perhaps the greatest opportunity ever presented to you. All you have to do is accept the genetic material you are made of, and go find someone with a different makeup! You do not necessarily even have to pay the missing person money first up. If your problem is in financial management, find a retired bank manager or accountant. Perhaps he or she likes lamb or beef, or milk, if that is what you produce (yes, I know the milk is illegal. I am using the principle to make the point!).

If your Weak Link at the moment is marketing, and it is not the area of your passion, then don't try and do it yourself! Marketers eat meat, too! They probably drink milk on rare occasions, but seem to prefer whiskey, I have noticed.

When you and your new co-director(s) have fixed up your areas of weak passion, expect that there will be plenty of dollars to pay them their worth. Imagine the excitement of seeing your business growing, and imagine sharing that excitement with other equally excited and passionate people.

Vote for growth in your business, and share the passion.

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5. Update your Diary

Sun, February 4th Gloucester, NSW, Module 1

Mon, February 11th Cromwell, NZ, Module 1

Fri, February 22nd Katanning, WA, Module 1

Tues, February 26th Esperance, WA, Module 1

PLEASE NOTE:

We have changed the format of our training for 2002. The former 3 day modules [The Introduction (Mod 1) and the Grazing Planning (Mod 2)] will now be 2.5 day programs. The Wealth Generation Module (Mod 3) will now be scheduled between the Intro and Grazing Modules.

The Intro and Grazing Modules will each start at 5.00 pm sharp on the first day, going through, via a working dinner, to 9.00pm. The evening evening session is followed by the next 2 full days.

This will help people very much with travel and accom. arrangements.

We have also added some exciting new segments, and some new methods of presentation.

We welcome repeat visits - they are very important refreshers, so let us know soon when you want a re-run in 2002.

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6. Books and Materials you can use

"Ripples from the Zambezi"

Ernesto Sirolli's first book. I first heard about it in 1994, whilst in the USA, even though at that time Ernesto still lived in Fremantle, WA. It is a good book, easy to read.

"Guerilla Marketing"

An amazing little book by Jay Conrad Levinson. It is subtitled "Secrets for making big profits from your small business". Farms are small businesses. Even if you do not use the material, you need to know the techniques other people are using on you. Remember, if you don't have a goal for yourself, then someone else will have one for you, and it usually involves your money into their pocket!

A Christmas present

"Natural Capitalism - the next industrial revolution"

Written by Paul Hawken, Amory Lovins and L. Hunter Lovins, this is a big book, both physically and conceptually. If you like to make the grey matter stretch a little, you will probably enjoy this book very much. Again, not so much about agriculture as about the planet on which we reside, and the businesses structures we now use, and will probably have to change.

By the way:

You can get all of these books from The Book Connection in Dubbo, NSW
Ph: 02 6882 3311 Fax: 02 6882 3311 or email orders@bookconnection.com.au
(Also ask them about their Mail Order Catalogue - it is terrific)

or

Scorpio Books in Christchurch, NZ
Ph: 03 379 2882 Fax: 03 379 2886 or email scorpbk@ihug.co.nz

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7. Joke.

This one came from Ross and Jeanette Copeman, Mungindi, NSW. You may have heard of their brilliant direct marketing of beef and chickens. Their products are superb!

A Woman's Dream.

A woman was sitting at a bar enjoying an after work cocktail with her girlfriends when an exceptionally tall, handsome, extremely sexy young man entered. He was so striking that the woman could not take her eyes away from him. The young man noticed her overly attentive stare and walked directly towards her. Before she could offer her apologies for being so rude for staring, the young man said to her, "I'll do anything, absolutely anything that you want me to do, no matter how kinky, for \$20. With only one condition".

Flabbergasted, the woman asked what the condition was. The young man replied, "You have to tell me what you want me to do in just three words." The woman considered his proposition for a moment, withdrew from her purse and slowly counted out four \$5 notes, which she pressed into the young man's hand along with her address. She looked deeply into his eyes, and slowly,... meaningfully,.....said,....."Clean my house".

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8. Quotes that mean something

"He that cannot ask cannot live"
-- Old proverb

"I want to do it because I want to do it."
-- Amelia Earhart

"Everything's in the mind. That's where it all starts.
Knowing what you want is the first step toward getting it."
-- Mae West

"There is no traffic jam in the extra mile."
-- source unknown

Suzie and I - along with our family, and Wendy Cobcroft, who mans the accounts role for us, all join together in wishinbg you a very happy Christmas, and a wonderful 2002.

If you think someone else may like to read this Newsletter, please pass it on, in its entirety.

Regards

Bruce Ward

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"Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great." Mark Twain