

Around Dakota Ag

Never give up

Key Points

- Your attitude is the key when you're facing things you cannot control.
- Remember, few good things in life are attainable without hard work.
- The will to never give up can help you achieve your goals.

Editor's note: The following article is excerpted from "Your Winner Within," by Holly Hoffman, a Eureka, S.D., rancher who was a member of the 2011 "Survivor" television show cast. The show, set in a Nicaraguan jungle, proved to be a difficult physical and mental challenge for Hoffman. After five days in the jungle, she wanted to quit. But Hoffman says that she remembered the lessons she learned ranching with her husband, Charlie, and their three children, and growing up in a small rural South Dakota town. After surviving "Survivor," Hoffman began speaking about her experience, what she learned about herself and how to find the "winner within" to succeed in life and business.

THERE are times in life when we all are tested. When every logical path out of the woods resembles an obstacle course — none of which you feel you have the physical or emotional strength to navigate. In those moments when you are faced with challenges you don't want to accept, that is when you learn the most about yourself. Whether it's the realization of fear or the feeling of self-doubt, you cannot advance yourself to a high level until you acknowledge the things you want to change and allow yourself to grow from the experience.

"Something good can come out of any situation if you keep your mind open and your attitude positive. The best way to do this is to step back, take a deep breath and try to see the big picture. Ask yourself, 'Is this something I can control directly?' If



it isn't, you can at least control your approach to the solution — and your solution is largely dictated by your attitude.

"When you focus on the big picture, you soon realize the importance of not letting things you can't control change your attitude. For example, when I was struggling [on the TV show 'Survivor'] to sleep in a strange place, with strangers, in the pouring rain, in a hut that would barely stand up, it was imperative for me to remember the big picture. I kept reminding myself that my emotions and mental attitude would surely affect the outcome. If I could keep my emotions under control, I would also be in control of how those emotions affected my actions ... I remembered that I made a conscious choice to be on this television show and that I needed

FIGHTER: Holly Hoffman, a South Dakota rancher, strikes a strong pose for the cover of her motivational book, "Your Winner Within," which she wrote after appearing on the reality TV show "Survivor."

to make the choice to enjoy the opportunity. Through this transformation, I learned that ... you have to find a way to deal with anything that life throws at you, seizing opportunities where you can and embracing a change of attitude ...

"Life is a test. A tough one sometimes, but you must persevere. You may experience self-doubt and feel lost at times, but use your faith to realize better times may be right around the corner, and

you can't get around the corner if you quit. Never stop believing and remind yourself of your amazing potential. Few good things in life come easy and nearly everything worth attaining requires hard work and perseverance. Often the only obstacle between you and something better is simply not giving up. No matter how impossible your goal may be, no matter how unattainable others may think it is, and no matter how many times you have been rejected, take the first step forward and never give up on your dream."

To learn more about Hoffman, see www.hollyhoffman.org. To see the "Survivor" shows in which Hoffman appeared, go to Itunes.com and search for "Survivor — Nicaragua Season 21." You can download the season for \$20.

Self-confidence strengthens marriage

CHARLIE and I were married at a young age, and through the years, I've learned we both need to believe in ourselves before we can believe in each other. I fully appreciate his continual support; but in order to maintain my self-confidence, I need to challenge myself and have my own successes in life.

"Charlie is always there for me. However, it is through the act of succeeding on my own that I am able to gain self-confidence."

— Holly Hoffman

STRONG TEAM: Charlie and Holly Hoffman pose on the steps of their ranch home near Eureka, S.D.



Dakota Digest



BIG DONATION: (left to right) Matt Gassen, executive director of Feeding South Dakota, receives a \$25,000 check from Chad Blindauer and Mark Gross, presidents of the South Dakota Corn Utilization Council and South Dakota Corn Growers Association, respectively.

Corn growers, industry members donate \$25,000

South Dakota corn growers and industry members donated \$25,000 to Feeding South Dakota, an organization that supplies food to banks in South Dakota. South Dakota Corn Growers Association President Mark Gross challenged farmers attending the association's recent 27th annual meeting to donate \$100 each to Feeding South Dakota. Within hours, farmers and several agricultural groups had raised the \$25,000. The money will buy 100,000 meals.

Drought may have 'bottomed out'

The drought in North Dakota and northwest Minnesota may have "bottomed out," according to Leon Osborne, director of the Regional Weather Information Center at the University of North Dakota. "But it may not last."

Speaking at a recent Northwest Farm Managers meeting, Osborne predicted that precipitation will be near normal in North Dakota and northern Minnesota this spring. But by late July, the weather will likely turn dry again. South Dakota will likely be drier than North Dakota. Osborne groups South Dakota with Kansas, Nebraska, Colorado, Kansas, Oklahoma and Texas, where he expects that the drought will likely persist.

"The risk is abnormally high [in North Dakota] for dry conditions by late July and August to early September," he says.

Some other Osborne forecasts:

- Spring planting won't start as early this year as it did last year. He sees a more average start date.
- There's an elevated risk for a late-spring frost or freeze this spring.
- There will be a return to above-normal temperatures by summer.
- The U.S. as a whole is in for another hot summer, due to the drought that will build in the center of the nation.