

For fun and insight at your next round up . . .



from Cowboy Character
Doug Butler



About the Keynote

Doug Butler's *"Ridin' the Trail with the Cowboy Code"* is a motivational keynote that includes a nostalgic portrayal of Western movie heroes who lived their *Code* both on and off the screen. Through his presentation, Doug convinces audiences that the Cowboy Code can apply to us all. He helps people become better leaders at home and at work by forging firm foundations "the cowboy way."

Heroic leadership can extend into every aspect of our lives. Lately, it seems especially pertinent to nurture the quality of "quiet heroism" since courtesy, conscience and common sense seem absent in many arenas through which we pass everyday.

Cowboy heroes of yesteryear possessed a pure and simple message that can apply to many of today's complex environments such as fragmented homes and disconnected workplaces.

Harmony in the home carries over into the workplace. Through this program Doug suggests ways to bring order and peace to our sometimes-hectic lives. He demonstrates how to establish and live our own Code whether in our "home on the range" or as "we ride for the brand" in our professional lives.

As best-selling author Harvey Mackay wrote in his nationally syndicated column, "A cowboy has the attributes you'd look for in a great employee, boss or business

and we can learn a lot from the cowboy image . . . It all comes down to character."

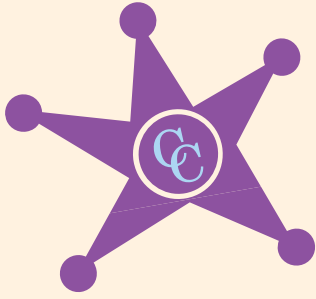
About Doug Butler

Doug Butler has lived his dreams. He is a real cowboy, a champion farrier (horseshoer), an author, and an accomplished trainer of horses and people. For more than 30 years, he has coached intercollegiate rodeo teams, aspiring horseshoers and thousands of

horse enthusiasts. Doug and his wife Marsha have earned their spurs by raising their seven children using their own brand of the Cowboy Code.



The Butler family – all guided by the Cowboy Code



Bringing Cowboy Wisdom into the 21st Century

A Sampling of Clients

Antietam Recreation
 Cheyenne Cowboy
 Symposium & Celebration
 Colorado Assoc. of Lawn
 Care Professionals
 Equitana USA
 Farrier Industry Association
 Land O' Lakes Corporation
 National Collegiate 4-H
 NC Tool Company
 University of Sydney, Australia
 Wagon Mound Ranch Supply
 Wild West Arts Club

Doug's message is crafted as precisely as his prize-winning, hand-made horseshoes.

Ridin' the Trail with the Cowboy Code is a message that reaches a diverse audience:

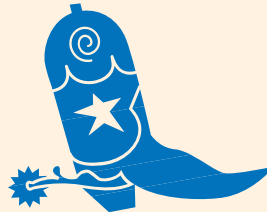
- Parents
- Youth Leaders
- Corporate Teams
- Spouses' Groups



Audience Comments

"Doug's talk gave delegates from across the nation a taste of Western history mixed with stories that taught us all important life lessons."

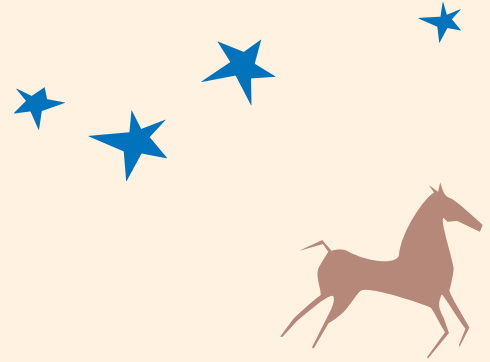
— Ruth Shepardson – CO
National Collegiate 4-H



Forge a firm foundation with Doug's tried-and-true Cowboy Code

The Cowboy Code

- C**onnect with courage and accept responsibility for choices.
- O**vercome obstacles by seeing them as opportunities.
- D**iscipline yourself to develop skill by dedication.
- E**ncourage everyone every day.



"I've worked for presidents of multimillion dollar companies and I've never learned as much in such a straightforward manner. Thank you for sharing your Cowboy Code! You are a great educator!"

— Laura Gillis – IL
Mid West Farrier Supply

"Your discussions on character and professionalism were absolutely wonderful. I learned some simple measures that will help me considerably. One big THANK YOU – you have lived the Cowboy Code!"

— James Brookover – NM
Wagon Mound Ranch Supply

Call Doug Butler Enterprises at 800-728-3826