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# CATTLE, CROPS, & SPURS

**DOING BUSINESS THE COWBOY WAY**

**DAVID M. GOBEILLE**

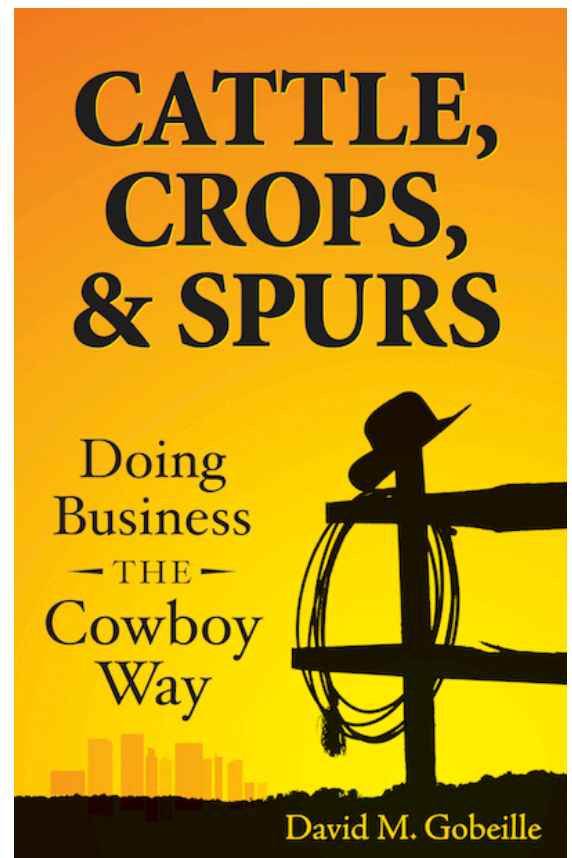
For many, the American cowboy symbolizes hard work, honor, and adventure. For Dr. Dave Gobeille—rancher, successful businessman, and certified executive and business coach—the cowboy ideal provides not only a symbol and source of inspiration, but a model for honest, godly leadership.

Dave's inner cowboy first emerged and thrived on a part-time basis while he built two multimillion-dollar orthodontic practices. With those under his belt, Dave has combined his business savvy with his ranching and cowboying experiences to become an executive coach. Now, he shares the valuable principles he learned along the way in *Cattle, Crops, & Spurs*. He blends a cowboy twang with educated finesse, encouraging readers to remember who holds the highest authority and to operate with great integrity—or, in cowboy speak, "don't take what ain't yours."

Cowboys have freedom and duty, enthusiasm and honor, imperfections and the humility to recognize them. The same qualities that allow them to thrive in an often-harsh environment can help business leaders thrive with integrity and courage.

In *Cattle, Crops, & Spurs*, Dave draws principles from the Ten Commandments and the Cowboy Code and expands them with anecdotes from his ranching experience. The result will challenge leaders of all stripes, whether city folk or ranchers at heart, to transform their lives and the cultures of their businesses.

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# About the Author

## David M. Gobeille

When Dr. Dave Gobeille took career tests growing up, they highlighted an affinity toward ranching or farming. Instead, Dave left his childhood Chicago suburbs to attend Miami University in Oxford, Ohio, where he received his BS before earning his doctorate of dental surgery from University of Illinois. It wasn't until after he received his specialty certificate

in orthodontics and his MS in oral biology from Loyola University that he finally moved west to Oregon. Once there, he started the first of two very successful orthodontic practices—and at the same time, his cowboy dream finally became a reality. Today, led by his passion for developing leaders and helping people be all they can be, Dave has combined his ranching experiences with his business savvy to become an executive coach.

Dave and Carolyn, his wife and forever sweetheart, live on a ranch Central Oregon, where they enjoy playing in the great outdoors with God's creation surrounding them. They have two adult sons, Matthew and Todd.

## Connect with the Author:

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# *What Others Are Saying About* **Cattle, Crops, & Spurs**

*Dr. Gobeille has provided an insightful guidepost for us all—the cowboy way. In a world lacking true leadership and real values, he makes a strong case for living a principles-based life.*

**—Knut Buehler, MD; Orthopedic Surgeon; Representative, Oregon House of Representatives**

*Dave's book and Dave's life are vivacious and virtuous. He exemplifies virtue, enthusiasm, and a zest for living. He is the kind of cowboy I'd want to be if I were a cowboy. Cattle, Crops, and Spurs: Doing Business the Cowboy Way is a celebration, a challenge, and a confirmation. Thanks, Dave, for challenging us to live by the Cowboy Code, the Golden Rule, and the Ten Commandments.*

**—Ken Johnson; Pastor Emeritus, Westside Church, Bend, Oregon; Author of *Life Squared: The Secret to Limitless Living***

*Dave's parables and insights of life's greatest commandments, with his humanism references, are a testament to his business acumen and leadership from a servant's heart.*

*This compact read is an inspirational and entertaining guide for anyone aspiring to a higher level, no matter what your career or station in life.*

**—David Niles, Successful Orthodontist, Creator of a Debt-Free Lifestyle, Coaching Mentor**

*I would encourage every businessperson to read Cattle, Crops, and Spurs: Doing Business the Cowboy Way. It does not matter if you are just starting out, or an older seasoned warrior. So many key concepts presented with unique illustrations, making it impossible to miss the points! It touches on 'the good life' and long-term success, and concepts important and universal to achieving these life goals. So many important business principles, habits for success, and essential values presented in great, entertaining, pull-me-into-the-moment stories and experiences. **Dave's ability to teach and, at the same time, captivate the reader, is a true gift.** This is probably one of the best-written business books I have read in several years.*

**—Pete Pifer, Successful Serial Entrepreneur, Leading Ground-Gaining Fullback at Oregon State University**

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# Suggested Interview Questions

For David M. Gobeille, author of

*Cattle, Crops, & Spurs*

*Doing Business the Cowboy Way*

**Q: Your book has an interesting parallel between God’s laws and the cowboy way of life. Tell me why you chose to bring the two together.**

**A:** As illustrated in the example of the geese at the end of the book, God’s laws always work for a better result than when we try to do things our own way. The cowboy is an icon of American history and is thought of as an overcomer with great values. My view is that when you combine the two, you get the *Truth* only available through God and the *results* of that Truth as demonstrated by an American icon.

**Q: The 10 Commandments are from the Old Testament and part of the Mosaic Covenant. We’re under the New Covenant now, so how do the 10 Commandments fit with business in this modern age?**

**A:** God is the same today as he was at the time of the writing of the Old Testament Law. That would mean His intent was to give us rules which work to make our lives better. That’s because He loves us so much. His Truth works, and living by our own rules does not. It says in Judges 17:6, “In those days there was no king and everyone did what they thought was right in their own eyes.” We see from the history of the Israelites that this did not work. On the other hand, the American cowboy was a survivor and very independent, but also one who knew that God was ultimately in charge, and to break His laws and rules—especially as it applied to survival—would be foolish.

**Q: There is an agrarian aspect to your book. Tell me more about how that can be applied to business.**

**A:** Our nation was an agrarian nation at the beginning of the Industrial Revolution. Sadly enough, during the Industrial Revolution, we lost a lot of the values that

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made our country great. Integrity, work ethic, kindness, mental toughness, and physical endurance were part of the nature of the early development of our nation. The American cowboy represents those developmental years for our nation, and the people of our country seem to naturally see cowboys and those who represent those early values. People who experience the western lifestyle often have a strong sense of community. Much of that has been lost in our current culture. It seem that many businesses are no longer values based, and when we use godly values, along with the natural abilities God gave man, in the long run we always see better results.

**Q: I know you didn't start out as a rancher. How did you have the opportunity to add a cowboy component to your life?**

**A:** I grew up in the Midwest and had no western experience. When I was about 12, my father drove a group of boys from the local YMCA to Colorado for a camping trip. I fell in love with the cowboy way of life on that trip. Before that, I was fascinated by cowboys, as so many boys were in those days, watching Roy Rogers and Hop-along Cassidy, as well as other western heroes. After I finished my education and moved to Oregon, I was able to live my dream. I came to know some eastern Oregon ranching families who took me in as if I were one of them. Later, we were able to own our high desert ranch, and my dream continues to this day.

**Q: You included a number of adventurous personal experiences in your book. Tell me how your personal life as a rancher and businessperson influenced your book.**

**A:** Living on a high desert ranch is like a laboratory for learning about life in general. Spending hours on a tractor or on horseback gives one an opportunity to think about life and how God created us and all that surrounds us. Farming and animal husbandry give us insights into ourselves and our environment. It has allowed me to begin to get a better understanding of our relationship with our Maker and trust Him more completely. Ranching allows me to be more contemplative and gives me experiences and insights helpful in coaching business and professional people in my role as an executive coach. Most people will never

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have the opportunity to have the experiences I have had. I can use some of these experiences to help other people in parallel circumstances navigate through difficult and challenging times or learn to experience greater joy in their current lives.

**Q: The stories in your book have a big element of risk in them—the kind of danger businessmen and professionals don't encounter. What has this risk taught you about business?**

**A:** There is physical danger in being a cowboy, roper, and buckaroo. These experiences, however, allow me to draw parallels to business life and life in general. At a branding one time, as I went to throw a calf to the ground for vaccines and his brand, he kicked out and caught my vest in a way that made a loud noise. People around me thought I had been seriously injured. However, the extension of the kick came just short of hitting me in the chest. Isn't that like our lives at times? Occasionally we come to the edge of disaster and at the last minute something happens to pull us through. In order to live a life of adventure and also be pleasing to God, we sometimes have to come to the edge before we experience breakthrough. Business has many examples of people who have come to the edge, and some come up short and some experience that breakthrough as well. This book can be helpful in knowing when to push through and when to regroup.

**Q: In what ways do you think your book can powerfully impact people in business and in life?**

**A:** Clearly, I have been a very blessed man. I have lived a life some only dream about. I have dealt with the crises and blessings of the western lifestyle. This book draws on the adventures that others might not get to live, and by drawing parallels with things they face in real life, the reader may see that there are things that need their attention. This book can be a tool to help people sort their own lives out without having to go through the pain of the adventure. If one will read this book with an open and willing heart, I believe they will be able to see transformation in areas of need.

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