

Beyond the Weather Sales Ranch

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Melissa

So I'm Melissa Stuber. This is my husband, Travis, and I am the fifth generation here on the sales Ranch.

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Travis

I lost my best friend about two years ago, and I lost my mom about five years ago. And it's been some tough times. There's no doubt about it. I sometimes struggle with, keeping my. I guess my mental capacity straight, that I can still do the work that I need to do on a daily basis. But that's where we as a couple have found our counseling to be really good.

And I'm not a real touchy feely kind of guy that just wants to throw out my emotions. That's not my style, but I am more so on the tools. I'll walk in there and say, hey, I'm struggling with the loss of my mom. For our counselor to just give us tools of, hey, that's okay. Think about your mom and don't push that off.

Don't bottle up and throw it away. And don't relish in that moment. Sit there and think about that. And that has really helped me. I just need the tools to understand what it's like for somebody else going through this. What help them. And so I can implement that. I think the stigma around, that whole side, is, is weakness.

And as ranchers, farmers, that's, that's like the last thing we want to share or show. And I think, that's the problem with and I came from an industry where it was, you know, loose lips sink ships, and we don't want to talk about our weaknesses. We never want to show that to anybody, because we're scared that that will somehow come back to bite us.

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Melissa

It's tempting for sure to be like, it's fine. We're going to be fine. Just keep working hard and put it. It'll be okay. Don't worry. Like you don't know what to do necessarily when somebody is hurting or struggling. And so being able for me, learning tools to what that looks like to support you in that in my own grief too, but learning what that looks like for you, listening and encouraging.

And when you have those hard times being like like that's okay. Yeah. Like I understand that. But just to be there, like you're not alone. Like, I think that's really important for people to hear.

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Travis

If you're not working at your 100% capacity, if your mental health is not there, you're not sleeping right. You're not. You're distracted mentally. Your anxiety is high. Your depression is high, things like that. You're not even close to what you should be. And in your business, your enterprise is suffering because of it. If you had a sick tractor out there, you weren't sitting there and keep limping that thing along year after year, you'd go, hey, to get optimal performance, I'll distract.

Speaker 2

I got to get it fixed. And I think that's how I look at it is if we can humble ourselves and get to a point of where we as people are okay with talking about the struggles that we're all dealing with, and it can be an open thing, we are going to be at such a higher capacity of what we can do for our families, for our communication, for the farm, for the ranch, and and ultimately, what we really want is our kids to be successful.

We want the ranch or the farm to be successful. Frankly, it's pretty dismal that it's going to be successful if multiple people or even one person in that operation are really struggling.

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Speaker 1

If somebody wanted to talk to someone more than just their friends or, somebody in the community, they can find free resources and counseling at beyond the weather.com, you're not alone in struggling, whether it's on the severe end or the the lighter end of things. There are people out there with the exact same thoughts as you, so do not be afraid to talk about it.

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Melissa

So if you know someone that needs to talk more, go to be on the weather.com for free. Resources. Do you?