

## WRCA Foundation:

# Q&A with Brooks Cameron:

*believer, husband, dad, and cowboy*

By Ellie Cameron

**B**rooks and Melissa Cameron run angus cattle on their generational ranch in northern Arizona. The Camerons have been WRCA members for the last 27 years and Brooks continues to compete in sanctioned rodeos with his son, Cole. The couple raised their four children on the ranch, teaching them about the cattle industry and what real success means.

### *What has been your experience with the WRCA been like?*

I first became familiar with the WRCA in 1999 when I was on a team in what I think was Arizona's first WRCA rodeo. We qualified for the WRCA finals and went to Amarillo for the finals in November of 1999. I have come to realize the WRCA is much more than a yearly rodeo. The reach and influence of the WRCA makes it a privilege to be a member. All of the leadership and staff have been capable and professional. Whenever I'm in the presence of the contestants or the staff of the WRCA, I feel challenged to "step it up" in all areas.

### *What was it like to raise your family on the ranch?*

Overall, it was an incredible privilege to be self-employed and involve the family in the operation as often as I could. All of my kids have a solid understanding of the cattle business from a cow/calf perspective and a great appreciation for agriculture in general and I'm very thankful for that. They will be great ambassadors of our way of life and our industry no matter the situation or job they find themselves in.

### *How has your relationship with Jesus shaped how you view agriculture and specifically ranching?*

Jesus shapes our understanding of business and our approach to animal and environmental stewardship. We recognize He owns everything so that takes a lot of pressure off when things are beyond our control and increases our responsibility for

those things that are within our control. We are not out to build our own kingdom but instead we get to use what He has given us to build His. The future is exciting when we get a vision of how the Kingdom of God could and should impact everything we do. Ranching in Arizona is unique in that we

are totally dependent on the weather to make it possible to ranch another year. We find it very helpful to have at least some understanding that ultimately God provides. Our job is to stay connected to Him and trust Him with the outcome. God will lead us if we are willing to listen.

### *What does success mean to you on your ranch and with your family?*

Success on the ranch for me means a cow herd that is genetically advanced, well vaccinated, good nutrition program, and fertile. The ranch is relatively current on maintenance and improvements and prepared as possible to navigate drought, bad winters and poor markets. A paid for cow herd is the goal because this offers us greater financial stability. Success with the family means each of us loves Jesus and others more than themselves and each has a growth mindset.

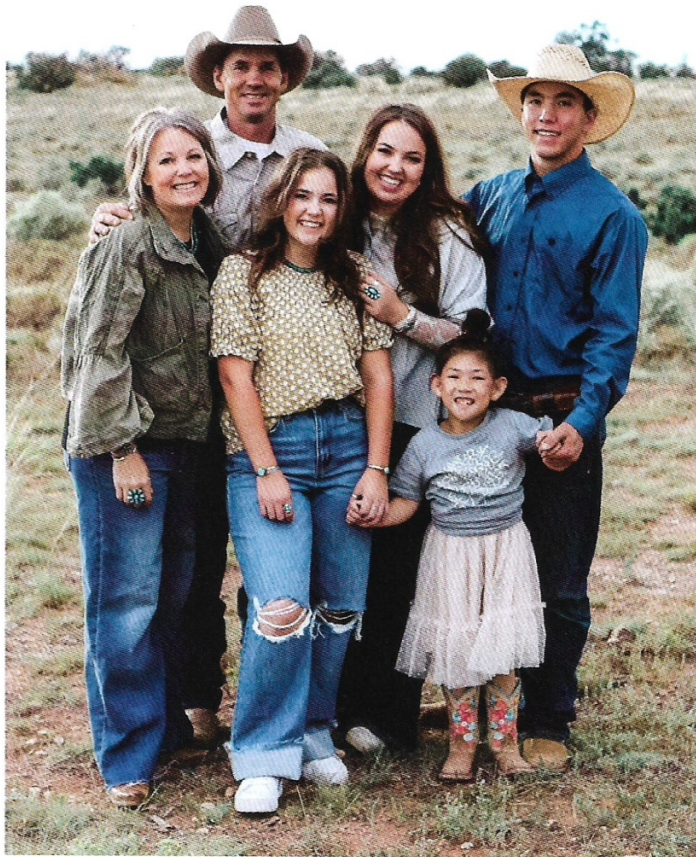
The fruit of that would mean

we can have hard conversations and still stay connected. This kind of relationship and communication produces a lot of security for all family members and a great testimony to those around us.

### *Is there anything else you would like to add?*

The WRCA is a great advocate and ambassador for the cattle and ranching industry. I am proud to be involved with them as I see how they use their influence and resources to educate an increasingly urban nation about ranch life and our contributions to agriculture and the environment.

To learn more about how the WRCA serves working ranch families, please visit [wrca.org](http://wrca.org).



*The Cameron family on their angus cow calf ranch in northern Arizona. Photo by Melissa Cameron*