

Man of Character

By Emmary Petersen



Emmary Petersen and Jason Nowell

I would like to introduce you to a man of character, a man who has deep ties and a love for Goldthwaite, and the history of Mills County. You might say it runs in his blood. His name is Jason Nowell. He is from Mills county, attends Western Heritage Cowboy Church is a Mills County Farm Bureau member, and has spent the better part of his life ranching and farming in Mills County. He believes that these professions are closely tied to the historical roots of Goldthwaite. Jason tries to live a life that enriched the present, based on age-old values from the past. These values are that good character and morals are extremely important, and that they play a huge role in all good business. Jason says, "Being fair and just in business dealings is very important!" I feel like our character determines how we get along with people." He also adds, "Personal relationships go a long way in the farming and ranching industry." It is indeed a small world with lots of connections. My family always reminds me that I'm never more than a few degrees away from Goldthwaite. No matter where I go, I most always cross paths with someone who has been to Goldthwaite, is from Goldthwaite, or is closely tied to someone from Goldthwaite!

Jason's business philosophy is built on the golden rule – Treat others the way you want to be treated. Jason's wish is that when he leaves this world, he would like people to honestly say that he was fair to them. He treated them the way he would like to have been treated. There is no better place if we could remember that each day. The historical value of the golden rule is literally biblical.

Farming and ranching hold a special place in Jason's heart. "My Grandfather on my dad's side was a farmer and rancher. He planted crops, and had cattle, sheep, goats and horses. My dad, brother, and myself started custom farming when I was 12 years old," recalls Jason fondly. Jason bought his first cows when he was 12 years old. (We share a common love for cattle. My first heifer was name Sapphire, and I got her when I was about 12 years old!) Jason's other Granddad worked cattle sales in Brownwood, and sheep and goat sales here in Goldthwaite. Jason was no stranger to those places either, and has always had an interest in animals. As the economic draw of farming and ranching has evolved, so has his career. As a Senior in high school, he started work at the John Deere dealership. He was put to work assembling new equipment, then moved up to mechanic, and has been the Service Manager here in Goldthwaite, for 22 years.

Like many farmers and ranchers, Jason spends most of his free time working side by side with his wife. She too has a love of animals, and helps him raise sheep, cattle, chickens and horses. Along with sharing this lifestyle and career with his wife, he says what he finds most interesting is, "All the different people I've met. And of course, how much technology has changed since I started."

When asked where he sees himself in five years, Jason replied with a grin, "I hope to have a name in the horse business. My goal is to raise horses that can win in the arena." He is working toward the perfectly bred colt, to produce the next upcoming rodeo finalist. He says he would also like to "have all the equipment and livestock paid for, to start down the road to being completely self-employed." Those are all worthy goals. Keeping in mind his level of experience his commitment to the highest character and

morals, and his love of what he does, I would say he is on the road to success! No better way for a man to enrich the present than being appreciative of the past, learning from his experiences, and teaching others as he goes. Jason Nowell is truly a Mills County Man of Character.