



Improving Lives. Improving Texas.

Texas Agricultural Lifetime Leadership Program

**Class XII - Session 2
October 26-29, 2010
Lubbock/Amarillo**



Production, Producers, Progress

TEXAS AGRICULTURAL LIFETIME LEADERSHIP
TALL XII - Session 2 - Lubbock/Amarillo
October 26-29, 2010
Panhandle Agriculture - "Production, Producers, Progress"
(10/20/10 jh)

Tuesday, October 26, 2010

Arrive at 11:00 A.M. -Texas Tech University - Park in Lot C14
For the address, refer to the map that was mailed to you.
Meet in Room 102 A - Animal & Food Science Building

South Plains Agriculture

Presiding: **Scott Piercy and Jason Pooley**
Transportation **Personal Vehicles**
Dress: **Business Casual**

11:00 a.m. Arrive in personal vehicles - Animal & Food Science Building, Texas Tech University
Parking passes and maps mailed to class members. Park in Lot C14
Meet in Room 102A - Animal and Food Science Building

11:15 a.m. **Lunch - COWamongus!**, Room 102A Animal and Food Science Bldg. (45 min)

12:00 p.m. **Ag-in-the Bag Program - Viewing and Discussion** **Ms. Tanya Foerster**
TALL XII, Director of Advertising for Capital Farm Credit

12:20 p.m. **Welcome and Introductions** - Room 102A Animal and Food Science Bldg
..... **Mr. Clint Robinson**
TALL VIII, President of Capital Farm Credit, Lubbock
..... **Mr. Miles Dabovich**
District Extension Administrator, South Plains District 2

12:25 p.m. **Overview of South Plains Agriculture** **Mr. Mark Brown**
Texas AgriLife Extension Agent, Lubbock County

Presiding: **Darren Rozell and Jimmy Schulz**

12:45 p.m. **Tour Animal Science Building**
Research in Animal Agriculture **Dr. Leslie Thompson**
Associate Chair, Department of Animal and Food Sciences

1:30 p.m. Depart in personal vehicles to USDA-ARS, SPA Cropping Systems Research Lab
(map provided), 3810 4th, Lubbock, Texas 79415, (806) 749-5560

1:40 p.m. **Arrive at USDA-ARS, SPA Cropping Systems Research Lab**



Tuesday, October 26, 2010 - Continued

2:00 p.m. **Commodity Organization Presentations:**

Plains Cotton Growers **Mr. Steve Verrett**
Executive Vice President

Texas Corn Producers Board **Mr. David Gibson**
Executive Director

National Sorghum Producers/United Sorghum Check Off Program
..... **Ms. Lindsay Kennedy**
Director External Affairs

Texas Grain Sorghum Producers **Mr. Morgan Newsom**
Producer Relations Coordinator

Texas Peanut Producers Board **Ms. Shelly Nutt**
Executive Director

3:00 p.m. **Legislative Issues** **Mr. Jimmy Clark**
Executive Director, Southwest Council of Agribusiness

3:15 p.m. Break

3:30 p.m. **USDA Cropping Systems Lab Overview and Tour**

Plant Stress and Water Conservation **Dr. John Burke**
Laboratory Director

4:45 p.m. Travel in personal vehicles to Overton Hotel. Map provided.

Overton Hotel and Conference Center
2322 Mac Davis Lane, Lubbock, TX 79401,
806-776-7000 or 888-776-7001
<http://www.overtonhotel.com>

Check-in and change for reception

Presiding: **Dr. Jim Mazurkiewicz**
Assisting: **Scott Taylor and Kip Thompson**
Transportation **Bus**
Dress: **Business**

5:45 p.m. Board charter bus for reception

Merket Alumni Center, Texas Tech University
17th and University, Avenue, Lubbock, Texas

Tuesday, October 26, 2010 - Continued

6:00 p.m. **Social for TALL XII - Merket Alumni Center, Texas Tech University**

6:30 p.m. **Program**

Master of Ceremonies **Dr. Gordon Davis**
Founder and Chairman, CEV Multimedia Ltd.

Welcome **Dr. John Burns, Dean**
College of Agricultural Sciences and Natural Resources, Texas Tech University

Remarks **Mr. Kent Hance, Chancellor**
Texas Tech University

Introduction of TALL XII Class **Dr. Jim Mazurkiewicz**
Leadership Program Director and Professor, Texas AgriLife Extension Service

Introduction of Dinner Hosts **Mr. Koby Reed**
TALL XI Alumnus, Cotton and Peanut Producer

7:30 p.m. **TALL XII Individual Dinners**

..... **Hosted by TALL Alumni and South Plains Ag Industry Leaders**

Wednesday, October 27, 2010

Presiding: **Darren Turley and David Waggoner**

Transportation **Bus**

Dress: **Business Casual**

****NOTE**** **NO OPEN-TOE SHOES OR SANDALS for Denim Mill Tour**

7:00 a.m. Check out of rooms at Overton Hotel

7:30 a.m. Board bus and depart for Ropesville (25 minute drive)

8:00 a.m. **Chuckwagon Breakfast at Dan and Linda Taylor's Farm**

8:45 a.m. Board bus for Buster's Gin

8:50 a.m. **Cotton Ginning History and tour of Buster's Gin**

9:45 a.m. Break

10:00 a.m. Board bus and depart for American Cotton Growers Denim Mill in Littlefield
(46 minutes, 42 miles)

10:50 a.m. Arrive at American Cotton Growers Denim Mill, Littlefield

Wednesday, October 27, 2010 - Continued

11:00 a.m. **Tour American Cotton Growers Denim Mill** **Ms. Natalia Moore**
Director of Human Resources,
American Cotton Growers Denim Mill for Plains Cotton Cooperative Association

Presiding: **Ernest Bailes and Amber Brady**

12:45 p.m. Board bus and depart for Lubbock (45 minutes)

Box lunches on bus ride back to Lubbock

1:30 p.m. Arrive at Overton Hotel

2:15 p.m. Depart Overton Hotel in personal vehicles for Legacy Farms Dairy in Plainview
(55 minutes. Directions will be provided)

3:15 p.m. **Arrive at Legacy Farms Dairy** (1 hour allotted to arrive)
. **Mr. Brent Bouma and Mr. Brandon Bouma**
Owners

3:30 p.m. **Tour Legacy Farms Dairy (1 hour 15 minutes)**

Presiding: **Tanya Bishop Foerster and Bruce Fleming**

4:45 p.m. Depart Legacy Farms Dairy in personal vehicles for Mark Marley's place
(Directions will be provided)

5:00 p.m. **Arrive at Mark Marley's for Dinner and Program**
. **Mr. Mark Marley**
Owner, Production Plus
. **Rick Kellison**
Project Director, Texas Alliance for Groundwater Conservation

6:30 p.m. - Depart for Amarillo in personal vehicles

8:00 p.m. - **Arrive/Check-in hotel at Ambassador Hotel in Amarillo**

Ambassador Hotel
3100 I-40 West
Amarillo, TX 79102 (806) 358-6161
<http://www.ambassadoramarillo.com>

Thursday, October 28, 2010

Amarillo Session

Presiding: **Amanda Dyer and Jose Luis Garza**

Transportation: **Bus**

Dress: **Must wear closed toed shoes and pants or jeans. No skirts. No sandals**

6:30 a.m. Gather in lobby of Ambassador Hotel for departure to Hereford
(Breakfast burritos and drinks available at bus departure area)

Meet in lobby **Mr. Ben Weinheimer**
TALL VI Alumnus, Vice President - Texas Cattle Feeders Association

..... **Mr. Cory Bruce**
TALL X Alumnus, Vice President - Panhandle Plains Land Bank

6:40 a.m. Depart Ambassador Hotel for Hereford area

8:00 a.m. **Tour White Energy Ethanol Plant** **Dr. Dick Holland**
Manager of Business Development, Quality Distiller's Grains, LLC

9:30 a.m. Depart for Caviness Beef

10:00 a.m. **Tour Caviness Beef Packing Plant** (Cameras **NOT** allowed)
..... **Mr. Terry Caviness**
Owner

..... **Mr. Steve Anthony**
Office Manager

11:30 a.m. Depart for lunch at Quirk's Feed-A-Lot

11:45 a.m. **Lunch at Quirk's Feed-A-Lot, sponsored by Happy State Bank**
..... **Mr. Don Taylor**
President-Hereford Branch, Happy State Bank

Economic Development - Challenges and Opportunities
..... **Ms. Shelia Quirk**
Hereford Economic Development Corp.

Presiding: **Klint Forbes and Michael Goudeau**

1:00 p.m. Depart for Champion Feeders

1:30 p.m. **Tour Champion Feeders** **Mr. Kevin Buse**
General Manager

2:30 p.m. Depart for Vega Area

3:15 p.m. **Tour (drive-by) Wind Farm between Vega and Amarillo**
(Join TALL class on the bus) **Judge Donnie Allred**
Oldham County

4:00 p.m. **Tour Country Barn** (niche marketing of restaurant beef)
..... **Mr. Chris Virden**
Owner

Thursday, October 28, 2010 - Continued

5:00 p.m. Depart for hotel

5:15 p.m. Arrive at Ambassador Hotel - change clothes

Presiding: **Dr. Jim Mazurkiewicz**
Assisting: **Jim Hunt and Mark Kubecka**
Transportation **Bus**
Dress: **Business**

5:40 p.m. Depart for reception at American Quarter Horse Association
1600 Quarter Horse Dr., Amarillo, TX 79104

6:00 p.m. **Reception at the American Quarter Horse Heritage Center & Museum**

Master of Ceremonies **Dr. Galen Chandler**
Regional Program Director, Texas AgriLife Extension Service

Welcome **Mr. Jim Bret Campbell**
Senior Director of Marketing and Publication, AQHA

Introduction of TALL XII Class **Dr. Jim Mazurkiewicz**
Leadership Program Director and Professor, Texas AgriLife Extension Service

Introduction of TALL Alumni and Dinner Hosts **Mr. Cory Bruce**
TALL X Alumnus, Vice President - Panhandle Plains Land Bank

Invited Guests:

District 31 **Senator Kel Seliger**
District 87 **Former State Representative David Swinford**
District 86 **State Representative John Smithee**
District 88 **State Representative Warren Chisum**
Amarillo **Mayor Debra Mccartt**

7:30 p.m. **TALL XII Individual Dinners**
..... **Hosted by TALL Alumni and Panhandle Ag Industry Leaders**

Friday, October 29, 2010

Presiding: **Dave Lilley and Garry Merritt**
Transportation: **Personal Vehicles**
Dress: **Business casual. No ties**

6:30 a.m. Breakfast buffet opens at Ambassador Hotel

7:30 a.m. Depart for **Pacific Cheese**, 8850 NE 24th Ave, Amarillo, TX 79108-7741
(806) -381-8317. Located behind Ben E. Keith on NE Loop, enter off of 24th Street.
(Ben Weinheimer will meet the class here)

8:00 a.m. **Tour Pacific Cheese** (further cheese processing/packaging business)
..... **Mr. Charlie Horning**
Manager (806/383-7255 or 806/584-3740)

Friday, October 29, 2010 continued:

9:15 a.m. Depart for West Texas A&M Business Incubator Center
2300 N Western, Amarillo, TX 79124, (806) 374-9777

9:45 a.m. **West Texas A&M Business Incubator Center**
(main room as you walk in facility)

Discussion - High Plains Issues and Opportunities:

Business Development in the Texas Panhandle Mr. David Terry
Director, West Texas A&M Business Incubator Center

Maintaining Strong Rural Health Service in the Region
. **Dr. Mike Callahan**
Harrington Regional Medical Center

Childhood Obesity: What's The Big Deal and What's Being Done?
. **Dr. Sharon Robinson**
Associate Professor and Extension Specialist - Nutrition and Food Science

Pork Production in Texas Mr. Ken Horton
Texas Pork Producers Association

Water Issues in the Texas Panhandle
. **Mr. C. E. Williams**
General Manager, Panhandle Groundwater Conservation District

. **Mr. Cole Camp**
Assistant Manager, Panhandle Groundwater Conservation District

12:45 p.m. Return to Ambassador Hotel and adjourn

“A true leader has the confidence to stand alone, the courage to make tough decisions and the compassion to listen to the needs of others. He does not set out to be a leader, but becomes one by the quality of his actions and the integrity of his intent. In the end, leaders are like eagles...they don't flock, you find them one at a time.”

Dale Carnegie's 10 Suggestions To Would-Be Leaders

- **Begin with praise and honest appreciation.**
- **Call attention to people's mistakes indirectly.**
- **Talk about your own mistakes before criticizing the other person.**
- **Ask questions instead of giving direct orders.**
- **Let the other person save face.**
- **Praise the slightest improvement and praise every improvement.**
- **Give the other person a fine reputation to live up to.**
- **Use encouragement.**
- **Make the fault easy to correct.**
- **Make the other person happy about doing the thing you suggest.**