



**Texas Agricultural
Lifetime Leadership Program**

**Class XIV
Session 2 - Lubbock/Amarillo
October 14 - 17, 2014**

“Production, Producers, Progress”



Updated 10/9/14 jh

TEXAS AGRICULTURAL LIFETIME LEADERSHIP
TALL XIV - Session 2 - Lubbock/Amarillo
Panhandle Agriculture - "Production, Producers, Progress"
October 13-17, 2014

LODGING for Monday, October 13 – Tuesday, October 14:
Overton Hotel and Conference Center, 2322 Mac Davis Lane, Lubbock, TX 79401
(877) 977-9683; www.overtonhotel.com

Monday, October 13, 2014

Arrive and check into hotel.

6:00 p.m BBQ meal provided by..... Steve Akers, TALL XIV
Location: 2618 3rd, Lubbock. Tailgate spot just north of the Texas Tech stadium,
close proximity to the Overton Hotel.

Tuesday, October 14, 2014
South Plains Agriculture

Presiding: Brad Lubbers & Mary Luedeker
Attire: Business Casual
Transportation..... Bus

6:30 a.m. Breakfast served in hotel restaurant- Pecan Grill (Voucher provided in your packet)

7:00 Board bus and depart for PYCO Oil Mill (10 min.)
(2901 Ave. A- Lubbock)

7:15 **PYCO Oil Mill Tour** (45 min.)
.....**Robert Lacy**
Senior VP Marketing

8:00 Board bus and depart for tour of Heinrich drip irrigation cotton field (15 min.)

8:15 **Tour drip irrigation cotton field & hear from Eric Best.** (50 min.)
.....**Burt Heinrich**
Co-Owner, Heinrich Brothers Farms

.....**Eric Best**
Agronomist- Monsanto

9:05 Board bus and depart for Lubbock Cotton Growers Co-op Gin (5 min.)
(114th & MLK- Lubbock)

9:10 **Lubbock Cotton Growers Co-op Gin Tour** (40 min.)
.....**Jerry Butman**
General Manager, Lubbock Cotton Growers

9:50 Board bus and depart for Llano Estacado Winery (10 min.)

Tuesday, October 14, 2014 continued:

- 10:00 **Llano Estacado Winery Tour** (45 min.)
(3426 East FM 1585- Lubbock)
- 10:45 Board bus and depart for Fiber & Biopolymer Research Institute (15 min.)
(1001 E. Loop 289- Lubbock)
- 11:00 **Tour Fiber & Biopolymer Research Institute** (1 hr.)
.....**Dean Ethridge**
Research Professor and Managing Director, Texas Tech University

Presiding:.....Michelle Moore & Zane Nicholson

- 12:00 Board bus and depart to Texas Tech University - Animal & Food Science Building
(15 min.) (3301 4th Street- Lubbock)
- 12:15 Meet in Animal & Food Science Building- Classroom 102A
(Quick break)
Boxed lunches from- COWamongus!
- 12:30 **Welcome and Introductions** – Room 102A (10 min)
.....**Tanya Foerster**
Director of Advertising, Capital Farm Credit / TALL XII
.....**Jaroy Moore**
Resident Director, Texas A&M Agrilife Research and Extension Center at Lubbock
- 12:40 **Overview of South Plains Agriculture** (25 min)
.....**Mark Brown**
County Extension Agent, Lubbock County, Texas A&M Agrilife Extension
- 1:00 **Commodity Organization Presentations** (1 hour-15 min./ea.)
- **Plains Cotton Growers**.....**Steve Verett**
Executive Vice President
 - **Texas Corn Producers Board**.....**Angie Martin**
Industry Relations
 - **National Sorghum Producers**.....**Tim Lust**
Chief Executive Officer
 - **Texas Peanut Producers Board**.....**Shelly Nutt**
Executive Director
- 2:00 Break (10 min.)

Tuesday, October 14, 2014 continued:

- Introduction of TALL XIV.....**Jim Mazurkiewicz**
 - Introduction of Dinner Hosts and Closing.....**Koby D. Reed**
Olam Cotton / TALL XI
- 7:30 TALL XIV dismissed with individual dinner hosts.

Wednesday, October 15, 2014

Presiding: Chloe Nunley & Jonah Parker	
Attire: Business Casual	
MUST wear closed toed shoes. No sandals. No skirts. No dresses.	
Transportation: Bus	

- 6:30 a.m. Breakfast served in hotel restaurant- Pecan Grill (Voucher provided in your packet)
- 7:00 a.m. Check out of hotel and load baggage on bus.
- 7:15 a.m. Board bus and depart for Diamond Ethanol Plant (30 min.)
(Hwy 114- Levelland)
- 7:45 a.m. **Diamond Ethanol Plant** (1 hour).....**Chuck Fryar**
Manager
.....**Matt Durler**
Grain Merchandiser
- 8:50a.m. Board bus and depart for Kettner Pumpkins (1 hour 10 min.)
(1200 CR DD - Muleshoe)
- 10:10 a.m. **Tour Kettner Pumpkins** (30 min.).....**Kelly Kettner**
Owner / TALL XIII
- 10:45 a.m. Board bus and depart for Ag Aviation, Inc. (10 min.)
(Hwy 214 & American Blvd - Muleshoe.)
- 10:55 a.m. **Tour Ag Aviation, Inc.** (30 min.).....**Fred Locker**
Owner

Presiding: Brad Stufflebeam & Travis Thorne

- 11:40 Board bus and depart for Stonegate Farms Dairy (15 min.)
(770 CR 1038- Muleshoe)
- 11:55 **Lunch at Sontegate Farms**
Lunch provided by..... **Joe Osterkamp**
Owner / TALL XIII

Wednesday, October 15, 2014 continued:

“The Impact of Ag on Deaf Smith County, and the Impact of Deaf Smith County Ag on the State of Texas”**Rick Auckerman**
County Extension Agent-Ag and Natural Resources, Deaf Smith County

7:00 Depart for Holiday Inn Medical Amarillo

LODGING for Wednesday, October 15 – Friday, October 17:
Holiday Inn Amarillo West Medical Center
8231 Amarillo Boulevard West, Amarillo, Texas 79124
Main (806) 322-4777, Fax: (806) 322-4778
<http://www.ihg.com/holidayinn/hotels/us/en/amarillo/amars/hoteldetail>

Thursday, October 16, 2014
Amarillo Session

Presiding:**Cody White & Leah Wilkinson**
Attire:**Business Casual**
MUST wear closed toed shoes. No sandals. No skirts. No dresses.
Transportation:.....**Bus**
Breakfast:.....**Breakfast Burritos provided**

6:30 a.m. Leave hotel for West Texas A&M University, JBK Building, Eternal Flame Room.

7:00 Breakfast burritos and coffee provided

Speaker Panel

- **Don Topliff**
Dean of the College of Agriculture, Science and Engineering, West Texas A&M University
- **Representative Four Price**
Texas House of Representatives – District 87
- **Brandon Gunn**
Texas Pork Producers Association
- **Shandi Leavitt**
Texas/Poland Young Farmer Exchange Participant 2014 Program Experience

9:30 Depart for Timber Creek Veterinary Hospital

10:00 **Timber Creek Veterinary Hospital/ViaGen**..... **Gregg Veneklasen**
Owner

11:00 Depart for Xcel Energy

Presiding:**Steven Akers & Wes Chandler**

Thursday, October 16, 2014 continued

- 11:30 **Tour Xcel Energy****David Chapman**
Analyst V, Environmental Policy and Services
- Lunch sponsored by**..... **Xcel Energy**
- 1:00 Depart for High Plains Food Bank
- 1:30 **High Plains Food Bank****Broc Carter**
Director of Communications
- 2:30 Depart for Western Equipment
(10800 Interstate 27, Amarillo)
- 3:00 **Round Table Discussion**.....**Senator John Cornyn**
United States Senator for Texas
- 4:00 **“Sharyland Update”**.....**Sherry Kunka**
Consultant, Community Affairs, Sharyland Utilities, L.P.
- 5:00 Depart for hotel
- 6:00 Depart hotel for AQHA reception

Presiding: Jorge Luis Alvarez, Jr & Lee Chastain (Assist Dr. Jim Mazurkiewicz with set up)
Attire: Business
Transportation: Bus

Friday, October 17, 2014

Presiding: Sandra Choate & Dustin Cleavinger
Attire: Business Casual MUST wear closed toed shoes. No sandals. No skirts. No dresses.
Transportation: Bus
Breakfast: Complimentary breakfast served at hotel. Hotel restaurant opens at 6:00 a.m.

- 6:30 Board bus for Hereford, TX – eat breakfast at hotel
- 7:30 **Tour Caviness Beef Packers**.....**Terry and Trevor Caviness**
Owners
- 10:00 Board bus for Scott Seed
- 10:15 **Tour Scott Seed**.....**Coby and Chad Kriegshauser**
Owners
- Lunch provided

Friday, October 17, 2014 continued:

12:00 Depart for Lubbock airport and then Overton Hotel.

2:00 Tentatively arrive at Lubbock airport.

2:15 Tentatively arrive at Overton Hotel.

Adjourn

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.**

“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.”

