



**Governor Dolph Briscoe Jr.,  
Texas Agricultural  
Lifetime Leadership Program**

**COHORT XVI  
Session 2 - Lubbock/Amarillo  
October 22-26, 2018**

**“Production, Producers, Progress”**



*Lubbock*

*Session*

**Monday, October 22, 2018**

**LODGING for Monday, October 22 – Tuesday, October 24:**  
Arbor Hotel & Conference Center | 6401 62nd St, Lubbock, TX 79424  
Contact Kristin Murray (806)771-2420 [kristin@arborhotels.com](mailto:kristin@arborhotels.com)  
<https://www.choicehotels.com/texas/lubbock/ascend-hotels>

Arrive & check-in hotel

5:30 pm Load bus and travel to Dan & Linda Taylor's, TALL Advisory Board

***Dinner & Social Hosted by Dan & Linda Taylor***

8:00 pm Load bus and travel to hotel

**Tuesday, October 23, 2018**

**Presiding: ..... Seth Sowder & Leanne Wiley**  
**Attire: .....Business Casual**  
**Transportation: .....Bus**

**Breakfast at hotel**

7:00 am Depart for Bayer/Monsanto Facility

7:30 am Tour

9:50 am Lubbock Cotton Growers Co-op Gin- Jerry Butman, Manager

10:35 am Heinrich Farms- Bert and Shelley Heinrich

11:30 am Texas Tech University- Animal & Food Science Building Livestock Arena

12:00 pm Tour & Lunch

***Lunch from Raider Red Meats sponsored by Farmers Compress/Olam Cotton***

**Welcome-** Dr. Brown, Dean of CASNR

**Commodity Speakers**

Plains Cotton Growers- Kody Bessent

Texas Corn Producers- Stephanie Pruitt

National Sorghum Producers/Legislative Issues- Jennifer Blackburn

Texas Peanut Producers Board- Shelly Nutt

3:00 pm Lubbock Cotton Classing Office- Danny Martinez

4:15 pm Travel back to hotel to freshen up

5:45 pm Board bus and depart to TALL Reception - Bayer Museum of Agriculture

**Presiding:..... Travis Wilson & Liza Parker**(Assist Dr. Jim Mazurkiewicz with set up)  
**Attire: .....Business**  
**Transportation.....Bus**

**6:00 pm.....Social**

Light Hors D'oeuvres and Open Bar  
Catering by Café Venture  
Drinks Sponsored by:  
Brady & Hamilton, LLP Law Firm  
and  
Shelly Nutt, Texas Peanut Producers

**6:30 pm.....Program**

*Master of Ceremonies & Welcome*  
**Zach Brady, TALL VII**

*Introduction of Special Guests & Elected Officials*  
**Scott Piercy, TALL XII**

*Sponsor Recognition*  
**Shelley Heinrich, TALL XIII**

*South Plains TALL Alumni and planning committee Recognition*  
**Tanya Foerster, TALL XII, TALL-A President**

Honorary Recognition Texas Corn Producers Board  
**Presented by Mike Metzger, TALL XII**

*Introduction of TALL XVI*  
**Jim Mazurkiewicz**

Regents Fellow, Professor & Leadership Program Director

*Introduction of Dinner Hosts*  
**Koby D. Reed, TALL XI**

*Closing*  
**Zach Brady**

**7:30 pm.....TALL XVI depart with Individual Dinner Hosts**

*Hosted by TALL Alumni and South Plains Ag Industry Leader*

**Wednesday, October 24, 2018**

<b>Presiding:</b> .....	<b>Stephanie Bradley-Fryer &amp; Preston Ingram</b>
<b>Attire:</b> .....	<b>Business Casual</b>
<b>Transportation:</b> .....	<b>Bus</b>

Breakfast at hotel

Check out of hotel and load baggage on bus.

7:00 am Board bus and depart for Conestoga Diamond Ethanol Plant

7:45 am Plant Tour

9:15 am Depart for Bamert Seed

10:45 am Tour Bamert Seed with Nick Bamert, TALL IV & Brett Bamert, TALL XV

11:30 am Joe Osterkamp, Stonegate Farms, TALL XIII

<b>Presiding:</b> .....	<b>DeLinda Hicklen &amp; James Plyler</b>
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12:00 pm Lunch and Speaker

***High Plains Underground Water – Jason Coleman P.E., General Manager***

12:45 pm Depart for Burch Family Vineyards

1:00 pm Tour Burch Family Vineyards with Keith Burch, owner

1:45 pm Depart for Hereford, TX

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***Amarillo Session***

<b>Presiding:</b> .....	<b>Katy Slough &amp; Cassidy Martin</b>
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2:45 pm Caviness Beef Packers Tour

4:00 pm Board bus for Sweet Bran

5:45 pm Scott Seed Hereford

Speaker & Dinner

Rick Aukerman – Deaf Smith County Extension

8:30 pm Depart for Holiday Inn Medical Amarillo

<p><b><u>LODGING for Wednesday, October 24– Friday, October 26:</u></b> <b>Holiday Inn Amarillo West Medical Center</b> <b>8231 Amarillo Boulevard West, Amarillo, Texas 79124   (806) 322-4777</b> <a href="http://www.ihg.com/holidayinn/hotels/us/en/amarillo/amars/hoteldetail">http://www.ihg.com/holidayinn/hotels/us/en/amarillo/amars/hoteldetail</a></p>
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**Thursday, October 25, 2018**

<b>Presiding:</b> .....	<b>Sarah Lemoine Knox &amp; Steve Hayes</b>
<b>Attire:</b> .....	<b>Business Casual</b>
<b>Transportation:</b> .....	<b>Bus</b>

- 7:00 am Depart for West Texas A&M University Campus
- 7:30 am Arrive at West Texas A&M University Campus-*Coffee & Breakfast burritos provided*
  - Dr. Ty Lawrence –WTAMU Professor of Animal Science
  - Dr. Lance Keith – WTAMU Department Head, College of Agriculture and Natural Sciences
  - Brandon Gunn – Texas Pork Producers Association
  - Rep. John Smith – Texas District 86
  - Rodney Moser – Texas Wheat Producers Association
  - Ross Wilson – Texas Cattle Feeders Association

<b>Presiding:</b> .....	<b>Colt Hoffmann &amp; Jessica Escobar</b>
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- 10:00 am Depart for Timbercreek Vet Clinic
- 10:15 am Tour Timbercreek Vet Clinic
- 11:15 am Depart for MicroBeef Technologies
- 12:00 pm Lunch & Tour
- 2:30 pm Depart for Snack Pak 4 Kids
- 3:00 pm Snack Pak for Kids – pack bags for kids
- 4:30 pm Depart for hotel and change into Business Attire
- 6:00 pm Depart hotel for Amarillo Country Club
- 5:00 pm Arrive at hotel and change in to Business Attire
- 6:00 pm Depart hotel for Amarillo Country Club

<b>Presiding: .....Matt Thomas &amp; Sarah Franklin</b> (Assist Dr. Jim Mazurkiewicz with set up) <b>Attire: ..... Business</b> <b>Transportation.....Bus</b>
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**6:30 pm.....Social**  
 Light Hors D’oeuvres and Bar

**7:00 pm.....Program**

*Master of Ceremonies & Welcome*  
*Introduction of Special Guests & Elected Officials*  
*Sponsor Recognition*  
*High Plains TALL Alumni and planning committee Recognition*  
*Keynote Speaker*  
*Craig Huffines, Executive Vice President AQHA*  
*Introduction of TALL XVI*  
*Introduction of Dinner Hosts*  
*Closing*

**7:30 pm.....TALL XVI depart with Individual Dinner Hosts**  
*Hosted by TALL Alumni and High Plains Ag Industry Leader*

**Friday, October 26, 2018**

<b>Presiding.....Casey Crabtree &amp; Robert Ward</b> <b>Attire: .....Business Casual</b> <b>Transportation:.....Bus</b>
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**CHECK OUT OF HOTEL** Breakfast on your own at Hotel  
 7:00 am Board Bus and depart for Lone Dairy

***You will be required to wear hairnets, steel-toe rubber boots and lab jackets for the tour. Additionally, no watches, rings or jewelry above the waist can be worn, i.e. earrings, necklaces etc. during the tour. They will have boots ready for you***

7:30 am Lone Dairy Products & Tour  
 9:00 am Depart for Swisher County Cattle Company  
 9:30 am Tour Swisher County Cattle Company  
 10:30 am Depart for Lubbock  
 12:00 pm Tentatively arrive at Arbor Hotel & Conference Center  
**Adjourn**  
**Lunch on your own**

### 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."*