

# New Mexico Agricultural Leadership Program

Seminar 2 November 2023



In this edition, you will find articles written by members of Class 16 about our second seminar in Las Cruces.

*The New Mexico Agricultural Leadership Program is committed to developing knowledgeable, multicultural leaders within the food, agriculture, and natural resource industries of New Mexico.*

## NMAL CLASS 16 LOOKS WITHIN ON LEADERSHIP JOURNEY

BY JULIE M. HUGHES

As NMAL Class 16 continued its leadership journey during the Las Cruces Seminar, we took a deeper dive into our own self-awareness using the Gallup CliftonStrengths assessment and the Dominance Influence Steadiness Conscientiousness (DiSC) personal assessment tool.

More than 90% of Fortune 500 companies have used CliftonStrengths to bring the power of strengths-based development to their workplace culture. Don Clifton developed the assessment when he saw an opportunity to supplement traditional science and focus on what's right with people rather than what's wrong with them. His work led the CliftonStrengths assessment to help people discover their natural talents -what they do best.

Through the CliftonStrengths assessment, you uncover your unique combination of CliftonStrengths themes, which sort into four domains including Executing, Influencing, Relationship Building, and Strategic Thinking.

Similarly, DiSC is used by more than one million people every year to help improve teamwork, communication, and productivity in the workplace. The DiSC acronym stands for the four main personality profiles described in the DiSC model: (D)ominance, (i)influence, (S)teadiness and (C)onscientiousness.

People with D personalities tend to be confident and place an emphasis on accomplishing bottom-line results. People with i personalities tend to be more open and place



an emphasis on relationships and influencing or persuading others. People with S personalities tend to be dependable and place the emphasis on cooperation and sincerity. People

with C personalities tend to place the emphasis on quality, accuracy, expertise, and competency.

Utilizing both assessment tools was a productive way to look at the similarities and differences in each of our results. We compared how we complement each other as a team. As I reviewed my personal results, I recognized many behaviors that affect how I function in my workplace as well as with my family and friends.

For our CliftonStrengths assessment, we looked at our top five themes and the domains they fall within. My top domain was Relationship Building, which included three of my top five themes -Relator, Individualization and Harmony. My second domain was Executing, which included my themes of Responsibility and Discipline. For the class, most of our themes fit in the Relationship Building and Strategic Thinking domains. Our class is strong at building bonds to support success and thinking towards the future. Several of us also had Executing themes indicating we are solution-oriented individuals.

The DiSC assessment identified me as an objective thinker with the highest intensity in the Conscientiousness profile, which indicates that I strive for accuracy and tend to be meticulous, while maintaining a peaceful environment. I feel this aligns with my CliftonStrengths themes of Harmony and Discipline.

Understanding our strengths and how they can be used to our advantage, as well as understanding what we can do to work on our weaknesses will be part of our ongoing leadership journey. It is important to think about how our strengths line up with the type of leader we want to be in the future.

## DR. LANIER ON HIS BOOK: *TED MACK AND AMERICA'S FIRST BLACK-OWNED BREWERY* BY EMILY HARRIS

Ted Mack's life had many significant accomplishments, and though he was forced to sell it later, purchasing his own brewing company remains high on the list of great successes in the face of adversity and hardship.

Ted Mack purchased the Peoples Brewing Company. While the company is no longer in business, Mack's story lives on as Dr. Clinton Lanier proudly published his story in 2023 and was kind enough to regal the story to Class 16.

Ted Mack was born Theodore A. Mack in 1930 in rural Alabama. Mack was no stranger to agriculture and was born a sharecropper. He later fought in the Korean War and returned to play football on scholarship at Ohio State while getting his degree. Ted Mack fought for civil rights, organized buses to Washington, D.C., and ultimately assembled a coalition of Black business owners. He purchased the Peoples Brewing Company in Oshkosh, Wisconsin.

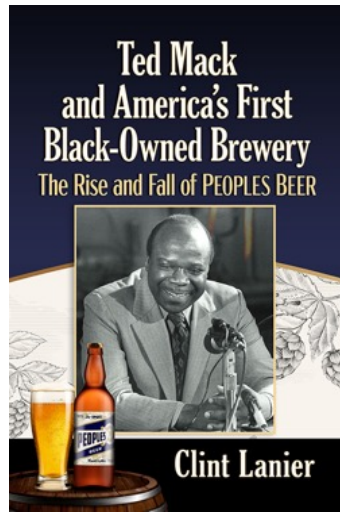
Lanier noted that "Mack once famously said that white people would give welfare to Black people, but they wouldn't give the industry. So, he decided to get the industry started for himself and, in the process, show the Black community how to lift themselves."

But the company's purchase was just the beginning, Mack began meeting resistance in the brewing industry. For starters, Mack ran into hurdles that few white entrepreneurs faced at the time, such as having all his Black business associates guarantee their loans personally so that the

loan from the Small Business Administration (SBA) would go through. This event led to a congressional investigation of the SBA that Ted Mack took part.

Corruption and bigotry seemed to be the main culprits of the ultimate demise of Peoples Beer as Mack fought tirelessly to make his mark in the brewing industry. In tribute to both Ted Mack and Dr. Lanier's book published about his story, Oak Park Brewing Company in Sacramento, California, has brewed a tribute beer brewed to the specs of Ted Mack's original recipe. Dr. Lanier was kind enough to share a small token of the brewing company's history an unused Peoples Brewing bottlecap. It is a sweet memento of a stirring story of a man who pushed the envelope in a time and industry where the odds were stacked against him.

Dr. Clinton Lanier is currently an Assistant Professor of English at New Mexico State University, where he received both his B.A. and M.A. in English and his Ph. D. in Rhetoric. (Go Aggies!) His research includes digital technologies, including web design and development, interface usability, and social and digital media. His writing interests include travel, history, spirits, and beer.





## DON HARTMAN FARM TOUR AND NM FARM AND LIVESTOCK BUREAU BY KATIE LARA

After enjoying a group lunch at the infamous Adobe Deli, NMAL Class 16 jumped into the NMSU activity van and headed for Don Hartman's Farm for a visit. Don raises chile, onions, grain sorghum, and hay in Deming, NM, on 500 acres. Crops are rotated periodically to ensure the best soil health. He's been farming in this area for over 30 years.

Upon arriving, Don greeted NMAL Class 16 and got straight to business. He had several rules we needed to follow while on our tour and he asked us to sign in for his records. Some rules included not entering rows where crops were growing, ensuring proper hygiene, and not taking food or drink into the fields. Don is required by his regulating agencies, such as NMDA, to ensure all visitors are accounted for and understand rules surrounding fresh produce crops. Their main concern is food safety and security.

Don uses drip irrigation throughout his farm. Drip tape is buried underground, delivering water to the plant root. Don shared with us that he can also apply fertilizer through the drip system. The system allows him to conserve water and directly apply fertilizer. Delivering fertilizer and water in this way has also lowered operating costs. Don's drip tape lasts anywhere from 13 to 15 years. Throughout the tour, it was apparent, Don is highly knowledgeable and innovative in his farming practices. He is constantly trying to improve his practices while ensuring they are cost-effective.

Aside from just farming, Don is very involved in the agricultural industry. He holds several offices in organizations and groups surrounding agriculture. These positions include Deming Soil and Water Conservation District Treasurer, Outstanding Farmers of America President, and 1st Vice-President of New Mexico Farm & Livestock Bureau.

According to their website, the New Mexico Farm & Livestock Bureau (NMF&LB) began in 1917 in Dona Ana County, NM. It is the largest agricultural organization in the state, representing over 20,000 member families. They utilize the grassroots process to advocate for their members on a local, state, and national policy level. They work collaboratively "to strengthen the industry, protect private property rights, and provide a voice for our rural communities." New Mexico Farm & Livestock Bureau has 30 county Farm Bureaus across the state. Programs are developed within these county Farm

Bureaus to meet the needs of member families. Essential programs NMF&LB offers include Ag in the Classroom, Collegiate Farm Bureau, Women's Leadership Program, and Young Farmers and Ranchers.



## NMDA MARKETING BY KATELIN SPRADLEY

Our state's constitution, ratified in 1912, created a state department of agriculture that served as a precedent to the New Mexico Department of Agriculture (NMDA) we know today. The marketing and development division is among the various responsibilities that fall under NMDA. Overall, the division focuses on developing marketplaces for New Mexico food and agricultural products, which ultimately support our state's farmers, ranchers, and agribusinesses.

NMDA Marketing Specialist, Juan Sanchez, visited with Class 16 about the development of global markets for New Mexico food and agricultural products. As the second-largest producer of pecans and the ninth-largest milk producer in the nation, he discussed the various opportunities to open markets for those products in other countries. He also discussed current work through the Western United States Agricultural Trade Association (WUSATA) and U.S. Livestock Genetics Export, Inc. (USLGE) to facilitate outbound and inbound trade missions that form relationships between NM agricultural producers and foreign buyers. This was a great tie-in to our visit to the Santa Teresa International Export/Import Livestock Crossing later in the seminar.

NMDA Marketing Specialist, Nick Frazzini, delved deeper into building our local value chain, including processing capacity for livestock and domestic marketing of NM products. We spoke briefly about the challenges livestock producers face when selling direct-to-consumer or direct-to-retail. The group also discussed inadequate in-state markets for livestock such as sheep. As part of his position, Nick also works with state industry associations, commissions, and groups such as the New Mexico Dry Onion Commission and New Mexico Sheep and Goat Council.

Nick and Juan also touched on the New Mexico-Taste the Tradition and Grown with Tradition logo program. The program includes cost-share reimbursement for businesses to help with marketing costs, such as attending trade shows. It provides companies with expertise

in areas such as managing social media and marketing strategies. Nick also mentioned in-state opportunities provided through the program, such as the local country store at the New Mexico State Fair.

The NMDA marketing and development division oversees the federal Specialty Crop Block Grant Program (SCBGP). It is the fiscal agent for state-funded initiatives supporting farmers' markets, direct farm sales to institutions such as schools and senior centers, and the Governor's Food, Farm, and Hunger initiative. The SCBGP funds projects by producer groups, trade associations, non-profits, and colleges/universities to improve marketing, training, certification, food safety, pest control, or plant health in specialty crops such as fruits, vegetables, tree nuts, and floriculture.

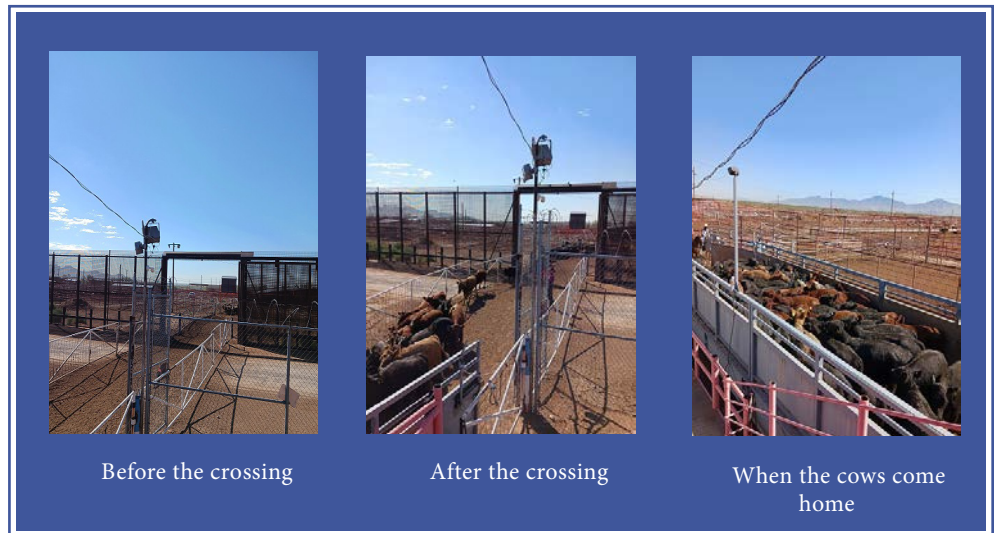
In addition to the responsibilities listed above, the NMDA marketing and development division oversees the publication of the annual NM agricultural statistics bulletin, market news and crop weather, fruit and vegetable inspection program, and organic program. Although familiar with some of the division's work, I learned much from the NMDA team. I don't often think about the impacts of trade on New Mexico agriculture, and the team provided great insight into the value of our agricultural products outside our state's borders. I look forward to connecting our state's farmers and ranchers to New Mexico Department of Agriculture's Marketing Division.



## SANTA TERESA INTERNATIONAL EXPORT/IMPORT LIVESTOCK CROSSING BY BERNADETTE ROMERO-BENALLY

“Do you smell that? That is the smell of money,” says Daniel Manzanares. He was referring to the smell of cow manure on a fresh, hot summer morning. On September 27, 2023, Class 16 explored the Santa Teresa International Export/Import Livestock Crossing. It is located at 100 Frontera Boulevard, Santa Teresa, New Mexico (NM), one of North America's most the largest livestock crossing in the United States. The animals imported are mostly spayed heifers. Our host, Mr. Manzanares, explained his leadership and directorship role in the livestock operation and gave a tour of the establishment, which has existed since 1991. Since then, the establishment has grown. The latest addition is a restaurant built adjacent to the office. It was unfortunate Class 16 did not get to eat there.

have a valid registration and certification with the establishment. Most importantly, there is a process for the entire export and import of cattle. For example, before the cattle cross into the U.S., the cattle are first dipped into water with chemicals to kill fleas, ticks, and other parasites, similar to sheep-dipping facilities. Class 16 witnessed a few hundred cattle cross that morning into the U.S. from Mexico. The cowboys (the workers) joked,



Surprisingly, this facility is an American, agricultural co-operative privately owned by the Chihuahua Mexico Cattleman's Association (in Spanish- Unión Ganadera Regional de Chihuahua). This establishment, along with the exporters and importers, follows all federal, international, and state rules and regulations. In addition, the establishment is inspected by both the U.S. and Mexico multi-agencies. For example, one agency, the New Mexico Department of



Agriculture, inspects cattle health. During this inspection, the health certificates of cattle must be provided; veterinarians must be on standby during the exportation and importation, and all ranchers must

“They are now green.”

Another important concept this establishment maintains is they keep the export and import corrals separate due to cross-contamination of possible threatening diseases.

Mr. Manzanares gave an insightful PowerPoint presentation (written in English and Spanish) about the establishment. One highlight of his presentation is that on an average daily basis, 3,000 cattle cross into the U.S. from Mexico. If the numbers are beyond 3,000, it is because of the drought's impact on ranchers and water and food scarcity. Ranchers also contribute to the local economy when they export their cattle. They shop in El Paso, Texas, instead of in Mexico.

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A question asked by Class 16 was, how do you deal with cattle thieves? Mr. Manzanares responded that each buyer of imported steers and spayed heifers must be registered and bonded with the United States Department of Agriculture Packers and Stockyards. This is to protect against unscrupulous buyers. Unscrupulous dealers are dealt with through the court of law. The bond amount has recently increased to \$250K from \$10K. Another question was whether this establishment receives any 'feral' horses. Mr. Manzanares replied, "Yes, I appreciate you saying, 'feral' horses, not 'wild' horses in your question. Yes, they do get feral horses. They get imported to Mexico. They go to the slaughter establishments in Mexico."

The tour concluded with a group photo in front of the Santa Teresa International Export/Import Livestock Crossing office. We learned that this establishment is not charged by a federal or a state agency instead, it is privately owned. It was interesting to see/read that this establishment does everything in English and Spanish (even their business cards). They also observe holidays for both, the U.S. and Mexico. For the most part, we witnessed the cowboy way of life at the border. Agriculture plays a significant role in this establishment as cattle a massive commodity in NM. Everything about this place reminded me of a rancher's way of life, the cowboy's way of life, and it was a pleasure to learn about the international livestock crossing experience between two international borders. No one enters or exits the U.S. without proper documentation, whether you are a person or an animal (hot commodity). Mr. Manzanares showed us his genuine passion about his work which showed during his presentation. I saw excellent leadership skills in him.



## PERSUASIVE SPEAKING BY LUTHER DUNLAP

Dr. Shannon Norris-Parish, Assistant Professor at New Mexico State University, examined ways to engage with others about touchy/ controversial topics using persuasive speaking. As a group, we discussed the top current issues that agriculture faces today— such as water shortage, climate change, growing population, GMOs, and labor shortage.

An excellent way to start is a good knowledge-based conversation without disrespecting someone who may have a different view than you. Before starting the discussions, you should know your stance on the issue and have an excellent factual knowledge base. Another helpful suggestion is to understand the opposing or challenging perspective. I never thought of understanding the other's side point of view on an issue with an open mind. Dr. Norris-Parish had us break the issues down into four areas. Logos (Logic or Rational), Ethos (Emotional Appeal), Pathos (Trustworthiness of Claims), and Kairos (Urgency of the Argument). We enjoyed having Dr. Norris-Parish speak to the group.



# GIVING TUESDAY

November 28, 2023

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# *New Mexico Agricultural Leadership Alumni Reception*



*Join us for the annual  
alumni reception  
during Joint Stockmen's  
Convention.  
Light appetizers will be  
served  
and a cash bar will be  
available.*

*Where:  
Hotel Albuquerque  
Old Town*

*When: Thursday,  
December 14  
6 pm-7 pm*

*RSVP to  
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## A WORD FROM COLLEGE DRIVE BY TINA WILSON

The destination for our international trade and innovation trip has been selected. Before I tell you where, here are the clues that Class 16 received leading up to the big reveal during seminar 2 in Las Cruces. The first clue was this country is one of the top producers of olives in the world. The second clue included that this country boasts one of the lowest birth rates and the oldest populations. The final clue was this country has a free wine fountain. I must admit, the fellows didn't know our destination, and my hints could have pertained to many of the countries they selected for the dream sheet. After the anticipation reached an all-time high, I revealed our trip would be to Italy and Greece. We are narrowing down the dates—more details in the coming months.

At the end of October, I had the opportunity to travel to my home state of Virginia to attend the annual meeting of IAPAL (International Association for Agricultural Leaders). It is always nice to see directors from other states and countries, not to mention the inspiration I receive about new programming. This was another eye-opening experience about agriculture for me. I have spent many years in the Commonwealth of Virginia, and if asked about commodities, I might have said corn, cotton, tobacco, oysters, crab, and peanuts. I learned and saw so much about Virginia I never knew. The highlight was a cruise on the James River in Norfolk, which borders my hometown of Virginia Beach. During that cruise, local experts in maritime activity explained the different sights. I saw Navy ships and submarines along with Naval Shipyard Norfolk, which is responsible for refueling nuclear reactors on subs and aircraft carriers. I was in heaven seeing Navy ships and subs. I was able to identify one based on sight alone. My many years as a Navy child and wife paid off. The part that interested me most on this cruise was passing by Norfolk International Terminal (NIT). I have always driven by NIT and knew that is where cargo is offloaded from ships worldwide but had never had this view. I witnessed cargo containers being unloaded and a vast ship pulling into NIT. Our experts told us that Norfolk is the second-largest port on the east coast. We learned the shipping channels are being dredged so larger ships can dock in Norfolk, Virginia.

Please mark your calendars for our annual alumni reception during the Joint Stockmen's Convention in December. The event will happen on Thursday, December 14th, at the Hotel Albuquerque in the Fireplace Room- 6:00 p.m. sharp. I look forward to seeing all of you at this annual event and hearing what good things this year has brought to you.

As we head into the hustle and bustle holiday season, I have many blessings to be thankful for, and I am sure you do. On November 28th, we will once again participate in Giving Tuesday. This annual day of giving takes place the Tuesday after Thanksgiving. It is meant as a way for individuals to pause from the hustle and bustle of the holiday season and give back to the community.

I want to wish you and your families happy holidays and a prosperous New Year.



Top Photo: Virginia Class Submarine  
Bottom Photo: Various Surface Ships  
moored at Norfolk Naval Station.



Thank you to our sponsors. We appreciate your continued support of New Mexico Agricultural Leadership.

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**Have news? Tell us!**  
We love to hear what our alumni are up to! Send us a picture of a recent trip, conference, life event or milestone so we can share with fellow alumni and supporters. Send pictures and a brief description to [nmal@nmsu.edu](mailto:nmal@nmsu.edu) to be featured in one of our newsletters.



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