



NEWSLETTER

September 2020 | Seminar 1

THE ROAD AHEAD - ASH ABEYTA

Leadership styles, personal purpose statements, Escape Rooms, margaritas, and lots of beef. When your first leadership seminar has already delivered all of this, it's hard not to be excited about the future of New Mexico Agricultural Leadership Class 14.

While having our first seminar in Albuquerque last month we got the chance to discuss the future and what to expect during our program. Our goals for the next 16 months involve traveling across the state, country, and hopefully world to better understand and help lead New Mexico agriculture into a prosperous future.

In person seminars for NMAL Class 14 include:

- Trade and Communication in the Las Cruces area.
- State Political Processes in Santa Fe
- National Political Processes in Washington DC
- Oil & Gas Industry with Cultural Issues focus in Northwestern NM
- Urban Agriculture and Social Issues in Albuquerque
- International Trade Mission (New Zealand, United Kingdom, or Argentina)

Want to learn more about Class 14? Visit aces.nmsu.edu/nmal and click the current class tab.

In between our in person seminars we will have conference calls to keep us on track and engaged while we read through valuable leadership material.

Meeting everyone in person and taking the first steps to connect and create relationships was a great experience for me. I feel like I learned and took away so much about my personal leadership style and writing our personal purpose statements. I hope everyone is as excited as I am to see what our NMAL future brings!



Class 14*

Back row (left to right) : Amanda Skidmore, Brandon Sandoval, Kameron Carver, Wayne Shockey, and Ashley Thompson
Front row (left to right): Ash Abeyta, Elden Harry, and Justin Salcido

*Masks were removed only for photo.

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

LEADING TO THE ESCAPE - ASHLEY THOMPSON

Escape rooms have become the newest and greatest trend for employers. Why you might ask? It's a strategy for building efficiency and effectiveness in their employees to take their business to the next level! We do this by providing an open and exciting environment for everyone to enjoy that also breaks that workday tension. Let's take a glance into how we can help you grow better leaders in your company.

By combining team bonding and team building in your escape room experience; your employees are able to get out of the office and connect with one another on a more personal level, while still building the core of your teams' effectiveness in the office.

What do you look for in employees? Is it their qualifications or their background? Why not base it off their personal strengths instead? You can utilize the escape rooms to discover a person's strengths and how they mesh with others in the group. Not only is it a fun out of the office activity, but you are also building your strength as a leader to develop a self-sufficient team.

Experience from Class 14: Before meeting each other in person, we each took an assessment to discover our strengths. Although none of us had the

exact same strengths, we did have some in common with one another. We discovered in our partnered discussions that even having different strengths from each other we still had a similar idea of how to lead. These strengths became even more apparent when we entered the escape rooms! My team was made up of the following strengths: competition, restorative, responsibility, & strategic. All of these strengths are

very different from one another when you break them down but, when they were combined, made us work like a well-oiled machine!

Any company looking to learn how their teams work together should send them to an escape room. Without pressure and expectations brought on by the work

environment you can discover the true strengths of everyone on your team. In our experience the escape room was a great way for us to break the tension of just meeting one another. We were able to walk into the room with no prior expectations of how our teams would work together to escape. It was a great experience and we would recommend others to face the challenge!



Team 1: The Cabin

You are the lead detective on the murder case you have just received a tip that has led you to the secluded, hunting cabin that the suspected serial killer is said to use as his hideaway. You don't have enough evidence to get a warrant, you don't even know the true identity of the killer, and time is of the essence. You must get to the cabin, use the clues to lead you to the true identity of the killer, and escape before the killer returns. You only have 60 minutes...will you and your team be able to get in, accomplish the task and get out in time?

Team 1 Members: Justin Salcido, Elden Harry, Brandon Sandoval, & Ashley Thompson

Team 2: Duel at Dusk

After a little too much fun the night prior at the local saloon, you vaguely remember that you have been challenged to a duel by a mysterious stranger. The duel will take place today at dusk. Unfortunately, you have misplaced your gun and other items. You must re-trace your steps from the prior night's events and return to the saloon where the bartender has agreed to give you and your posse one hour to retrieve your lost items which include: your pistol, your lucky rabbit's foot, and your courage. You also are hoping this will trigger you to recall the name of the person you'll be dueling. Exit the saloon with these trusted, lucky items and the name of your dueling partner within the hour, and there's no way you'll lose. Don't find them, and you may as well leave town!

Team 2 Members: Ash Abeyta, Kameron Carver, Wayne Shockey, Amanda Skidmore, & Tina Wilson

ICONIC SLOGANS - WAYNE SHOCKEY

How many of the slogans do you recognize?

Nothing runs like a deere

Finger lickin' good

Have it your way

The Heartbeat of America

Good to the last drop

Melts in your mouth, not in your hands

It keeps going... and going... and going

If you were to search for the most iconic slogans, these would make the top 50 list and I am sure you recognized most, if not all of them. But what about this one? BEEF. IT'S WHAT'S FOR DINNER. While most of us in the agricultural sector recognize this slogan, it concerns me that it is not in the top 50 most iconic slogans.

Due to a shrinking population of people directly involved in agriculture (less than 2%), it is very important to recognize the work of those that promote agriculture and bridge the gap between producer and consumer. The New Mexico Beef Council is just one of those organizations that does a great job promoting the Beef Industry. The boycott of Beef Products in the 60s created a need to develop an organization to promote the beef industry. From this need, the Beef Council was formed across several states. The New Mexico Beef Council originated in 1977 and currently there are 44 Beef Councils across the country. The New Mexico Beef Council is made up of nine producers from Cow-Calf, Feeder, Dairy and Pure Bred operations and the New Mexico Secretary of Agriculture appoints all members. All members of the council can serve a maximum of two, three-year terms.

So what does the New Mexico Beef Council do? Beef Councils are tasked with collecting Beef Check-Off funds per head of cattle as well as promoting the beef industry in a positive image. First and foremost, the New Mexico Beef Council is not funded by tax dollars. All funding for the Beef Council is generated through the beef check-off program. The check-off program was part of the 1985 Farm Bill. However, it took three attempts to pass the referendum. The referendum was finally passed in 1989 and allowed Beef Councils to start collecting money from producers once they sold an animal. Half of that money stayed in the state and

supplied revenue for the New Mexico Beef Council. Originally, the check-off was \$0.25 per head until recently. In 2019, the state increased that to \$1.00 per head.

You might ask who collects this money and what is the revenue used for? To make things a bit easier, the New Mexico Livestock Board collects the Beef Check-Off funds and producers may opt out of the program if they wish. However, I would encourage producers to continue to support the program. The New Mexico Beef Council currently uses the funds from the program for promotion, consumer information and research programs. Through the promotion program, the beef council promotes New Mexico Beef through media, retail and food service programs. Through the consumer information program, the beef council works directly to educate consumers, gather consumer opinions and promote school enrichment programs. Finally, the research program works directly to ensure beef safety, product technology, and conduct the largest amount of nutrition research of any organization.

As you can see, the amount of work performed by the New Mexico Beef Council as well as the importance of their work should make the slogan "BEEF. IT'S WHAT'S FOR DINNER." One of the most recognizable slogans of any out there.



YOU'VE HEARD OF BLACK FRIDAY, CYBER MONDAY... HOW ABOUT "GIVING TUESDAY?"

The Tuesday following Thanksgiving is a day for people take time out of the holiday season and give back to the community. This day is dedicated to investing in something bigger, and being part of a worldwide day of philanthropy. When you give to the New Mexico Ag Leadership Fund online on Tuesday, December 1st, your gift funds program experiences such as travel, books, and tours which in turn develops better leaders for New Mexico's agricultural industry. Looking ahead to 2021, class 14 will participate in an international trade mission trip along with NMDA and learn about the national political process. So now more than ever your tax deductible gift is necessary.

So make that calendar reminder, save the link http://giving.nmsu.edu/nm_ag_leadership_fund.html, and be ready make a difference on Giving Tuesday!



ALUMNI SPOTLIGHT

Shannon Norris, NMAL Class 11 alumna, recently accepted a faculty position to help build an agricultural communications program in the Department of Agricultural and Extension Education at New Mexico State University. Norris graduated in August 2020 with a Ph.D. in Agricultural Leadership, Education, and Communications from Texas A&M University and moved back to Las Cruces. She looks forward to helping create courses and developing networking opportunities for students who want to study scientific communications related to the food, fiber, and natural resources industries.

Shannon says "When I was a member of NMAL Class 11, we had the opportunity to see the magnitude and diversity of New Mexico agriculture firsthand," Norris said. "I believe my experience with NMAL was vital to preparing for my current position because it helped me build a network of leaders and stakeholders in the Southwest



who can provide critical perspectives of what is needed in the industry. Hopefully, we can, in turn, use their perspectives to keep our classrooms relevant and rigorous as we prepare the next generation of leaders."

Colin McVaugh, class 8 alumna and NMAL board member, recently co-founded AgriGen Valuation, Inc. AgriGen Valuation provides high-quality real estate and personal property appraisals to government agencies, lending institutions, attorneys, accountants, realtors, and many other clients. In addition to starting up AgriGen, Colin teaches Ag Econ 470/Finance 470 – Real Estate Appraisal for NMSU in College of Agriculture, Consumer, and Environmental Sciences.



Colin recalls his favorite seminar during his time with NMAL as the trip to Navajo Agricultural Product Industries (NAPI). The highlight of trip was seeing firsthand the intricacies of the operation.

Building strong leaders since 2001. For over 15 years, NMAL has been developing leaders through experiential learning, networking, and traveling.

MAKING CONNECTIONS: COMMUNICATIONS- AMANDA SKIDMORE

One of the most important components of leadership is communication. This is the ability to take thoughts and facts and translate them into well-formed and easily understood ideas and concepts. It is important as leaders that we use our skills to communicate with one-another and those that follow us.

Being able to spend our first in-person seminar discussing leadership strengths and our leadership styles allowed for members of the group to talk openly about their experiences and how they relate to these concepts. We were able to learn from one another about how we each communicate and think as leaders. From group discussion about our strength test results to practicing non-verbal communication during the escape room, the entire seminar was focused on learning new skills that will help us communicate better with one another.

Each member of Class 14 has different skills and life experiences that they are bringing to the group. Communication starts with us learning from each other, investing time in understanding the strengths (and weaknesses) of our team members. Each unique individual is a representative of leadership within their own communities, and together we will form a formidable leadership team that can help guide New Mexico to a bright future.

LEADERS FINDING THEMSELVES - ELDEN HARRY

Leaders that are running small businesses to multimillion dollar businesses each have a different outlook on their types and definition of leadership. Have you ever wondered what kind of leader you are?

My class had a professor by the name of Dr. Thomas J. Dormody that teaches new upcoming leaders the different types of leaders and also the different traits/theories of leadership.

The biggest thing I took away from the presentation was evaluating myself in some of the categories that were being presented that I didn't even know I had. One of the areas I felt that I didn't have was "trust" in my staff. I thought that if I didn't do the job myself then it wouldn't get done correctly. But other leaders might have this same issue, right? So, after the seminar concluded and I returned back to work, I implemented something new with delegating tasks and letting my key personnel take the responsibility of an assignment and trusting the individual with their decisions. So far I haven't heard or seen any bad results! (whew!)

However, when you think about "change" it can be sometimes intimidating and we tend to want to stay in our comfort zone and not have to make changes. If it ain't broken, don't change it, right? WRONG! After the slight change I made for myself as a leader, I've also learned that I have taken a lot of weight and stress off my shoulders and it also allows more family time for myself (always a plus!).

Companies struggle with a high turnover rate with employees quitting their jobs and a study shows 49% of employees leave their jobs due to bad bosses. Leaders and bosses do have their differences.

Lastly, at the end of the presentation by Dr. Dormody, the class was asked to share our own definition of leadership? Many thoughts were racing through my mind as I thought about leadership. Was I a leader? Was I a natural leader? After hearing my classmate's thoughts about what a leader is to them I kind of defined what a leader is to me. No matter what leadership skills you possess, whether its being a fearless innovator, a listener or a servant leader, we can all use our leadership styles in a direct way to impact our organization or business success. A leader to me inspires, motivates and mentors the team to make the business a successful one.



Class 14 with Dr. Dormody

PUTTING LEADERSHIP INTO ACTION - KAMEREN CARVER

Greetings, recently the New Mexico Agriculture Leadership Class 14 had its orientation in Albuquerque New Mexico. We shared our stories and backgrounds and got to discuss our own definitions and viewpoints regarding leadership. We all had diverse backgrounds but there were several common themes that kept coming up in our discussions. Fortunately, we had the opportunity to hear from several presenters to help put our growing definition of leadership into perspective. Besides being a part of this program, I am also a member of New Mexico Farm and Livestock Bureau and sit on the Cibola/McKinley county board. While building a new foundation of leadership understanding, I kept thinking about the overall mission of NMFB.

New Mexico's Farm and Livestock Bureau's mission reads, "Farm bureau is a free, independent,

nongovernmental and voluntary organization of farm and ranch families united for the purpose of analyzing agricultural problems and formulating action to achieve educational awareness and social advancement, and thereby, to promote the national well-being. Farm Bureau is non-partisan and is local, statewide, national and international in its scope and influence."

During our orientation our class had the pleasure of hosting Dr. Thomas J. Dormody. Dr. Dormody gave our class a presentation regarding leadership definitions and theories. A common theme of Dr. Dormody's presentation was leaders influence and motivate others towards a common goal or mission, non-coercively. I couldn't help but notice the similarities in Dr. Dormody's presentation with the values and actions of my peers and

leaders in NMFB.

One interesting thing our class took a part in was the Gallup Clifton Strengths survey. After we completed the survey, we received our own signature report that highlighted our top five leadership themes. Part of NMFB's mission statement, is to achieve educational awareness and promote social advancement. I think being aware of our own strengths helps us become better teachers and stewards of leadership.

On our last day of orientation, we were lucky to be able to have lunch with the New Mexico Beef Council, and the executive director, Mrs. Dina Chacón-Reitzel. Once again, the leadership traits we had been exploring came to light. It was great to see that the New Mexico Beef industry is in such great hardworking hands.

FINDING OUR STRENGTHS - JUSTIN SALCIDO

Our time together as a class began with an exercise called the Gallup Clifton Strengths Assessment, which will be the foundation of our development as a group of agricultural leaders in New Mexico.

The Clifton Strengths Assessment was developed by Don Clifton who was an American psychologist who focused his research on Positive Psychology. The assessment is useful in helping users identify what skills come natural to an individual and provides an awareness that can be used to maximize the talents that come from those dominant traits that come naturally.

The assessment utilizes 34 themes that make up a subject's personality. The four buckets that these themes can be categorized in are: Executing, Influencing, Relationship Building, and Strategic Thinking.

The first place theme that stood out in the group was a "restorative" theme which basically means the ability to identify and solve problems. This is a promising sign in today's environment where so much information is available at our fingertips and it is easy for our decisions to become paralyzed by so much information. Runner up themes were "responsibility", "self-assurance",

and "context". I would like to point out that our group had 23 of the 34 themes identified as real strengths present in our personalities.

As a reflection of this exercise and where we all come from, these positive strengths are a tribute to the agricultural lifestyle and youth programs available in the State of New Mexico that many of us have been a part of at some point in our lives.

Our group was excited to learn about our strongest themes related to positive leadership. Next steps will be to recognize these themes in our day to day interaction with others and utilize them in our roles as leaders in the community.

INTERNATIONAL DESTINATIONS - BRANDON SANDOVAL

When asked about international trade mission in conjunction with New Mexico Department of Agricultural, class 14 of the NMAL had a long list from around the World. Preferred countries such as like Italy, Iceland, Cuba, and London came up on the list. Over the next few days, the class talked over the agricultural industries of each country and the list was narrowed down to New Zealand, Argentina, and United Kingdom (Northern Ireland, Scotland, and Wales). Three classmates researched each country and their findings are below and on the next page.

Located in the southern half of South America, Argentina was ranked among the top three destinations for a trade mission. As a person with Navajo Agricultural Products Industry, it would be great to see how the crops we grow year after year are distributed through trade whether it be in the United States or worldwide. Argentine beef and its production play a major part in Argentina. Historically, Argentina's beef industry continues to gain a strong presence both domestically and globally. As global consumption of beef continues to grow, Argentina's high quality beef is making an appeal to many export markets and could have the potential to rise to new levels of production. As we continue our passion and careers in agriculture, Class 14 of NMAL would greatly benefit from gaining insight of Argentina's agricultural life from their crop/cattle productions to their trade missions as well as having some tasty beef recipes that Argentina has to offer.



Argentina

By Kameren Carver

Argentina's main crops include soybeans, indigenous cattle meat, wheat, maize, whole fresh cow milk, grapes, indigenous chicken meat, sunflower seed, sugar cane, and apples. Its agricultural area roughly equals 148,700,000 hectares. 1 hectare equals 2.47105 acres.

Argentina is one of the world's major exporters of soybeans and wheat, as well as meat.

It is also one of the largest producers of wool and wine, but most of its wine is consumed domestically.

Also, Argentina is a world leader in organic ag production, with a reported 3,061,965 hectares of certified organic production. Argentina boasts the world's second-highest consumption rate of beef and is the third highest exporter behind Brazil and Australia. Argentina's beef production has played a major part in the culture of the country. Argentine beef exports in 2021 are forecast at 760,000

tons carcass.

Argentina has a GDP of approximately \$450 billion and is one of the largest Latin American economies. Since 2018, the Argentine peso has lost 68% of its value and annual inflation is over 50%. Argentina and the United States share a strong relationship based on economic ties and shared interests.

Northern Ireland, Scotland, and Wales

By Dr. Amanda Skidmore

Northern Ireland:

The largest agriculture exports from Northern Ireland are potatoes, wheat, barley, and dairies. They have a farm labor shortage, which has caused agriculture to become highly mechanized, which directly relates to NM. For the size of the country they have a large technology industry (just like NM), with developed sectors in aerospace and clean energy. They also have a large tourism sector.

Scotland:

The United States is the second largest

importer of Scottish products (5 billion), although other UK countries make up the majority of their exports (46 billion). The leading exports that would relate to our state include whisky production, animal production, and textile production. They also have a large eco- and agro- tourism industry, which is also large focus for New Mexico.

Wales:

The US is the third largest importer of Welsh products. Livestock is their main agricultural product, but they have a larger forestry sector. they also have refineries and coal/oil related industries (similar to our mining industry). They also have significant tourism industries.

Overall, the United Kingdom would provide NM Agriculture leaders an opportunity to learn how small countries contribute to a greater collective (similar to NM position within the US). Each one of these countries has learned to specialize and develop billion-dollar economies. Leading exports are livestock, some agriculture products, value added products, and technology. They all have large tourism industries, which is a major economic sector within NM. Studying each of these countries would give us a broader perspective on developing independence economically, while preserving unique culture and heritage.

New Zealand- Ash Abeyta

New Zealand would be a great location for a trade mission for both New Mexico agriculture and US agriculture. The current view of trade missions is that they encourage exporters to explore and assess market opportunities and provide access to decision-makers in the public and private sectors. In 2019 the US exported \$538 million dollars' worth of agricultural products to New Zealand, an 132% increase from 2009.

New Zealand's top agricultural exports to the United States include red meats, wine and beer, other dairy products , and other fresh fruits. A trade mission to New Zealand could possibly be a tool for us to lay a foundation in future markets for New Mexico agriculture to increase our state's exports. It would be an incredible learning experience for our Ag leadership group.

A WORD FROM COLLEGE DRIVE - Tina Wilson, Coordinator

Even with the return of students to classes on campus the halls are still quiet. COVID-19 has presented some challenges for all of us but none the less life continues all be it differently. I am proud the announce ,despite the pandemic, class 14 has started! I was not confident that we were not going to start as many of the ag leadership programs across the country are on hiatus for a year. But we have 8 wonderful participants in class 14 and we met in person last month. Of course we have safety protocols in place but what has not changed is the desire to develop agricultural leaders that will not only benefit New Mexico but possibly the country and world.

With the start of a new class I have mixed up some of the requirements. Each class member has started a blog to share experiences during the program. You can find a link to current class member's blogs on the NMAL website. We also are using the quick chat video app Marco Polo to send short messages about our time together to friends, family, and co-workers. My wish for each and every one of you is continued good health. Stay safe and wash your hands.

ANNOUCEMENTS

Seminar 2:

November 4-6

Trade and Communication- Las Cruces

Got News? Tell Us!

We love to hear what our alumni are up to! Send 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 to be in the next newsletter.

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