

# THE BRAND

The Newsletter for the Farm Credit of New Mexico Community | Winter 2012 | Vol. 10 Issue 2

## Navigating The Drought

By Al Porter, President and CEO

Farm Credit of New Mexico announced in September that we are committed to supporting our customer-owners and the agricultural community impacted by the 2012 drought. We are concerned about the drought and are taking action to make sure we serve you, our stockholders to the best of our ability during this time.

The impacts of drought have been felt across the country, including in the state of New Mexico. While New Mexico farmers and ranchers are accustomed to dealing with weather related volatility, we believe we must be aware of the issues that drought creates and help our customers manage through the impacts of this historic drought. Our customers should know that FCNM is prepared to help them through this difficult period so they can continue to grow and be successful over the long term.

In September, CoBank and the other three Farm Credit Banks issued a joint statement on the drought. The banks said that, “despite the challenges presented by the drought, the Farm Credit System remains well positioned to meet the financial needs of the farmers, ranchers, cooperatives and other rural borrowers.”

CoBank, Farm Credit of New Mexico’s funding bank, also announced it will contribute \$1 million to Feeding America, the nation’s leading hunger relief charity. The funds will be designated to support programs in areas of the country where the bank and its affiliated associations have significant operations.

“One of the unfortunate side effects of the

drought has been the growing concern over increasing prices for a variety of food products at a time when unemployment remains stubbornly high,” said Bob Engel, CoBank President and Chief Executive Officer. “We want to do our part to alleviate the downside effects of a weak economic recovery coupled with potentially higher food prices, particularly on the poor. We’re pleased to be able to underwrite Feeding America with this contribution and support their work on behalf of needy people across the country.”

“Across the U.S., more than 50 million people face hunger, and rising food prices threaten to make it even harder for them to put food on the table,” said Matt Knott, Interim President and CEO of Feeding America. “We’re deeply grateful to CoBank for this donation, which will help us provide more meals to people in need.”

Please know that we are here to help you. Please contact any of our offices if you need assistance.

## Ag Community Calendar

December 24-25	FCNM Closed for Christmas
January 1	FCNM Closed for New Years
January 23-25	Southwest Hay Conference, Ruidoso
February 4-5	New Mexico Chile Conference, Las Cruces
February 19	Ag Fest, Santa Fe
February 19-20	Ag Expo, Portales
March 3-5	Western Pecan Growers Conference, Las Cruces
March 14	Ag Feed, Santa Fe
March 29	FCNM Closed for Good Friday
May 1-3	Women in Ag Leadership Conference, Las Cruces
May 27	FCNM Closed for Memorial Day
June 7-8	Dairy Producers of NM Convention, Ruidoso
June 15-17	Joint Ag Summer Conference, Ruidoso (NMCGA, NMWGA, NMFLB)
June 19-20	FCNM Closed for Employee Training

# Roswell Branch Management Changes

## *GL Straley Retires*

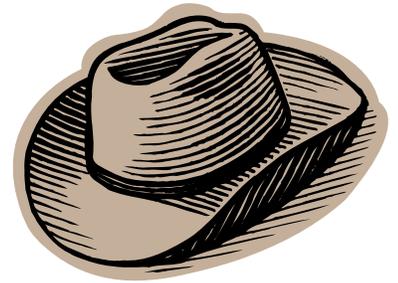
At the end of October, GL Straley retired as the Branch Manager in Roswell . He has been with Farm Credit of New Mexico for 32 years and has been a valuable member of our team and will be missed by staff and customers alike.

Our customer surveys contain comments showing appreciation for GL's service on a regularly.

Here is what one customer said, "*GL Straley provided an immense amount of knowledge and insight of the local market conditions. His help was invaluable for me in my decision making process. His "above and beyond" helping attitude was the key factor in my decision to use FCNM for my financing on a new facility.*" This excellent customer service is what our customers came to expect from GL. He will certainly be missed. He is leaving behind a legacy of how to provide great service that will be

continued.

Our hats off to GL We wish him well in his retirement.



## *Kohler and McKnight to Manage Roswell Branch*

Jeremy Kohler has been promoted to Branch Manager in the Roswell office. He will follow in GL Straley's footsteps. Jeremy is a native New Mexican, growing up on a ranch north of Clayton and is a graduate of New Mexico State University. Jeremy has lending experience in both the Las Cruces and Clovis branch offices. He most recently worked in the Credit Department of the Albuquerque Administrative office.

He is married to, Amy, they have one daughter, Annie.

Ryan McKnight has been promoted to Assistant Branch Manager in the Roswell office. Ryan grew up on a ranch north of Roswell, NM. He is a graduate of NMSU with a Bachelor's of Business Administration in Finance. After college, he moved to a small town in southern Iowa. Ryan spent five years in Iowa

working as an Ag/Commercial loan officer for a commercial bank. Ryan has worked in our Roswell branch as a loan officer for the past five years.

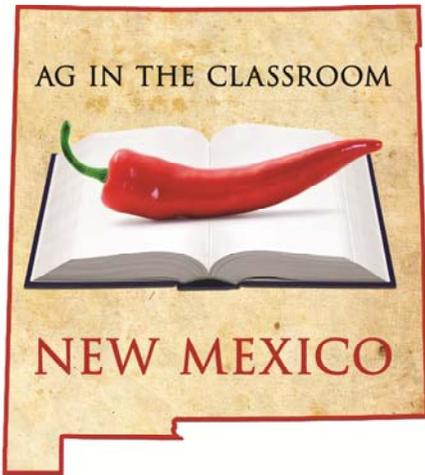
He is married to, Jennifer, they have one daughter, Kelly.

Join us on facebook

# Lending A Helping Hand

## *New Mexico Ag In The Classroom Diversity Grant*

*By Traci Williams, Director New Mexico Ag In The Classroom*



Farm Credit of New Mexico and CoBank have come together to award a special diversity grant of \$6,500 to New Mexico Agriculture in the Classroom (NMAITC). The main goal of NMAITC is to educate the general public, with an emphasis on K-12 students and educators, about the

importance of agriculture. This grant will have a direct impact on the diversity and number of students reached through NMAITC presentations and website resources.

The grant will help NMAITC create bilingual media and technology components for current and future lessons. Al Porter, CEO/President of Farm Credit of New Mexico stated, "Farm Credit of New Mexico is proud to be able to be a part of this project that helps expand the Ag in the Classroom program to a more diverse audience. Creating bilingual agricultural educational materials is just one more way the Ag in the Classroom program is helping to promote agriculture in our state."

New resources for teachers and more classroom visits and workshops statewide will also be created through this special grant. "CoBank is pleased to be able to partner with Farm Credit of New Mexico to help enhance the New Mexico Ag in the Classroom lesson plans. A thriving agriculture system is vital to our country's future and it's important that all of tomorrow's leaders have access to this important program," said Marc D. Adams, Regional Vice President for CoBank. This generous grant illustrates Farm Credit of New Mexico and CoBank's dedication to the agricultural community and their commitment to ensuring the future of agriculture through education. NMAITC greatly appreciates this opportunity and looks forward to sharing the new resources and lessons.



*From the Left:* A chile activity at the NM State Fair on the life cycle of a chile plant sponsored by the grant, NMAITC Director, Traci Williams working with a bilingual kindergarten class in Albuquerque Public Schools, and a Rio Arriba Farm Bureau member getting to know local teachers at a NMAITC teacher training.



## Inclusion: Another Piece To Diversity

*By Georgiana Contreras, Director of Human Resources*

When we think about diversity, we may instantly think of gender, ethnicity, and race. Diversity as we know goes way beyond those limitations; it is the range of human differences. It is what makes each of us different and unique. Diversity has recently become the buzz word within the workplace, marketplace and communities globally. It has been reported that those businesses and companies that build a culture around diversity have been the most successful. A diverse workforce can improve problem solving along with enhancing creativity. Another piece of diversity is “Inclusion”. Inclusion has become an inte-

gral part of the diversity discussion. Wikipedia’s definition of inclusion as it relates to diversity is “individuals having a sense of belonging, feeling respected, valued for who they are, and feeling a level of supportive energy and commitment from others so that one can do their best work”. Inclusion is a shift in culture which engages individuals and creates higher performance where motivation and morale soar. It is time to explore the differences and understand why people act the way they do and how organizations can embrace differences both today and in the future.

Study after study show that diversity and inclusion positively influence revenues and profits, impacts buying power of minority groups, and the labor pool is becoming more diverse. As business owners, corporations and community participants, we need to be accountable in recognizing the importance of diversity and inclusion in achieving desired outcomes personally and stay competitive in business world-wide.