

**President's Letter**  
**Al Squire**  
**June, 2015**

In May, Beverly, Dougie II, Dougie III, Kaye, Ryan, and I visited our New Mexico Congressional delegation in Washington DC. Dougie III was a real hit with everyone. A politician cannot resist a baby! We had a very positive reception with four out of five of our elected officials.

Congressman Steve Pearce made a few comments that we should take to heart. He discussed the benefits of using positive images to promote our industry on social media. Familiarizing the public with family-owned dairy farms, sustainable agriculture, and the many positive things that we do to care for our animals and train our workers will help strengthen the demand for our products and uplift the image of our industry. Congressman Pearce made the point that the same approach has been very helpful in generating positive perception of the gas and oil industry. In short, a good offense is the best defense.

After returning to New Mexico, we all participated in the DPNM Annual Trade show in Ruidoso. I just showed up for the event, while Kaye, Beverly and Susan had been busy working on this immense project for months. Upon seeing the exhibit hall full of vendors, I was reminded of a comment by a local banker from Roswell when we were trying to get financing for our first dairy venture over twenty-five years ago. He said that banks and the whole community prosper whenever a dairy is built and operated because every dollar spent by the dairy turns over in the local economy from five to seven times.

I am sure that this message is well understood by our New Mexico elected officials and political leaders. At the Producer's Meeting, we all had the great honor of hearing from Lieutenant Governor John Sanchez, Secretary of Agriculture Jeff Witte, and Secretary of the Environment Department Ryan Flynn. These men truly understand how much our strong agricultural sector contributes to the whole state's economy. I am sure it was not lost on them to see the eighty booths at the trade show representing hundreds of millions of dollars in annual business generated by companies and individuals supplying all the needs of New Mexico dairy producers. Special thanks to Lieutenant Governor Sanchez, Secretary Witte, and Secretary Flynn for taking time out of their busy schedules to speak to our producers.

At the meeting, it was my great pleasure to team up with Beverly and Secretary Witte to present two very special members of the New Mexico agricultural community with retirement gifts, acknowledging their many years of service to our industry. Dr. Lowell Catlett, Dean of the College of Agriculture at New Mexico State University, and Alf Reeb from NMDA Dairy Division were honored for jobs well done. We will miss both of them.

On a special note, Secretary Witte reminded us once again of the tireless efforts on our behalf being performed by the entire staff at DPNM daily. Thank you, Beverly, Kaye and Susan. Keep up the great work.