

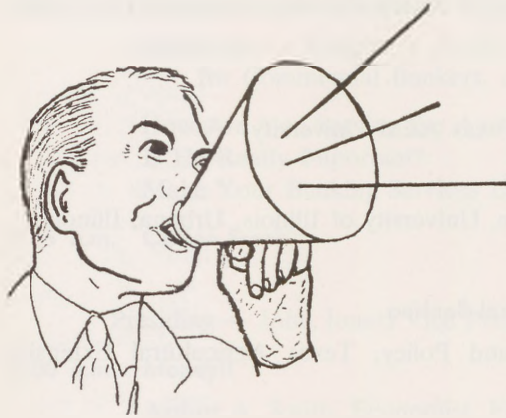
FARM AND RANCH BULLETIN

Vol. 24, No. 2

February 1969

TEXAS FARM AND RANCH CREDIT SCHOOL

FOR COMMERCIAL BANKERS



Texas A&M University

February 17-19, 1969

The 17th Annual Texas Farm and Ranch Credit School for Commercial Bankers will be held at Texas A&M University on February 17-19. "Tell the Story of Agricultural Banking" will be the theme of the 3-day session, which is designed especially for commercial bankers in the State. The program is being sponsored by the Texas Bankers Association in cooperation with Texas A&M University.

Outstanding speakers have been lined up for the program. Dr. John Hopkin, noted agricultural finance worker, formerly with the Bank of America and currently Professor of Agricultural Finance at the University of Illinois, will be the keynote speaker, providing information on the outlook for agricultural finance. Our foreign commitments regarding such commodities as cotton, grain sorghum, rice, livestock, and poultry will be discussed by Mr. Ray Ioanes, Administrator of the Foreign Agricultural Service of the U.S. Department of Agriculture. Dr. Don Paarlberg, Agricultural Advisor on Policy and Professor of Agricultural Economics at Purdue University, will deliver the

banquet address. Prior to his appointment at Purdue, he was Food for Peace Coordinator and special assistant to President Eisenhower. Dr. Paarlberg served 8 years in Washington, D.C., during the Eisenhower Administration — 5 years in the Department of Agriculture and 3 years on the White House staff. While in the Department of Agriculture, he was first assistant to the Secretary of Agriculture and was subsequently Assistant Secretary of Agriculture.

In addition to these national agricultural leaders, outstanding Texas bankers will discuss ways to provide service to their customers and will present information concerning profitable agricultural finance programs within their banks. Other speakers include members of the Department of Agricultural Economics and Sociology at Texas A&M University.

Reservations for the credit school should be made through Tom Prater, Program Chairman. A registration form is included on the back page of this issue of the *Farm and Ranch Bulletin*.

PROGRAM

Texas A&M University, Memorial Student Center

Monday, February 17

8:00 a.m. Registration

Presiding — Tommie E. Stuart, Chairman, Agricultural Committee, Texas Bankers Association,
and Vice President, The First National Bank, Fort Worth, Texas

1:00 p.m. Opening Remarks

Tyrus R. Timm, Head, Department of Agricultural Economics and Sociology, Texas A&M
University

1:15 p.m. Welcome

Horace R. Byers, Vice President, Academic, Texas A&M University

1:25 p.m. Crystal Balling Our Future in Agricultural Banking

John Hopkin, Professor of Agricultural Finance, University of Illinois, Urbana, Illinois

2:00 p.m. Questions and Answers

2:15 p.m. Events That Will Shape Our Destiny in Agricultural Banking

William E. Black, Economist — Marketing and Policy, Texas Agricultural Extension
Service, Texas A&M University

2:45 p.m. Questions and Answers

3:00 p.m. Coffee Break

Presiding — Charles Schmucker, Vice President,
First Security National Bank, Beaumont, Texas

3:15 p.m. Foreign Commitments in Cotton, Grain Sorghum, Rice, Livestock, Poultry, and Other Crops

Raymond A. Ioanes, Administrator, Foreign Agricultural Service, U.S. Department of
Agriculture, Washington, D.C.

3:55 p.m. Questions and Answers

4:05 p.m. Economics of Livestock Or Cattle Chatter

Edward Uvacek, Extension Livestock Marketing Specialist and Assistant Professor, Depart-
ment of Agricultural Economics and Sociology, Texas A&M University

4:30 p.m. Questions and Answers

4:40 p.m. Adjourn

6:15 p.m. Smorgasbord (Wives are welcome)

Toastmaster — Tom E. Prater, Program Chairman, 1969 Farm and Ranch Credit School
for Commercial Bankers, and Extension Farm Management Specialist, Texas A&M
University

Invocation — Kenneth Wolf, Extension Economist — Agribusiness, Texas A&M University

Texas A&M Singing Cadets — Director, Robert L. Boone, Assistant Professor, Texas A&M
University

“The Story of Agricultural Banking” — John Geis, President, Texas Bankers Association,
and Senior Vice President, First Security National Bank, Beaumont, Texas

“The Challenge of Texas Agriculture” — H. O. Kunkel, Dean, College of Agriculture,
Texas A&M University

Tuesday, February 18

Presiding — G. E. Roney, Vice President, McAllen State Bank, McAllen, Texas

The Banker Serves the Agricultural Customer

8:30 a.m. The Better the Service — the Better the Customer in Agricultural Banking

Jimmie P. Taylor, Vice President, The First National Bank, Big Spring, Texas

8:45 a.m. Live Action with Audience Participation

Moderator — Reagan V. Brown, General Chairman, 1969 Farm and Ranch Credit School
for Commercial Bankers, and Extension Sociologist, Texas A&M University

How Are You Serving the Agricultural Customer?

Is He Really Important?

Make Your Banking Services Live!

9:45 a.m. Coffee Break

Presiding — John Jones, Vice President, Commercial National Bank, Brady, Texas

10:00 a.m. Money!!

Arthur A. Smith, Economist, First National Bank, Dallas, Texas

10:40 a.m. Questions and Answers

10:55 a.m. The Agricultural Real Estate Loan by Bankers

N. P. Taylor, President, Longview Bank and Trust Company, Longview, Texas

11:35 a.m. Questions and Answers

11:50 a.m. Lunch

Presiding — Frank Kitchens, Jr., Vice President, Citizens First National Bank, Tyler, Texas

1:30 p.m. Don't Just Sit There

Bob Murdoch, Executive Director, East Texas Agricultural Council, Tyler, Texas

2:00 p.m. Three Stem-winder Bullwhipper Sessions — (Sections will shift)

Instruction, Tom E. Prater

Section A — Using the Cash Flow System to Finance Agriculture

Joel A. Hodges, Executive Vice President, Hereford State Bank, Hereford, Texas

Section B — Estate Planning and Bank Management of Farm and Ranch Land

Arthur B. Scharlach, Vice President and Trust Officer, The Fort Worth National Bank,
Fort Worth, Texas

Section C — New Concepts and Ideas Relating to Agricultural Financing, Contracting
Cows, Labor, Machinery, Etc.

Leon Thompson, Agriculturist, Citizens National Bank, Waco, Texas

6:00 p.m. Banquet (Wives are welcome)

Master of Ceremonies — John E. Hutchison, Associate Dean, College of Agriculture, and
Director, Texas Agricultural Extension Service, Texas A&M University

Invocation — Charles Baker, Extension Economist in Marketing, Texas A&M University

Music — Professor and Mrs. A. M. Sorensen, Texas A&M University

Recognition of Awards — Tommie E. Stuart

“Bankers Can Be High on the Agricultural Totem Pole” — Don Paarlberg, Agricultural
Advisor on Policy and Professor of Agricultural Economics, Purdue University,
Lafayette, Indiana

Wednesday Morning, February 19

Committee Meetings

REGISTRATION FORM

Texas Farm and Ranch Credit School for Commercial Bankers

February 17-19, 1969

Name _____

Title _____

Bank _____

Address _____

Desire lodging reservations, Memorial Student Center: Yes _____ No _____

Desire lodging reservations, motel: Yes _____ No _____

Wife will attend: Yes _____ No _____

Mail to: Mr. Tom E. Prater
Farm Management Specialist
Texas Agricultural Extension Service
Texas A&M University
College Station, Texas 77843

The enrollment fee of \$20 will be payable upon registration at the credit school.
