

The Brand

The Quarterly Newsletter for NCBA Employees



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Beef Association

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Somewhere Out There, By Charity Ruch

Did you know NCBA has 16 remote staff members scattered across the country? It's easy to forget about these valuable people because many of us don't see them on a daily basis. But just because they aren't in Denver or Washington, D.C. doesn't mean they aren't connected and committed to the mission. We had the chance to get to know one remote staffer a little better.

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Saul Mercado
International Markets Consultant

Q. What do you do in your role as International Markets Consultant?

A. I'm in charge of coordinating the Cross Border Working Group and NCBA actions with their counterparts in Mexico and Latin America. I follow up on border issues with Mexico, and I also coordinate the Five Nations Beef Alliance Young Rancher's Program.

Q. How long have you worked for NCBA?

A. I have been working for NCBA as an independent Consultant since 1996 and have been on NCBA payroll for a year.

Q. What's your background?

A. I was born and raised in Mexico City. I graduated from the National University of Mexico as a Doctor of Veterinary Medicine. I continued my training on dairy cattle husbandry in the Netherlands. I held several

positions for the Secretary of Agriculture in Mexico including Executive Secretary of the National Milk Commission. In 1987, I was invited by the Texas Department of Agriculture to lead their Latin American Affairs office and to coordinate the Mexico-Texas Exchange Commission. After 6 years with the department, I moved over to the private sector. In 1993, I started my own consulting company, International Marketing Consultants.

Q. How did you get started with NCBA?

A. After leaving the Texas Dept. of Agriculture, one of my first clients was the Texas Beef Council. I organized several trade missions to Mexico for them and NCBA hired me as a consultant to help strengthen NCBA relationships with the Mexican cattlemen leadership.

Q. What's an interesting fact about your family history?

A. My grandfather Ramon was a great leader and elected mayor of his town three times. He was always committed to serving, defending and protecting his people. They called him "patron" with great respect but at the same time with genuine love. His house was always open. I remember people coming in the house through the

back patio while we were eating breakfast. Maybe it was a poor woman crying because she had been beaten by her drunk husband, or an old Indian who's donkey had been confiscated by the police because it went into the corn field of a rich landowner. All of them were looking for my grandfather's help and guidance. He was my hero and still is my role model.

Q. What's the best piece of advice you've ever been given?

A. "Obra bien y siempre te ira bien" (Do good and you will always be well) by my grandfather Ramon.

Q. What's your favorite part about working at NCBA?

A. The opportunity to interact with and learn from producer leaders from different countries. I am very honored to work for NCBA and privileged to have served under such wonderful leaders throughout the years.

Q. What's the biggest misconception people have about folks who work remotely?

A. That we are disconnected from NCBA and do not consider ourselves part of the team. I am committed to NCBA's mission and am here to help.

NCBA Milestone Anniversaries

1 year

- Mary Geiger
- Rebecca Seymour

10 years

- Grace Webb