

# TRANSCRIPT: MARY KEOUGH LEDMAN INTERVIEW

Mrs. Mary Keough Ledman · Owner of Keough Ledman Associates Inc.

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## TRANSCRIPT

An interview with Mrs. Mary Keough Ledman, Owner of Keough Ledman Associates Inc. and the Daily Dairy Report Inc. Ledman is a 1990 graduate from Texas A&M and an inducted member of the Tyrus R. Timm Honor Registry.

This video was posted December 4, 2015 on the Tyrus R. Timm Registry YouTube Channel.

Could you please introduce yourself and tell us a little about your career?

Hi, my name is Mary Keough Ledman, and I am a dairy economist. I never really set out to be a dairy economist, but as my education and my work experience progressed, it's a career that I evolve, evolved into.

What do you value most about your experiences at Texas A&M?

I was an imported Aggie in the early 80's. In fact, it was a little challenging for me. I had, I definitely had culture shock coming to Texas A&M from southern Wisconsin, and at one point shortly after I began my college education here, I really thought about going home. I called my parents around Thanksgiving and said, "Uh, jeez you know, maybe I should go back to Wisconsin," and my mom replied, "You know, you worked on farms in Germany and Japan and, and made it through that. I think you just need to grow up," and she hung up on me. That was in the day when we talked on the phone maybe once a week, and by the time we spoke again, whatever was bothering me had, had passed, and I had no intentions of going back to Wisconsin. I think one of the, one of the times in my life where I really appreciated being an Aggie and really felt that I understood finally what being in Aggie is about, I was in Germany on a Fulbright fellowship, and I was invited to Aggie Muster at the military base in Frankfurt, and it was about a four-hour train ride, and I arrived at the military base for Aggie Muster, and it was, to this day, one of the most memorable evenings that I ever shared with fellow Aggies.

What advice do you have for students of Agricultural Economics?

My advice to any student is to not let college get in the way of your education. I know here at A&M, at least when I was here in the 80's, it was a real... people entered in a class, they, you know, I appreciate the fact people getting out of school in four years or five years, but this identity with a class, and sometimes I think there are great opportunities out there that students fail to take advantage of is because they want to graduate with their class and I had tremendous educational opportunities in Germany, in Japan, New Zealand and really helped to make me the, you know, really formulated my career and helped me to achieve the level of success that I've achieved.

In your opinion, what does it take to achieve success?

Perseverance is, is, perseverance and determination are two key qualities to achieve success, and, and success is also in the eye of the beholder. What makes one person feel that they're a success may not be the same for another person. At the end of the day, I think whether you're a success or not really is something of a personal nature.

What has been the biggest challenge of your career, and how have you faced it?

I think the biggest challenge has been how to balance a family life and, and, and a work life. Fortunately for me, the consulting business has been a really great fit from a personal standpoint, and I couldn't have the successful consulting business that I have if it wasn't for my husband, who has been very patient and also accommodating for my travel needs, and over the years we've had several nannies from Germany and Brazil that have been family members really, that have allowed me to feel comfortable when I, leaving my children and when they were young to go on business trips. So, you know, it's, it's, that balance has, it's been important, but also from a personal standpoint, the ability to interact on a professional basis also makes me who I am and part of the family as well.

Is there anything else you would like to add?

I'd like to thank folks at Texas A&M. They, they, you know, have been great friends over the years and were very supportive. Ron Knutson, in particular, he and his wife really have been almost like second parents to me, being an out-of-state student coming to A&M, and Dr. Suder, who originally met me at the National FFA Convention, who really arranged for me to come to A&M in the first place. They have been,

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they've been game changers in my life, and I thank them tremendously for the opportunity that they've given me.

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July 23, 2020