

# TRANSCRIPT: JOHN MILLER INTERVIEW

John Miller · President & Owner, Southwest Ag Consultants

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## TRANSCRIPT

An interview with Dr. John Miller, President and Owner of Southwest Ag Consultants. Miller is a 1990 graduate from Texas A&M and an inducted member of the Tyrus R. Timm Honor Registry.

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

My name is John Miller, Class of 1990, part of agricultural economics. I'm a private consultant in the field of risk management. I have a private firm operating out of the College Station area, and I serve large farms and ranches and other agribusinesses throughout the South Plains.

Can you tell us about your experiences at Texas A&M and what you value the most?

You know, I have fantastic experiences from Texas A&M and what I remember most are the people that really enjoyed seeing students succeed. And I was fortunate to have a, a neighbor gentleman put the idea of Texas A&M in my mind when I was about 18 years old and eventually came up and went to school. And I found an advisor, was Pam Vernon actually, that helped put my program together. And for someone that was a first-time student in my family and so that was very important at the time. But then I went on to find, you know, very many professors and fellow students that, for no other reason than the fact they were Aggies and enjoyed the success of others, decided to help me and give me great ideas.

Do you have any advice for AgEc students who are about to graduate and start their careers?

Well I think the, the fundamentals are obvious in that you need a good skill set. I think the Department of Ag Economics at A&M does that very, very well. I think, you know, you have to have a lot of energy about you in today's marketplace because it is very discriminating due to a lot of barriers that we face and many previous generations didn't, but for young people, energy shouldn't be a problem. I think that really, the really, the separating factor is operating off a set of values. And so, I think young people have a leg up coming out of Texas A&M, between what, what values at A&M embodies and what values you bring from your, your upbringing, as long as they can stay consistent over time, I think they will help you, help see you through with your, with your energy and your, your skills.

Besides hard work, what does it take to achieve success?

In my business it takes the, the willingness to enjoy people. I think relationships are the most vital part of my business. And, I did emphasize that skill set, I did emphasize learning to adapt to things that happen in the marketplace or a job. I just believe that, that maintaining that set of values and extending that to include relationships with others is vital. I'm just firmly convinced that some of the biggest gains you'll make in business are through relationships. While skill sets and technology are fundamental, baseline things that you need in business, without relationships, without developing trust with people, I just think that, that large gains will be limited.

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

My concept of that has changed over time. You know, when you're beginning a company and you're, you're, you're taken with the excitement of doing something, what you see is new or

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innovative, or at least new to yourself, wanting to share your message, wanting to show people what you're able to do. There's no doubt you're going to meet obstacles. You know, whether those obstacles have to do with, you know, the marketplace, meeting or not meeting your skills, skills of the time, regulation that may be costly or impede you know, your progress in some way, maybe competition with farms or with other individuals. But in the end, if you're carrying with you that core set of values, your desire to have relationships with others. What you'll ultimately find your biggest limitation is yourself, as far as your attitude towards meeting, meeting challenges that present themselves, your attitudes about other people, and just recognize it, that things change. And you know how you, you, you deal with that, the values that guide you will help you overcome yourself basically.

Is there anything else you would like to add?

I would just like to say that at this point in my career, I could look back and just be very thankful for certain types of people that I have come across. You know, whether it was people in my upbringing that, that put ideas in my head about education, or the gentleman that encouraged me to take a look at A&M, the advisors and faculty, fellow students that, that gave me a, a positive spin on things I was doing at A&M. But also, I will say as far as A&M and the extension, of that in my life, I'm very thankful for a very spirited Aggie Network out there and it's been a big benefit to me. And it's been just fun and exciting to, to know other Aggies in my field and other Aggies that have become customers or are friends in the industry. But then also other Aggies that have been a part of that group of people that enjoy the success of others, and I've, I've talked about that earlier today. And I just can't emphasize that point enough, and a lot of those people just so happened to have been Aggies.

Thanks for watching!

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