

Hispanic Business, Trade, and Culture Commission Meeting
Friday, June 22, 2007
Room 105 Webster Hall Missouri Southern State University
Joplin, MO
10 am-2 pm

Members in Attendance: Chairman Representative Tim Flook, Crista Hogan, Lillian Hurst, Claudio Korinko, Jalesia McQueen and Pedro Pantoja

Members Absent: Daniel Alvarez, Danette Felix, Al Gonzalez, Jeanette Hernandez Prenger, Ramiro Icaza, Miguel Meneses, Heraclio A Perez

Guests in Attendance: Representative Marilyn Ruestman; Dr. Julio Leon, President MSSU; Mark Hitt, Missouri Department of Agriculture; Allen Brady, CFI Trucking; Janet Lafant, Missouri Extinction; Bill Torbo, MSSU staff; Mark Wine, Missouri Department of Economic Development; and Krista Zurkamer, Missouri Department of Economic Development

Chairman Representative Tim Flook called the HBTCC June 22, 2007 meeting to order at 10:11 a.m. Chairman Representative Flook welcomed everyone to the meeting and thanked all in attendance for their support

The Commission members, supporting staff and guests made introductions.

Chairman Representative Tim Flook expressed his gratitude towards Dr. Leon and Missouri Southern State University for their hospitality in letting the Commission use their facility and services. Chairman Representative Flook also welcomed Representative Marilyn Ruestman for attending today's Commission meeting.

Representative Marilyn Ruestman thanked Representative Flook and the Commission for the invitation to today's meeting. She commended the Commission on their work and looked forward to their findings in their Annual Report.

The minutes from the April 27, 2007 meeting were introduced and reviewed. With no changes or corrections Lilly Hurst made the motion to approve the minutes. Jasha McQueen seconded the motion to accept the April 27, 2007 minutes. All approved, motion carried unanimously.

Missouri Southern State University, Dr. Julio Leon

Missouri Southern State University is a state-supported, comprehensive university offering programs leading to the bachelor's degree and to selective master's degrees in collaboration with other universities. The University has a statewide mission in international education granted to MSSU by special legislation.

The University's primary goal is to offer a baccalaureate program that fosters the total education of each student. Central to that mission is the strong commitment to

international education, to the liberal arts, to professional and pre-professional programs, and to the complementary relationship that must exist between liberal and professional education in order to prepare individuals for success in careers and lifelong learning. Inherent in its international approach to undergraduate education is the University's desire to prepare its students to understand world affairs, international issues and other cultures as seen through their history, geography, language, literature, philosophy, economics and politics. Knowledge and understanding of other cultures of the world also promote better understanding of our own valuable cultural diversity.

Missouri Southern State University's commitment to the liberal arts is reflected in a comprehensive program of general education requirements for all students to ensure that they have a breadth of educational experiences which will enable them to develop communication and critical thinking skills and to acquire and apply aesthetic, contemporary, civic, international, historical, mathematical, scientific and value-oriented perspectives.

The faculty and staff of Missouri Southern State University emphasize quality teaching and learning as the most important attributes of the institution, complemented by scholarly and creative expression and dedicated community service. Community service involves responsiveness to the Southwest Missouri region as well as serving as the intellectual, creative and cultural center of the area

Chairman Representative Flook thanked Dr. Leon for spending some time with the Commission today and looks forward to getting to know more about Missouri Southern State University.

International Studies at MSSU, Dr. Bill Torbo

The faculty and administration of Missouri Southern have developed over the years the outline of a comprehensive plan of international education. Included was the establishment of the Institute of International Studies, charged with overseeing the internationalizing of the campus.

The most distinctive aspect of Missouri Southern's effort to internationalize the curriculum, and the one with the most tangible effect throughout the campus community, has been the designation of "themed semesters." Each fall, a particular country or region of the world is selected to become the focus of intensive study. For the Fall 2007 semester, we are highlighting China. Missouri Southern was one of 13 U.S. colleges and universities included in *Internationalizing the Campus 2004: Profiles of Success at Colleges and Universities*, a major report published by NAFSA: Association of International Educators, for its themed semesters. The report showcases U.S. colleges and universities that are making innovative, wide-ranging efforts to integrate global approaches to teaching into campus learning.

Study abroad programs also provide Missouri Southern students with additional opportunities to gain an understanding of other cultures and international issues. In 2007, students traveled to Belize, the British Virgin Islands, China, Costa Rica, England,

France, Germany, Italy, Mexico, and Sweden under faculty supervision. Individually, students can spend an entire semester in such countries as Chile, China, England, France, Germany, Japan, the Netherlands, or Scotland through the International Student Exchange Program or Missouri Southern's bilateral agreements with universities around the world.

Missouri Southern has received national recognition for its international mission, including the Theodore M. Hesburgh Award for Faculty Development to Enhance Undergraduate Teaching and Learning and an Andrew Heiskell Award for Innovation in International Education. The American Council on Education selected Missouri Southern as one of eight institutions from 57 applicants for an assessment project called "Promising Practices: Institutional Models of Comprehensive Internationalization." And Change: The Magazine of Higher Learning published an article about the effects of Missouri Southern's study abroad program in its May/June 2002 issue.

Missouri Department of Agriculture, Mark Hitt

Mark Hitt thanked Pedro and the Commission for the invitation. He began with giving an overview of Missouri Agriculture.

FARMS:

- 105,000 Farms
- 30,000,000 Acres of Farmland
- Average Missouri Farm = 287 Acres
- Operators by Race¹
 - White = 153,000
 - Hispanic = 1,035
 - African American = 286
 - Asian = 104

FARM PRODUCTS:

- Livestock & Poultry = 2.99 Billion
- Crops = 1.99 Billion

LIVESTOCK:

- All Cattle and Calves = 4.5 million head
- Hogs and Pigs = 2.7 million head
- Broilers = 33 million head
- Milk Cows = 117,000 head

CROPS:

- Soybeans = 5 million acres
 - 1 in 3 acres exported
 - Natto bean exports to Japan
 - Food-grade soybeans to Taiwan for soymilk and tofu

¹ Data was collected for a maximum of three operators per farm

- Corn = 3.1 million acres
 - 1 in 5 acres exported
 - Wheat = 590,000 acres
 - Cotton = 490,000 acres, Textile Mills are moving offshore
 - Rice = 216,000 acres

U.S. AND MISSOURI VALUE-ADDED EXPORTS EXCEED BULK COMMODITIES:

- Meat and Poultry
- Dairy
- Breakfast Cereals
- Food ingredients
- Cake mixes
- Pet foods
- Snack foods

The Missouri Department of Agriculture offer export services to farmers, food processors, agricultural businesses, and forestry product companies. Some of the export services offered by the Department are as a liaison between the international buyer and the Missouri agri-related firm or farm, export, general market research, organize Missouri Pavilions at International-Trade shows and International Trade Missions and host international buyers. The Hispanic food market has grown over the years and is attested by the following reasons: large Hispanic population base, continued immigration, diversity with the Hispanic population and ingrained food traditions. The size and growth of the Hispanic market is estimated at 2000-35 million, 2010-41 million, 2020-52 million, 2030-65 million, 2040-80 million and 2050-95 million. The Hispanic food spending in 2003, with the 39 million Hispanic consumers in the US spent \$64 billion on food at home, more than their 100 million counterparts in Mexico and even 170 million Latinos in Brazil. For food consumed away from home, US Hispanics spent \$26.5 billion in 2002, 40% more than Mexicans or Brazilians. According to Penton MenuTrak's 2003 Survey, a majority of restaurant-goers picked Mexican and Latin American food as the hottest trend in menu flavors. The demand for Latin foods in US restaurants is growing at more than 10% per year. The US Retail Sales of Hispanic foods to reach \$3.34 billion by 2008 include: Mexican sauces at \$1.11 billion, Mexican foods at \$1.31 billion, refrigerated tortillas at \$256.8 million and frozen foods at \$659.1 million.

Mr. Hitt also briefly discussed new initiatives with certified Missouri beef cattle.

Chairman Representative Flook thanked Mr. Hitt for his very informative presentation to the Commission. Chairman Representative Flook suggested continued discussion and investigation into the issue of agriculture in Missouri and the labor needs of such, possibly having a road trip to Monett and Milan.

CFI Trucking, Alan Brady

Alan Brady thanked the Commission for the invitation to speak today. He began giving a little background information about himself and his unique upbringing in a bi-lingual family. He proceeded in giving a history lesson in CFI Trucking. CFI was founded in 1951 in Joplin, Missouri with two trailers and generated revenues of a mere \$12,000 during its first year. That entrepreneurial start-up evolved into North America's truckload leader.

Recognizing the need to serve customers in a global economy, CFI expanded services to Mexico, and in 1985 through-trailer service to that country began. Monterrey, Mexico became the location for our first international office that opened in 1987. This was soon followed by another international office in Toronto, Canada. Not long after this expansion, CFI purchased its first 48-foot trailer.

Since 1993, a 300-acre site in Joplin has been home to the company headquarters, maintenance buildings, wash bay, and local drivers services. More than a half century since its founding, CFI is still a privately held company. We have grown tremendously from a single tractor and two trailers to a leader in the industry with over 2,600 tractors and more than 7,000 trailers.

In addition to our Joplin headquarters and terminal, we operate four other terminals and 37 sales offices. Each day, CFI transports goods throughout North America – an integral part of this continent's commerce. CFI works closely with brokers and custom offices within the company to ensure the shipment goes smoothly.

CFI is able to track their shipping loads also with an on board computer system. All of the tracking is down from the main office and we refer to the "war room". This tracking system allows the customers to know exactly where their shipment is at all times and is resourceful with the growing demands.

Chairman Representative Flook thanked Mr. Brady for his insight and his personal experiences and invited him and all in attendance to lunch across the street. Chairman Representative Flook called for a lunch break at 12:40 p.m.

The meeting resumed at 2:00 p.m.

The Commission briefly reviewed the last Annual Report produced by our predecessors and spoke about what some of the items the Commission might carry over to the current Annual Report. Chairman Representative Flook encouraged all the Commission members to review this Report and email Krista Zurkamer your thoughts to assist in the formulation of the Report. Krista Zurkamer would send out an email to those absent from the meeting.

The Commission continued to discuss an item of interest in the grass routes initiative. The Commission has been absorbing so much information about programming that is available out there. There needs to be a way to get all this information out to the public.

Mark Wine spoke briefly about forums the International Trade Offices holds throughout the year and all over the state. There is a growing issue and concern of getting this information and these resources to them. Chairman Representative Flook asked Mr. Wine to prepare something for our next meeting to better assist the Commission in knowing what has been done, what is effective, and what they would like to do.

The Commission began discussing future meeting locations and dates. The Commission will be meeting next on September 7, 2007 in St. Louis with special guest speaker from the California Mexico Trade Center, Enrique Perez.

With no further business Chairman Representative Tim Flook adjourn the meeting at 3:09 p.m.