Cotton Industry Seeks Volunteer Leaders

The success of the High Plains cotton industry, like any group effort, is directly tied to the willingness of qualified individuals to volunteer to serve in various leadership positions. To identify these volunteers, the High Plains cotton industry caucuses each year with other cotton groups within Texas to identify producers interested in serving as a volunteer leader.

PCG encourages all qualified individuals interested in representing the High Plains as a representative to the Cotton Board, National Cotton Council, or Cotton Incorporated to contact PCG Executive Vice President Steve Verett for more information.

Each year, a variety of volunteer positions within the NCC and Cotton Incorporated are filled directly through the industry’s caucus process. In addition to naming representatives to the NCC and Cotton Incorporated, PCG and the Texas cotton industry also work together to identify and nominate qualified individuals to the U.S. Secretary of Agriculture for possible appointment as a Member or Alternate on the Cotton Board.

Qualified individuals interested in serving on the Cotton Board, which oversees the highly successful U.S. Cotton Research & Promotion Program, also are encouraged to contact Verett at the PCG office in Lubbock to request additional information. PCG’s telephone number is 806-792-4904.

To be a qualified producer nominee for the Cotton Board, an individual should be actively engaged in cotton production at the time of nomination, be committed to the mission of the Cotton Board and the Cotton Research and Promotion Program, and have demonstrated leadership skills and experience.

“Whether it is a nomination to serve on the Cotton Board or appointment to a leadership position within the National Cotton Council or Cotton Incorporated, the membership of Plains Cotton Growers has proven to be fertile ground for leaders within our industry,” Verett said. “Our industry owes much to the dedicated men and women who step forward to serve their fellow producers. We look forward to extending that tradition of leadership in the years ahead.”

Editor’s Note: The Cotton Board seeks to promote diversity and ensure equal opportunity and inclusion for all those who qualify for nomination and appointment to the Cotton Board regardless of race, ethnicity, sex, disability, socio-economic status, religion or sexual orientation.