



# DIRECCIONES

Newsletter of the Arkansas-East Bolivia Partners of the Americas

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## President's Message

**Steve Vetter.** President of Partners of the Americas, and I had an interesting conversation in the back of someone's car when he favored us with a visit during our annual meeting at Mt. Sequoyah in October. We were talking about unpaid volunteers who work for organizations such as Partners and paid specialists who work for organizations such as Winrock International Institute for Agricultural Development. Quite a few people have been on both sides of the aisle, so to speak. I have.

I think we agreed on some points – I will make some observations from personal experience. People working both sides of the aisle are dedicated to achieving success on an issue or project at hand. Obviously, one who has mouths to feed will lean towards a task that involves a salary, out of necessity. But that same person may work just as hard at a volunteer job at the same time. When there is a time crunch, the pay job might be expected to take precedence.

It takes a special kind of person to work hard in a volunteer job in the first place. Partners of the Americas volunteers are a special "breed" in their dedication. They work for the love of "making a difference," and enjoy being a part of a larger organization with the same DNA, so to speak. Some paid workers, of course, may work out of necessity, but most also have a strong sense of responsibility and love of "making a difference."

On a somewhat related issue, the questions occasionally arises about whether Partners needs to continue to exist, presumably our chapter as a part of the larger Partners. I wrote an e-mail to Partners

board members in which I tried to say why I want Partners to continue and succeed. I want to repeat some highlights for those who missed it and for those *Direcciones* readers who aren't board members.

Three personal reasons why I work for Partners' continued existence:

1. I love the interaction and friendship with the members of our chapter. They are intelligent, inquisitive, and interested in affairs beyond their immediate surroundings. They are not insular. There is a uniqueness, a camaraderie, about our membership that I enjoy and don't find anywhere else. I think we enrich each others' lives – at least I know you enrich mine. If Partners, or our chapter, were to disappear, something special in my life would disappear. I'd sorely miss y'all.
2. Also, I enjoy and need the interaction with our Bolivian partners. With all the conflicts and problems in the world, I feel invested and need to spend time learning as much as I can about their political and economic problems. We can't do anything to resolve their problems, but it is an involvement beyond my own little world and its environs. I have acquired valued and important real friends in Bolivia – we care about each other on a personal and on other bases. Again, if Partners, or our chapters were to disappear, something special in my life would disappear.
3. I believe Partners plays and can continue to play a unique role in US-Latin American relationships and interactions. The network, history of working together, and volunteer commitment is too important. Partners may not save the world or even the hemisphere, but without it something valuable in actuality and in potential for the future would be lost. I need my little participation in that mission.

A few months ago, *Direcciones* editor Bob Frans read an interesting piece I forwarded from the

internet about “Salute to Team Borlaug.” It tells about U.S. servicemen’s volunteer agricultural development work in Iraq, patterned after Norman Borlaug’s work as Father of the Green Revolution in Pakistan and India in the 1960’s and henceforth. (Again, the great and important work that dedicated volunteers can accomplish). He wrote back, “You seem to have considerable knowledge about the ‘green revolution’ and if you would like to write a brief summary of those times, I’d be glad to put it in *Direcciones*.”

Well, I agreed and began researching my records and my brain to respond. What went awry was I lost track of the word “brief” summary. So, what I ended up writing was not brief. But I’m sending it to Bob and he can decide what, if anything, he chooses to do with it. After all, he is the editor. As an editor, I have whacked a lot of words, or even not published a lot of stuff. If you don’t read it, you know what happened to it. Good luck, Bob.

**Wayne Swegle**

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## **Borlaug**

(Editor’s note) It may not be “brief” but it certainly is interesting. I hope you will agree. Here’s Wayne’s piece:

### **Norman Borlaug, Nobel Peace Prize Laureate and Father of the Green Revolution**

An old friend of mine liked to say, “Progress is a series of rear-end collisions.” I like better the concept of life being a series of interconnecting circles of friends and acquaintances. I guess either sort of describes the way I got involved in researching and writing about the Green Revolution and developing a friendship with Dr. Norman Borlaug. Borlaug, the Nobel Peace Prize winner in 1970, has been called the Father of the Green Revolution – the introduction of new wheat and rice varieties, along with supporting technologies and policies, which massively increased food production and prevented mass starvation in the Asian subcontinent in the 1970’s. The “Atlantic Monthly” in 1997 said that “Norman Borlaug has already saved more lives than anyone who has ever lived.”

My involvement happened this way. When I was

an editor of “Successful Farming” magazine, I wrote extensively about farm and economic policy, including international trade matters and eventually world hunger and related matters. So I naturally did some international travel and received invitations to world hunger conferences and wrote editorials about the subject.

Key factors in the Green Revolution’s success were the work of the Rockefeller Foundation and the Ford Foundation. Early on, leaders of these organizations foresaw the need for agricultural research on important food crops as a basis for increasing food production in the world. The Rockefeller Foundation funded and was largely responsible for the creation of the International Rice Research Institute (IRRI) at Los Baños in the Philippines in 1960. The two foundations later were largely responsible for creation of the International Maize and Wheat Improvement Center (CIMMYT is its Spanish acronym) in Mexico in 1966.

Plant breeders and other scientists at CIMMYT developed a high-yielding, short stemmed, fertilizer-responsive variety of wheat just in time for introduction into Pakistan and India, and to increase production of rice to feed potentially starving people. Likewise, researchers at IRRI developed IR-8, a strain of rice with similar characteristics as the CIMMYT-developed wheat. In a wonderful confluence of events, Borlaug, who led the team at CIMMYT in developing the new wheat variety, was there to be tapped to father the Green Revolution in Pakistan and India. The Ford Foundation took the lead in financially supporting the introduction of the new varieties and accompanying technologies in Pakistan. The Rockefeller Foundation took the lead for similar work in India.

Later the Ford Foundation asked me to help record their work. I agreed and became acquainted with Borlaug and had some wonderful conversations and experiences with him. As a result I was able to travel around the world to talk with people who were involved in Ford Foundation’s Green Revolution work in Pakistan.

I first met Borlaug for long conversations at CIMMYT headquarters near Mexico City. They confirmed what I had heard of Borlaug’s multi-faceted genius – a critical factor in making the Green Revolution work in Pakistan. His leadership in nurturing the Green Revolution extended far

beyond plant breeding and leading teams of researchers. He was a key person in the complex challenge in getting the wheat and rice varieties and accompanying technologies and supporting government policies introduced into Pakistan (then called West Pakistan and East Pakistan, now Bangladesh). His vision and genius extended far beyond plant breeding and guiding the development of new and improved plant cultivars. Following are some of the key factors in the Green Revolution's success in Pakistan.

**Ford Foundation had the money, prestige, and leadership** to backstop key elements of the Green Revolution in Pakistan. It had Dr. Lowell Hardin, a brilliant agricultural economist from Purdue University, to help guide the Ford Foundation's work and explain to its hierarchy what was happening and to maintain its support. He understood what Borlaug, his friend and colleague, and his team were doing and why. He was a key link in the chain so actions could be taken quickly and efficiently, unlike the burdensome bureaucracy of governments. Robert D. (Bob) Havener, the Ford Foundation's Pakistan agricultural director, managed the day-to-day in-country operations. (Havener, former director-general of CIMMYT and another of Borlaug's trusted friends and colleagues, later became the first president and CEO of Winrock International Institute for Agricultural Development, when it was formed and made its headquarters in Winrock Farms buildings and grounds on Petit Jean Mountain. He headed other International Agricultural Development Centers (IARC) in intervening years. He brought me to Petit Jean as director of public affairs and communication in 1987.

**Borlaug assembled a first-rate team of scientists and support people.** For example, he brought/sent an outstanding Mexican wheat breeder and scientist, Ignacio Narvaez, with whom he had worked at CIMMYT, as an important liaison person. An outstanding rice researcher headed that crop program.

**Borlaug and his team developed packages of technology.** Borlaug knew what was needed to capture the potential yields of the new varieties. He and his colleagues developed supporting packages of technology, all elements of which were needed to capture their full value. (The new wheat variety, called MexiPak, in Pakistan, had a short stem or stalk so it was more resistant to being blown over by

the wind. It responded to higher applications of fertilizer. It responded to other cultural and supportive elements of the package than did traditional varieties).

**Borlaug gained the confidence of key Pakistani government officials,** particularly of President Ayub Khan, a brilliant Sandhurst (England) military school graduate, who had practically absolute power to make important decisions. This contact was critically important in getting policy changes made that enabled the new technologies to work. For example, the fertilizer import and tax policies were changed so farmers could afford to buy that essential ingredient. He freed up the market so farmers could get higher prices for their crop, which made it profitable for them to increase production and their incomes.

**Borlaug overcame unexpected challenges.** Among the unforeseen challenges was opposition from some Pakistani scientists who had developed the traditional varieties, which bore their names. Understandably, their egos made the success of the new varieties less desirable. Borlaug knew how to deal with these kinds of obstacles.

**Backup of CIMMYT and IRRI scientists was vital.** For example, when the rice leader found an unfamiliar kind of rust invading a field, samples were *flown* to IRRI for analysis. The answer came the next day and the antidote chemical was on a plane to Pakistan *muy pronto*.

**Borlaug's genius was his ability to see the big picture** and initiate the massive, sometimes intricate, cultural, political, agronomic, and economic changes and actions that made the Green Revolution work!

**As a result of his genius and tireless energy, millions of people and their descendants are alive today who otherwise wouldn't be.**

Happily, my contacts with Borlaug got ever-more involved. A group of farm magazine editors, headed by the editor of "Farm Quarterly," had initiated and supported Borlaug's nomination for the Nobel Peace prize. The prize had never gone to an agriculturist. Fortuitously, I was president of the American Agricultural Editor's Association in 1969, and with members of the AAEA board, arranged to have the association to hold its annual meeting in Mexico City. This gave us an opportunity to honor Borlaug along with Narvaez, now back in Mexico in an important position. Borlaug gave a brilliant address to the editors of the

major farm magazines of the U.S. and several from Mexico, helping ground these purveyors of information to farmers on international food production and hunger issues.

A little fun sidelight: Borlaug was born in Cresco, IA, so Iowans laid every possible claim to him and his fame. Soon after gaining his laureate status, he was invited to Des Moines, with great pomp and circumstance. I was among the crowd awaiting his airport arrival. When he got off the plane, he spotted me and, bypassing the waiting dignitaries, made a beeline for me. I walked towards him, of course, and he asked, “Un abrazo?” I said “Si,” of course. We enjoyed a hearty abrazo to the mild consternation of the dignitaries, who wondered why I was pounding their guest on the back. A little moment of joy!

Borlaug seemingly never stops working. He responds to the hungry and needy with his heart and his wisdom. In 1984, a number of countries in Africa were in the grip of famine. Again, his response was prompt and effective. He became the leader of another famine assistance initiative – the Sasakawa Africa Association – in 1985. Its activities center on bringing science-based crop production methods to small farmers in a dozen African countries. In addition to its partnerships with ministries of agriculture, Borlaug has guided the Association in collaborating with NGO’s, businesses, and international development agencies. Borlaug worked with the Sasakawa (Japan) Foundation and the Carter Center in Atlanta in setting up and managing the initiative. He is helped by Chris Dowswell, former director of communication at CIMMYT.

Dowswell asked me to attend and edit the proceedings of a workshop held July 28-30, 1993 in Cotonou, Benin (West Africa). The workshop featured papers ranging from the welcoming address by the president of Benin and introductory comments by the president of the Sasakawa Foundation to papers by African researchers, Jimmy Carter, Borlaug, and many other authorities. I got to spend a lot of time over group meals – among dozens of others – with Borlaug, Haverner, President Jimmy and Rosalynn Carter, and many African and expat notables. Special challenge for workshop attendees was trying to keep up with the then-80 year old Borlaug as he led tours of participating

farmers fields, fully and interestingly describing the program and its success in increasing production on small farmers’ fields.

I haven’t had direct contact with Borlaug for too many years. The last information I have is that he is amazingly active as he approaches his 95<sup>th</sup> birthday on March 25, 2009. His legacy and his good works will live for a long time.

**Addendum from Wayne:** The Ford and Rockefeller Foundations and the resources they brought to bear in response to the threat of mass starvation in the Indian sub-continent shows the effect that dedicated, targeted, and smart people can have on a whole region of the world. Perhaps, in some small way, dedicated, targeted, and smart people with the heritage and experience of Partners of the Americas can, over time, have a significant effect on the lives of some people in the Western hemisphere.

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## Volunteering – Partners Counts

Wayne reports that several of our members have been recognized under the Partners Counts Program. This program endeavors to encourage members to “keep track” of the hours they spend in service to Partners of the Americas. Their records are compiled and recognized by our national office. Certificates and lapel pins were distributed during

our January Board meeting and included **Jeanine** and **Steven Neuse**, **Nadine** and **Bob Spears**, **Mary Ann** and **Danny Spears** along with **Hailey** and **Madison Spears**, **Margaret Clark**, **Elizabeth Wheeler**, **Budhi Kling**, **Cynthia Lenk**, and **Wayne Swegle**. Congratulations to all of you for your efforts!

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### More recognition for the Spears'

President Wayne also provides us with the following information concerning awardee **Bob Spears**:

“The February 18 issue of the *Arkansas Democrat-Gazette* announced that ‘The Arkansas Agriculture Hall of Fame will induct five members March 13 at the 21st annual induction luncheon in the Ambassador Ballroom of Little Rock's Embassy Suites Hotel.

‘The newest class includes...Bob Spears of Farmington in Washington County, a pioneer in the Arkansas dairy industry...’

“All Arkansas Partners members congratulate Bob for his well-deserved honor. He is typical of the outstanding leaders in many fields who are members of our Partners' chapter.

“More about Bob and Nadine Spear's specialized operation: When you think of the traditional dairy industry, one thinks of family-owned operations, with farmers milking cows, breeding and calving them on an internally functioning basis. Not so today. Much of today's milk comes from large 'milk-production factories.' These dairies may have thousands of cows in their milking herd, so they don't have time to breed the heifers and cows to provide replacement animals.

“Several years ago, Bob and Nadine developed a pioneering business that takes account of this situation. They produce bred heifers of superior breeding to sell to these 'milk-producing factories.' Nadine said that 100 heifers were going out to a large dairy operation in Kentucky the afternoon (February 19) that I talked with her.

“Their operation works like this (extremely simplified): Twice a year, Bob will go to such dairy states as Vermont, New York, Maine, and New Hampshire to buy high-quality heifer calves, weighing about 400 pounds, from farmers who don't

want to go to the trouble of raising and breeding them. Bob has other contacts who look for calves for him--maybe 5 here and 6 there. The calves are assembled and shipped to the Spears farm near Farmington, AR, where they're bred and raised up to maturity--and sold to the large milking operations. Their largest account is in Florida--which bought 1,300 animals last year.

“The Spears' operation requires a high level of management skills. For example, the animals require a lot of feed (400 acres of corn is going in this spring for harvest as silage, double-cropped wheat will be harvested for silage, too). Even bull genetics have to be carefully considered--they must come from high milk-producing stock, produce easy calving offspring, and have to go bye-bye when they get too big for the heifers. The health requirements are understandably complex. Logistics of shipping animals to and from the Spears farm are continually complex. And so on.

“Again, congratulations to Bob for his well-deserved recognition (and to Nadine for her important support). Y'all make your fellow Partners proud!”

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### From the Partners Office

Dear Partners Chapter Leaders,

After a three-decade career with Partners of the Americas, Ambassador **William Stedman** resigned his position as Director of the Education and Culture Program effective January 15, 2009. In his honor, the International Board has set up a scholarship fund to support educational and cultural endeavors. Details will follow soon. We will miss him in more ways than just for his leadership.

In the interim until a new director is hired, **Barbara Bloch** – whom many of you know – will head up the Education and Culture team with **Carmen Sepassi** and **Dennis Shaw**. Barbara has been involved with the Partners of the Americas since 1987 as a coordinator of the Kellogg Fellows in International Community Development program and most recently as Coordinator of Special Events. Over the coming months, Barbara and I will be reaching out to you for your input regarding the implementation of the Education and Culture program in an effort to make the program as user-friendly and beneficial to our partnerships as possible, while continuing to strongly and fully comply with our donor requirements.

Beyond the changes in program administration, we are pleased to announce that the Department of State Bureau of Education and Cultural Exchanges has **renewed funds** for 2009. In addition to the traditional exchanges and small grants there are some exciting innovations, including funds for two Effective Practices workshops for 2009. During the next week more information will be sent to all the rechartered chapters regarding program innovations. Please don't hesitate to contact either Barbara ([bbloch@partners.net](mailto:bbloch@partners.net)) or me with questions, concerns, and ideas. We greatly look forward to working with you to build strong programs and partnerships in 2009 and beyond.

Sincerely,

**Matt Clausen**

(Editor's Note: Many of you will remember that Ambassador Stedman once was Ambassador to Bolivia. My late wife, Maria Teresa, remembered those years and, later, when he was with Partners in Washington, we recalled visiting with him on visits to the Partners office. We enjoyed knowing him.)

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## News from Santa Cruz

Our Santa Cruz Partners are actively implementing projects in their city, state, and nation.

The Justice Committee is working. **President Jorge Ibarnegaray** signed an agreement with the Network of Participation and Justice in January, giving the Santa Cruz Partners Chapter an office in

a building of the Catholic University, of which he is rector. The Justice Committee will work in that office.

**Romina Torrico**, wife of our friend **Luis Fernandez** who has visited us in Little Rock and Fayetteville, and **Ramiro Arcienega**, whose business card reads USAID and Companeros de las Americas, when I met him in Santa Cruz a few years ago. He then was stationed in La Paz and he flew down to Santa Cruz to meet with us. Romina is a lawyer and a good friend. She and Ramiro are doing a superb job in the Justice Project.

On the local level, some members of the Santa Cruz Chapter met at Jorge's house in February to start a CLEAN ROOTS project. They are starting in one school, putting garbage boxes in convenient areas, in which students can put their trash. It sounds easy, but Luis points out that this is not easy because people don't have a clean culture. Our Partners hope to start helping students learn the advantages of proper disposal of garbage and trash. They want to instill a greater sense of responsibility for the environment and respect for the ecology. They will implement the project when the funding becomes available.

It sort of sounds like the idea in Arkansas and other states of organizations signing up to collect trash along specific assigned sections of the interstate highway system.

Closer to home, the visit of the three Youth Ambassadors from Bolivia reminds us that our relationships with our counterpart Partnerships are alive and well. We are working on other exchanges, following up on new information about how to initiate Education and Culture projects with our Partner Beni and Santa Cruz Chapters. Our friend, **Barbara Bloch**, is heading that program, following the retirement of **Ambassador Bill Stedman**.

Wayne

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## The YA's were here!

YA, of course, stands for Youth Ambassadors, a program of Partners, sponsored by the State Department, that sends selected, outstanding high school students from our “southern” partnerships, to spend a brief but intense time with northern partnerships. The trip to Arkansas was coordinated very ably and as usual by **Margaret Clark**. The three students from Bolivia, along with their mentor and escort spent several days in Washington before traveling to Fayetteville. The students were **Daneliz Yesenia Ala** who was hosted in Fayetteville by Dr. **Janet Titus**. **Joscelin Rocha** was hosted by Dr. And Mrs. **Lyell Thompson** and **Victor Hugo Huanca** was hosted by **Tim Hudson** and **Charlotte Taylor**. Their escort **Luis Fernando Morales** was hosted by **Marion Orton**.

Margaret certainly kept them busy while they were here. Besides attending Fayetteville High School, with like-aged children of their host families, they were able to tour Fayetteville, attend a production at the Walton Arts Center, visit the Botanical Gardens of the Ozarks, tour Shiloh Museum, go ice skating at the Jones Center, shop at the Northwest Arkansas Mall, experience a bit of Dickson Street, tour the campus of the University, meet Mayor **Lioneld Jordan**, meet with Chancellor **David Gearhart**, attend a basketball game at the University, visit the Clinton House Museum, attend a barbeque dinner at the home of **Paul** and **Eunice Noland**, and attend a Bolivian Carnival celebration hosted by campus Bolivian students of IBO. (And shop at the mall one more time before leaving!). Besides all this, they met with **Elizabeth Auciello** from our Washington office, who flew in for a special briefing with the students on a

quick two-day trip. Elizabeth was with us last October for our Annual Meeting in Fayetteville, along with International President **Luis Fernando**, **Victor Steven Vetter**. **Hugo**, **Daneliz**, & **She**, along with **Joscelin** with **Margaret**



and **Luis**, were able to visit with Dr. **Thomas Soerens**, Professor of Civil Engineering, to explore possibilities for service learning for Bolivian

students studying at the University.

**Luis Fernando**, the YA’s escort, was able to visit with teachers at the Lee Elementary School in Springdale to discuss and observe their new ESL program which is part of a big grant funded by Toyota. He also met with Dr. **Vicki Bergman-Lanier**, Director of Spring International, to discuss and observe the ESL program there.

All-in-all, it was an exciting and fun-packed few days. The students (and their escort) were most amiable and enjoyable and excited to be here. They had many new and unique experiences on this trip. For example, none of them had ever flown on an airplane before. Not only was that new and exciting, but on top of that they got to (had to?) experience the huge, noisy, and crowded Miami airport. That’s a challenge even for most of us gringos!

It was a good trip and a great experience, packed with many good memories, not only for the YA’s, but also for us “older” participants. Many thanks to Margaret for her planning, patience, and attention to the myriad details attendant to such an undertaking.