



## **Natural Resources General Session**

*Oil Issues – Forward Together, Doug Ackerman, CEO NMOGA*

*Albuquerque, NM—2022 Joint Stockmen's Convention:  
Transforming Challenges into Opportunities*

### **Summary:**

In the first 10 months of being with the New Mexico Oil and Gas Association, Ackerman prioritized instituting a foundational reset, which consisted of strategic planning and uniting the board. There was no shortage of challenges (e.g., legal, regulatory, legislatively, PR). With a new team, a new plan, and a new budget, strategic planning became another priority. Advocating, influencing, communicating, educating, and building alliances is vital to the industry, especially in Santa Fe. When it comes to educating and advocating, Ackerman shared that the average citizen is already immersed in agriculture, but relationships, such as Ag in the Classroom should be prioritized.

Environmentalists and activists can make finding common ground difficult. Therefore, the agricultural and oil/gas industries should work together to tell their own stories. The industry should work to mitigate misconceptions about the industry and utilize generational history. They are stewards of the land and have a wide variety of uses when processed. The industries are interconnected—fertilizer, water challenges, fuel, endangered species, and rights—all unite us. In the end, we are small families with generational businesses. We have a distinct lifestyle that we must protect.

### **Key Points:**

1. Partnership with farmers and ranchers is a priority.
2. Strategic planning is a vital part of NMOGA's mission.
3. The average citizen is already immersed in agriculture.
4. Common ground is essential to life with all parties.
5. Tell your story.

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