



FOR IMMEDIATE RELEASE

KRIRM Welcomes New Professor and Endowed Chair

KINGSVILLE, Texas (May 11, 2016)— The King Ranch® Institute for Ranch Management (KRIRM), recognizing the profound impact of KRIRM over the past 13 years and the promise of an even greater impact in the future, established and filled the new position of the Paul C. Genho Endowed Chair in Ranch Management.

This new endowed faculty position honors the impact and leadership of Paul C. Genho, who was an integral part in creating KRIRM and continues to support and promote the program today. This position was recently filled by the addition of Rick Machen, Ph.D., of Uvalde, Texas, who will begin his appointment with KRIRM this June.

The professor and endowed chair position was created to work alongside the current KRIRM faculty and staff with the mission of the program. In this position, Machen will advise KRIRM graduate students, expand the national network of landowners and managers with whom KRIRM collaborates, and enhance KRIRM outreach to the ranching industry. In addition, Machen will teach courses in the ranch management program, and be a vital role in the recruitment and placement of graduate students.

“Dr. Machen has more than 25 years’ experience solving problems for ranchers across Texas and the Southwest as a livestock specialist for Texas AgriLife Extension,” said Clay Mathis, Ph.D., director of KRIRM. “He combines this experience with great communication skills, the highest level of honesty and integrity, and a passion for developing others in our industry. Dr. Machen has been a great friend of KRIRM for years, and is a perfect addition to our team.”

The institute experienced considerable growth within the last few years with the establishment of its Excellence in Ag Leadership program, as well as the broadening of service work to the industry through projects with partnering ranches. With every intent to continue increasing the impact of KRIRM, the addition of another faculty member will enable KRIRM to do more for its students and the ranching industry it serves.

Since 1989, Machen worked for Texas A&M AgriLife Extension Service in various capacities, and is now professor and specialist in Animal & Natural Resource Management, a position held since 2006. During his time with the extension service, Machen coordinated many efforts to promote agriculture through the training and educational programs Texas A&M AgriLife Extension Service offers. These experiences afforded him a wealth of knowledge that will certainly benefit the KRIRM students, stakeholders, and partnerships.

With a passion for educating and encouraging stewards, stockmen, and consumers of all ages in the arena of animal and resource management, Machen learned to appreciate the impact of teaching and mentoring young people early in their careers. This passion for mentoring young minds bodes well for the responsibilities he will hold as advisor and teacher for KRIRM graduate students.

While Machen eagerly anticipates working alongside the students who will assume leadership roles in the ranching industry and working as a member of the KRIRM team on student projects, he said he also looks forward to being part of the KRIRM family.

“I have tremendous respect for the KRIRM program and many of the graduates who have assumed or risen to positions with significant resource management responsibility,” he said. “This faculty position is a unique opportunity to interact with, learn from, and mentor KRIRM graduates.”

About KRIRM

Formed in 2003, KRIRM is a ranch management master’s program at Texas A&M University-Kingsville created in honor of the 150th Anniversary of the legendary King Ranch. As the only ranch management master’s program in the world, KRIRM teaches graduate students using a multi-disciplinary, systems approach to ranch management, and provides the highest quality lectureships and symposia to stakeholders in the ranching industry. For more information about KRIRM, visit krirm.tamuk.edu.

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