

# TRANSCRIPT: PAUL BIERSCHWALE INTERVIEW

Mr. Paul Bierschwale · Founder of Bierschwale Land Company, LLC

---

## TRANSCRIPT

An interview with Mr. Paul Bierschwale, Founder of Bierschwale Land Company, LLC. Bierschwale is a 1975 graduate from Texas A&M and an inducted member of the Tyrus R. Timm Honor Registry.

This video was posted April 27, 2014 on the Tyrus R. Timm Registry YouTube Channel.

Could you please introduce yourself and tell us a little about your career?

I'm Paul Bierschwale. I graduated from Ag Eco at Texas A&M in 1975 and stayed for another shot of it in 1976 with the local land economics real estate program and after that, I went to work for James K. Norwood in Fort Worth a real estate appraiser. We did work all over Texas and in a number of states around the nation, and I thought I probably could do that in my hometown, Junction, so I began Bierschwale Appraisals in 1981 I believe it was, and I've been very fortunate to be able to build a business in that remote area of the state through the years, but we've been active in farm and ranch appraisal, agribusiness appraisal, the large tomato greenhouses, many facets of the appraisal business to a certain degree in the appraisal districts and ad valorem tax arena. I've been very fortunate and I owe a lot of it to the Ag Eco Department at A&M.

Could you tell us a little about your experiences at Texas A&M?

Well that... I was probably too busy having a good time at A&M, so I was not - until the graduate school, I really wasn't involved in a lot of leadership. Dr. Schmedemann nurtured us and... uh encouraged us to... to make networking important, and as a result I have many friends today that I met at A&M, and we've stayed close through the years and I would encourage everyone who goes this route to do the same thing. That's a very important part of your business. I was the first president for - of the Association of Texas Real Estate Economists which came - became the Society of Texas A&M Real Estate Officials, and now I think their tagline is "A&M"... "Aggie Real Estate Network"

Can you describe your early career?

Early on, I was with James K. Norwood, as I said, and we did a lot of work. Jim had been with the Corps of Engineers in Fort Worth. As a result, we did a lot of work for government entities, and a lot of litigation related, our litigation potential work and that is what really motivated my career for the entire career. That's typically the type of work we still do, is anything with — I call it where they need a real number and litigation potential.

What advice do you have for students of Agricultural Economics?

Don't do like I did and wait as long as I did to get involved with your peers with those students, the person that's sitting next to you in that class is probably one of the strongest assets that you have, and keep contact with those...those people. There is nothing like the aggie network and we... nothing I've done has been intentional. I've kinda fell into everything I did, but it... a lot of it is hinged on the Ag Eco Department at A&M, and through my relationships, through that department and.... and I would certainly encourage everyone to stay involved with A&M. It was some most rewarding times of my life have been as I went back to that campus, and taught the classes with those bright, young people and I just can't say enough positive things about the Ag Eco Department and Texas A&M University.

How were you able to manage time for family, work, and other priorities throughout your career?

Well, that's a difficult thing that we all face, and we all have choices that would make through the... through the... through our careers. Fortunately, I have a very supportive spouse and family. My wife, Debbie, encouraged me to be a part of the professional leadership roles, and appraisal organizations, and other organizations. We took our children to meetings all across the United States and...and that was our vacation. So... so we were able to build a family life that was somewhat

Mr. Paul Bierschwale | Transcript  
Tyrus R. Timm Honor Registry | Department of Agricultural Economics | Texas A&M University

centered on a business world, and of course, then the third little area is st—st— still, I think, is your church life, and fortunately that was important enough to all of us that we... we kept that in... in place as well.

In your opinion, what does it take to achieve success?

First, a lot of hard work. Anyone that thinks an 8-hour-day is going to bring a great deal of success is sadly mistaken. There are a lot of talented people out there and you're not as much competing with them, as you are competing with yourself to... to be the best that you can be. You know, I've encouraged my sons, with whatever they do, to do it to the best of their ability, and I think that's — you know, concentrate on whatever it takes to do the job to the best of your ability. I think education never ends. I'm 61 years old and I'm still learning. I try to stay on top of the market, and... and I think that's an important thing, especially for young people, is to understand that when we graduate from college, we're not through with education. It's probably just beginning.

What are your thoughts on being selected to the Tyrus R. Timm Honor Registry?

Well, it's obviously the greatest honor I've received from Texas A&M University and I... I thoroughly appreciate it. I was fortunate enough to know Dr. Timm, and as I thought about this when I was notified, one of the biggest things I remember about Dr. Timm is... is his recognition of people who were not the people that most people would recognize. I was a student worker at, I think it was, the National Land Economic — or National Agricultural Economics Association meeting at A&M, and Robert Rhodey and I were student workers at that, and rather than introducing some of the really important people who were there from across the nation, Dr. Timm introduced Robert Rhodey and I, who were basically ushers, and... and greeters, and seaters, and I've never forgotten it, and he... he never knew how important that was to me, and hopefully I've been able to do that to some people along the way.

Mr. Paul Bierschwale | Transcript  
Tyrus R. Timm Honor Registry | Department of Agricultural Economics | Texas A&M University

Transcribed by  
Isabella Garza  
June 16, 2020