

# The Syllabus

A newsletter for  
Kansas State University  
Master of Agribusiness  
students, alumni & friends

Volume 15 ■ Issue 3  
Fall 2014

## Master of Agribusiness receives awards from University Professional and Continuing Education Association

Kansas State University's Master of Agribusiness (MAB) program and communications staff have received regional awards through the University

Professional and Continuing Education Association (UPCEA). Awards were presented at the association's conference in Denver, Oct. 22-24.

The Master of Agribusiness program received the association's regional Mature Credit Program award. The award recognizes an established

credit program that has demonstrated sustained innovation, cost effectiveness, diversity, quality and exceptional measures of success through evaluations and graduate success.

"We are honored the MAB program was recognized by the association," said Allen Featherstone, MAB Program Director and Agricultural Economics

The Master of Agribusiness program at K-State began in 1998 and was the first graduate agribusiness program in the nation offered through distance



Department Head. "The quality and innovation of this program are derived from the interaction of students with a passion for the food, agribusiness and animal health industry, a curriculum designed entirely for working professionals, and a faculty committed to excellence in scholarship."

education. The MAB program was developed to teach food and agribusiness professionals working in related fields the strategies for making informed decisions based on a thorough understanding of current issues.

Awards continued on page 7

**Dr. Allen Featherstone**  
Program Director  
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# Welcome to the Class of 2017

## Animal Health Cohort

### **Nathan Bartholomew**

Horticulturist  
United States Botanic Gardens  
Washington D.C.

### **Nicole Clegg-Burns**

Loan Specialist  
Farm Service Agency  
Wilkesboro, North Carolina

### **Carly Cummings**

Ag Entrepreneurship Initiative  
Program Assistant  
Iowa State University  
Ames, Iowa

### **Justin Smith**

Deputy Animal Health Commissioner  
Kansas Department of Agriculture  
Bennington, Kansas

### **Lacey Teigen**

LCCC Horse Judging Coach and  
Equine Instructor  
Laramie County Community College  
Laramie, Wyoming

### **Adam Tjernagel**

Group Leader, Veterinary Services  
Boehringer Ingelheim Vetmedica  
Badger, Iowa

### **Alexandra Swain**

Research Assistant  
Buck Island Ranch,  
MacArthur Agro-Ecology Research  
Center  
Lake Placid, Florida



*Nicole Cleggs-Burns, Lacey Teigen and Alex Swain work together on finance homework during the August campus session.*

## Students complete thesis projects

To read current or previous thesis projects, go to <http://krex.k-state.edu/dspace/> and search by author, title or keywords (no log-in required). To read a thesis written before 2008 or view thesis defense, log onto K-State Online, [www.online.ksu.edu](http://www.online.ksu.edu), with your eID and password. Go to the MAB Community Page, go to Files & Content and click on Theses.

**David Bahre** ('14), *A Business Plan for Wheat State Distilling*

**Christy Wipperfurth** ('14), *An Employee Assignment Optimization Model Exploring Cross-Training through Multiple Management Systems*

**Lance Zollinger** ('14), *Probability of Default Rating Methodology Review*

## Calendar of Events

### **November 21**

Final electronic copy of thesis due to Graduate School to be Fall '14 graduate

### **December 1**

MAB/Ag Econ scholarships deadline

### **December 12**

K-State fall commencement at Bramlage Coliseum

### **December 20**

Final electronic copy of thesis due to Graduate School to be Spring '15 graduate without enrolling in spring hours

### **January 4-9, 2015**

MAB Campus Session at K-State

### **January 19-23, 2015**

MAB Thesis Campus Session at K-State

### **February 21 - March 7, 2015**

MAB International Agribusiness tour of Brazil and Argentina

### **March 6, 2015**

MAB at Cattlemen's Day at K-State

### **March 15-20, 2015**

MAB Campus Session at K-State

### **March 27, 2015**

MAB at MANRRS Annual Career Fair, Houston

### **April 1, 2015**

Last day for name to appear in Commencement program

### **April 24, 2015**

Final electronic copy of thesis due to Graduate School to be Spring '15 graduate

### **April 27-29, 2015**

MAB at PetFood Forum, Kansas City

### **May 15, 2015**

K-State spring commencement at Bramlage Coliseum

### **May 19, 2015**

Final electronic copy of thesis due to Graduate School to be Summer '15 graduate without enrolling in spring hours

# MAB offers new elective course: AGEC 750, Economic Issues in the Global Animal Health Industry

The Master of Agribusiness program is offering an internet-based examination of the economics of the animal health and companion animal industry: AGEC 750, Economic Issues in the Global Animal Health Industry. This new three-credit, online graduate course provides an interactive study of the economics and business challenges and opportunities confronting the animal health and companion animal industry.

"Economic Issues in the Global Animal Health Industry provides students with a fresh and innovative perspective on the animal industry from a global and systems perspective. It will encompass information from decision-makers across the industry that influence animal health outcomes – manufacturers, pharmacists and compounders, distributors and retailers, regulators, veterinarians and animal owners," Dr. Vincent Amanor-Boadu, Associate Professor of Agricultural Economics and the course

instructor said.

These issues are important because of the increasing trade in animal and livestock products and the sanitary and health risks they present, the changing regulatory environments as incomes increase around the world, and the increasing number of companies operating in multiple countries under multiple regulatory regimes.

"It is a unique course that comprehensively discusses the economic implications of the social, environmental, regulatory and competition issues confronting the animal health industry. Students get the opportunity to explore the relationships across these issues and leverage them to identify effective responses and discover ways to transform challenges into business opportunities," Amanor-Boadu said.

Guest lectures from professionals in the animal health industry will provide first-hand perspective and insight into current issues and regulations.



*Dr. Vincent Amanor-Boadu*

The course is offered from December to March. It is open to anyone interested in the animal health sector. A bachelor's degree and at least two years of professional experience are required. Students should plan to spend an average of five to seven hours per week on the class. This includes lectures, readings, online recitations and homework. To enroll, contact the MAB office at [mab@ksu.edu](mailto:mab@ksu.edu) or 785-532-4495.

## MAB Industry Advisory Board Annual Meeting

The Master of Agribusiness Industry Advisory Board met Friday, September 26th at the IGP Board Room at the K-State Grain Science & Industry Complex for its annual meeting. Board members, along with student representatives Emily Willson and Tim Hammerich, received an update on the program and provided suggestions on current industry needs, building industry awareness of the MAB program, and recruiting students.



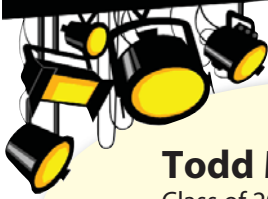
*Advisory Board Members: Marsha Webster, Terry Garvert, Dave Rock, Barry Brant, Bill Helming, Keith Harris and Allen Featherstone. Not pictured: Steve Brody, Ray Cesca, Greg Reno and Sara Wyant.*

The Advisory Board meets regularly to counsel the department on the ongoing development of the program. The board provides valuable input on focusing the program strategically, and stays abreast of emerging issues that should be addressed in the program.

For more information on the Advisory Board, go to <http://mab.ksu.edu/AboutUS/AdvisoryBoard.html>.



*Over lunch, Garvert visits with Paraguay's Minister of Agriculture Jorge Gattini.*



# Alumni Spotlight

## Todd Marsh, DVM

Class of 2004  
Owner/Operator  
Marsh Land and Livestock, Inc.  
Reserve, Montana

### Veterinarian and rancher shares experiences in the animal health industry and beyond

Todd Marsh DVM is a 5th generation rancher in Reserve, Montana. Each year his ranch/feedlot, Marsh Land and Livestock Inc., stocks 800-1,000 cow-calf pairs, backgrounds 1000-1,500 calves and custom develops and artificially inseminates 750-1,000 replacement heifers in the spring. Dr. Marsh is also a co-owner and consulting veterinarian for a 10,000 head custom back grounding/finishing feed yard in South Dakota where the ranch finishes their steers.

With a background in agriculture, he earned a B.S. in Zoology from Montana State University ('86), his DVM from Colorado State University ('91), studied Beef Production Medicine at the Meat Animal Research Center (MARC) at the University of Nebraska ('96-98), and completed his Master of Agribusiness (MAB) degree at Kansas State University ('04).

"Growing up on a ranch, I always wanted to be a large animal veterinarian. I wanted a challenging profession that would allow me to work outdoors," he said.

After graduating from CSU in Veterinary Medicine, Dr. Marsh owned and operated a large animal veterinary practice in Platte, South Dakota until 2003 when he returned to Montana to manage the family ranch. Even after he left private practice, he continued to treat the animals on his ranch until last year.

"Last year we contracted with a local veterinarian who is new to the area. It has been a good way for her to grow her practice, and I don't have to take night calls anymore," Marsh said.

As a veterinarian and rancher, some of

"I recommend the MAB program to anyone in the field, because as a practicing or consulting food animal veterinarian, we are requested to make animal health and management recommendations to a very capital-intensive industry. It is essential that a veterinarian understands how their decisions and recommendations to their clients affect the financial and economic outcome of the client's business."

**Todd Marsh**

the current issues he sees for the animal health industry are anti-microbial use coupled with increased government regulation and antibiotic residue monitoring within the animal feeding industry.

"With the development of Guidance 209, Guidance 213 and the Veterinary Feed Directive (VFD) regulations, antibiotics in animal feed will need to be supervised by veterinarians, and the FDA will oversee antibiotics in feed usage," Marsh said. "This is in direct response by the industry concerning the future development of antibiotic resistance." (see side-bar for more information on Guidance 209, Guidance 213 and the VFD)

"As livestock producers, we need to understand the importance of the prudent use of antibiotics at all levels of our food chain. I think the VFD is going to implement more changes in the poultry and swine industry than beef, but it is not an insurmountable challenge. The VFD will definitely be a hot topic for the next five to six years," Marsh said.

Though he has extensive experience and education in the animal health field, Dr. Marsh realized he needed to know more about the business side of the livestock industry, which is why he decided to pursue a Master of Agribusiness.

"I was introduced to the MAB program by my brother, Tom, and felt I needed to improve my business skills. As a full time practicing veterinarian I did not have the time to commit to being on campus full time," Marsh said. "I would recommend the MAB program to anyone in the field, because as a practicing or consulting food animal



Todd Marsh roping calves for branding on his ranch.

veterinarian, we are required to make animal health and management recommendations to a very capital-intensive industry. It is essential that a veterinarian understands how their decisions and recommendations to their clients affect the financial and long-term economic outcome of their clients business."

His thesis, *The Effect of Intermittent Vaccination of the Beef Cow Herd on Herd Production*, combined his animal health and business knowledge. The objective of Marsh's thesis was to evaluate the effect of varying the interval of vaccinations on beef cow reproductive productivity, calf productivity at weaning and herd profitability. Annual vaccination of the beef cow herd is a common management tool for most beef herd operations. However, no studies had established what the minimal vaccination frequency is needed to attain an acceptable herd production output with minimal financial inputs.

"Traditionally, in the region where I practiced large animal veterinary medicine, cow herds were vaccinated annually with modified live vaccines that theoretically provide immune protection for the lifetime of an animal following a single vaccination. My thesis was based on a research study that was developed through South Dakota State University and a large cow herd in my practice area. This research model indicated that the treatment group vaccinated annually with a modified live viral vaccine had a statistically decreased pregnancy rate compared to the non-vaccinated control group," he said. "The study results supported our hypothesis that production output and profitability of the cow herd was not decreased by vaccinating the cow herd at intervals greater than one year."

Another significant change the MAB program influenced was implementing

retained ownership of the calves born on the family ranch. Previous to returning to the ranch, all of the calves were sold at weaning, not taking advantage of the increased opportunities for profit offered by retained ownership.

"The MAB program gave me the skills to complete a cost benefit analysis of retained ownership of our calf crop," Marsh said. "Currently, we are structured to retain or sell calves, yearlings or finished cattle at any production stage depending on markets and feed costs."

While continuing to ranch, Marsh has had the opportunity to branch into an oil-related business since completing his MAB. First, investing



*Oil Tank Production at Pro Tank Products*

in an oil pipeline construction business that eventually developed into an oil field tank manufacturing plant. His company Pro Tank Products Inc., has built more than 3,000 oil production tanks since 2009 that provide storage capacity at oil well sites. Due to the increased demand for storage vessels in the Bakken Oil Fields, Pro Tank Products has just completed a \$10 million expansion project in their home town to supply their customers' needs.

"The oil business is growing rapidly in this area. The tools I received in the MAB program allowed me to diversify into other industries. It's the same business principles I learned

at K-State's MAB, just applied to an energy commodity," he said.

The combination of his love for ranching and animals along with his education have given Marsh a rich and diverse background that reach beyond agriculture.

You can read Marsh's full thesis publication at <http://krex.k-state.edu/dspace/handle/2097/658>.



### Guidance 209

- Limit the use of medically important antimicrobial drugs to those uses considered necessary for assuring animal health
- Use includes veterinary involvement/consultation

### Guidance 213

- Provides guidance for industry on the implementation of judicious use
- Process for updating labels to remove growth/production uses
- New therapeutic uses may be pursued
  - o Have a defined dosing duration
  - o Effective therapeutic dose level
  - o Be targeted as much as possible to the at-risk population
  - o Include veterinary oversight

### Veterinary Feed Directive (VFD)

- VFD order is an order by a veterinarian that allows the feeding of approved VFD drugs to animals
- Medically necessary antimicrobial drugs will be converted from OTC to VFD drugs
- VFD regulations are being revised to improve the efficiency of the VFD process

*\*Regulations will go into effect in 2015*

## Why I Give to the MAB Program

*"During my participation in the MAB program, I was able to work with a diverse group of professionals who shared their perspectives and experiences.*

*The diversity of the class enriched our discussions and helped us all gain a greater understanding of the agriculture industry. By giving to the MAB program, we can maintain this diversity by helping those who otherwise may not be able to join the program."*

~ **Nanci Daesch** ('13)

Opportunities exist for alumni to contribute directly to the MAB program through funding gifts for professorships and endowments, and through scholarships.

Scholarships allow us to attract students who otherwise may not be able to enter the program due to financial reasons, including individuals throughout the United States and the world. The diversity that these students bring to the program benefits all participants. There are two different scholarships that are currently offered by the program: the Alumni Agribusiness Scholarship and the Alumni Producer Scholarship, which is awarded to a student in production agriculture.

Please contact the MAB office if you are interested in exploring opportunities to make a difference for others. Keep in mind your company may provide a match for gifts made. For more information, please call us at 785-532-4495.

### Be watching for more information...

Planning is in the early stages for the next MAB Professional Development/ Alumni Reunion Event. We are working on combining the fall 2015 event in with a K-State football game and MAB tailgate.

Be watching for more information after the first of the year.

## in the news...

**Marcella (Warner) Holman** ('08) was named Recruiter of the Month for October for the Kansas Livestock Association (KLA).

**Sarah Velasquez** ('07) and **Taylor Oliver** ('15) were married on October 31.

**Adam Carruthers** ('16) and his girlfriend, Nkemjika, announced their engagement.

**Tene (Mouphtaou) Toure** ('13) recently accepted a Benefits Authorizer position with the Social Security Administration and moved to Kansas City, MO.

**Megan Baldwin** ('11) is now a Lab Assistant II for Irrigation and Agronomy at the University of California Cooperative Extension.

**Walden Hodges** ('02) has been promoted to Global Director of Ingredients–Pastry Mixes for the Products and Marketing Group of CSM Bakery Solutions.

**Erin (Jordan) Kurth** ('12) is now working with Ardent Mills, LLC in Denver, CO as a Vital Wheat Gluten Import Specialist.

**Erich Olson** ('04) and his wife, Lauren, announced the birth of their third child, Thor Abraham on October 1.

**Tim Ulrich** ('10) and his wife, Meghan, welcomed Timothy Creed Ulrich II on September 21.

**Mark Seitz** ('03) and his wife, Robin, are expecting a baby boy in January. This will be their third child, joining Reagan (15) and Olivia (5), and Oscar the Labrador.

**Emily (Barwick) Bass** ('13) has a new job with Acme Smoked Fish of North Carolina as the Production Planning and Inventory Coordinator.

**Cristina Mansfield** ('04) graduated from Vermont Law School in May and was admitted to the Vermont Bar at a ceremony at the Statehouse on October 22.

**Matthew Krueger** ('15) and his wife, Amanda, welcomed their first child, Lane Matthew on September 13. Lane weighed 7 lbs. 7.5 oz. and was 21 1/2" long.

**Kevin Heikes** ('10) joined FarmLink as the Director of Operations.

**Melissa Vogt** ('16), announced the birth of her daughter, Ava Jolynn Stomberg on April 25.

**Chris Witt** ('12) and his family welcomed new addition, Caroline Carter on October 2.

**Carrie Payne** ('16) and **Zachary Gregoire** ('16) were married on July 26 in Maryville, MO.

**Dana Brooks** ('13) was recognized as a Women in Agriculture Ambassador at the Women in Agribusiness Conference in New Orleans in October.

**Abby (Dechant) Amick** ('10) joined Varney and Associates, CPAs, LLC as a member of the Agriculture team and provides bookkeeping and payroll services.

**Ray Cesca** (Advisory Board Member) accepted the Chairmanship of the Aslan Group, a global agribusiness with facilities in Europe and Africa.

**Jose Castillo** ('12) recently became the CEO of El Sendero Semillas Especiales in Tepetitlan, Mexico.

**Nikolas Haas** ('11) is now the Milling and Blending Manager at Bay State Milling Company in Winona, MN.

**Michelle (Evosovich) Adams** ('06) has taken a new job with CHS working as a Production Supervisor at the Kalama, WA Export Terminal.

Please "join", "like" and "follow" the MAB program on social media:

- **Facebook:** [www.facebook.com/KstateMAB](http://www.facebook.com/KstateMAB)
- **LinkedIn:** [K-State Master of Agribusiness](#)
- **Twitter:** [@ksumab](#)



## Awards continued from page 1

Originally an outreach to largely underserved food and agriculture employees, the MAB program met a need for these employees residing in rural areas who needed to complete an advanced education through an online option. Since its inception, the program has attracted more than 375 students from more than 40 states and 30 countries, including Argentina, Brazil, Cambodia, Cameroon, Canada, China, Colombia, Ecuador, France, Germany, Ghana, Grenada, India, Italy, the Ivory Coast, Kenya, Malaysia, Mexico, Morocco, Nigeria, Paraguay, Senegal, Singapore, Uruguay, Venezuela and Zambia.

"With classmates from North America, South America and Africa all involved in the agriculture industry, I gained a perspective that I would not normally have working for an aid program in Zambia," said Lydia Mtchotsa, MAB alum.

The program uses online learning technologies and a combination of learning styles including audio, visual, text-based and face-to-face cohort sessions to provide professionals with a global agribusiness experience. The program's on-campus sessions provide valuable experiences for students to interact and connect with each other, program faculty and industry leaders.

Over the past 17 years, the MAB program has sustained itself and has had a successful revenue stream allowing for the development of two additional program cohorts: one with an animal health focus at Kansas State University Olathe and an international cohort in Southeast Asia.

In addition to the program award, Mary Bowen received the association's support specialist award. In her role as a program associate for the Master of Agribusiness program, Mary develops and executes the program's marketing and communications plan, including online, print and social media advertising campaigns. She is also responsible for coordinating

the program's extensive international and on-campus events and meetings, as well as assisting with student recruitment, enrollment and communications.

"We are pleased at Mary's award," said Deborah Kohl, Master of Agribusiness Program Coordinator. "Mary is one of the most loyal and thoughtful professionals I have worked with and she consistently puts the needs of students above her own. She is also innovative and committed to moving the program, its brand and our level of service forward."

Since 2005, Mary has supported the program by designing and maintaining its website, developing and implementing a social media plan and continuing frequent communication with students, alumni and potential students.

"Mary chose to center the capstone project for her master's degree

on social media in the MAB program and we continue to reap the benefits of that effort, having just recruited our first student solely through this stream," said Kohl. "She is always on the lookout for ways to improve the service we provide to students, alumni and industry. Her dedication is one of the reasons for the program's enduring success."

UPCEA is the leading association for professional, continuing, and online education. Founded in 1915, UPCEA now serves more than 400 institutions, including public and private colleges and universities in North America.



*Dean of K-State's Global Campus Sue Maes and MAB Program Associate Mary Bowen at the UPCEA Awards Ceremony in Denver.*

The UPCEA Central Region includes colleges and universities in Colorado, Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, Ohio, South Dakota and Wisconsin in the U.S. and the Provinces of Saskatchewan, Manitoba and Northwest Territories in Canada.