

The Syllabus

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

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Bruce Tulgan, RainmakerThinking, to headline 2017 Professional Development Event



Bruce Tulgan

The MAB program is pleased to announce dates for the 8th Professional Development and Alumni Reunion Event: **Building the Future: Leading through Change.**

The event will be **March 30-31, 2017** in Kansas City with feature speaker Bruce Tulgan of RainmakerThinking.

Tulgan specializes in management training and

generational diversity in the workforce. His books include *Not Everyone Gets a Trophy*, *The 27 Challenges Managers Face*, *It's Okay to Be the Boss*, and *Managing Generation X*. He founded the management training firm Rainmaker Thinking, Inc. in 1993.

At the MAB event, Tulgan will speak on managing and leadership through change and working with millennials.

"We are pleased to bring Bruce Tulgan to K-State for this event. Participants will walk away from his session on

Thursday with a set of ideas that will enable them to better manage themselves and the new generation of employees we have welcomed across agribusiness and industry," Deborah Kohl, Master of Agribusiness program coordinator said.

Breakout sessions will address other areas of management through change, risk management, ag technology, cybersecurity and more.

RAINMAKER THINKING®

"MAB is excited to partner with K-State Olathe and the Kansas City Ag Business Council for this event," Kohl said. "The Kansas City area has a wealth of resources to bring to bear as we equip leaders in our field to manage well, especially in difficult times. We are thankful to be working with some great partners and looking forward to the event having a powerful impact."

The event is open to current MAB students, alumni and interested individuals in the food, animal health and agribusiness industry.

Be watching for more information about speakers, sessions and registration on MAB social media channels and the website (mab.ksu.edu). Registration materials will be available on the website in January.

If you have suggestions for speakers or would like to help plan the event, please contact Deborah Kohl at dkohl@ksu.edu.



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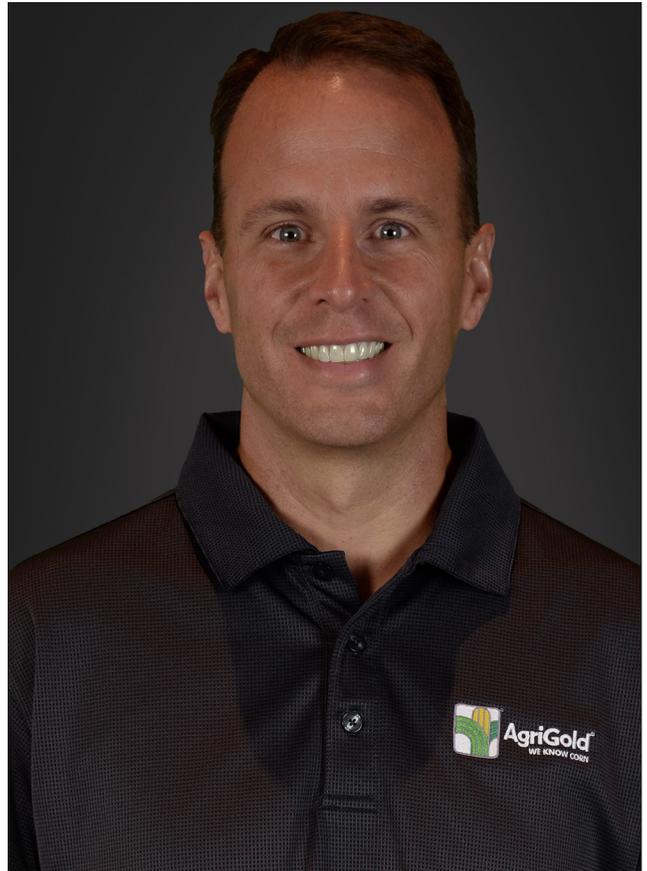
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Alumni Spotlight

Andy Montgomery

Class of 2015
Director of Product Management
AgReliant Genetics, LLC
Brazil, Indiana



Andy Montgomery, Class of 2015

Thesis leads to product launch for MAB graduate

MB: Tell me about your background, education and work experience.

AM: I have worked for AgReliant Genetics and its brands for 18 years. I started out as a DSM for AgriGold in NW Indiana in 1998 after graduating from Purdue University with a degree in Agricultural Economics. From there I moved into a Key Account role with AgriGold and then into a Region Sales Manager role overseeing brand expansion into Missouri, Nebraska, Kansas and the Mississippi Delta. After several years in that role I became the National Sales Manager for AgriGold in 2008 managing the sales operations of the brand across the country. In May of 2015, I graduated from KSU with my Master of Agribusiness degree. On October 1st, I accepted a position at AgriGold's parent company, AgReliant Genetics, LLC, as the Director of Product Management.

MB: Describe your current job and responsibilities.

AM: Currently, I manage the North American product strategy for AgReliant Genetics, LLC and its brands. Those seed brands include AgriGold, LG, Producers Hybrids, Wensman, Great Lakes Hybrids, Golden Acres Genetics, Eureka and Pride Seeds. In this role, I work with a cross-functional team to develop genetic and trait strategies, new product launches, product development

processes, supply and inventory needs, and product communication plans.

MB: What are the current issues AgriGold/AgReliant face in the industry right now? Where do you see the industry headed?

AM: With a stressed farm economy, there are challenges and opportunities for all the players up and down the supply chain. I see growers and suppliers spending more time in the future looking to better analyze their decisions and more closely managing their business partnerships

"I was really drawn to the K-State Master of Agribusiness program as a way to get both the core business classes, but also the interaction with other agriculture professionals from around the country and the globe."

Andy Montgomery

and relationships.

Agriculture is a dynamic industry that is changing at a very rapid pace. I see success around every corner, but I do believe growers and suppliers alike must more closely manage their strategies and business decisions in the future as missteps can be much more

costly than maybe they have been in the past!

MB: Why did you decide to pursue the MAB program?

AM: Really I saw a need to be able to better see and understand business trends around me. I looked and local MBA/business programs, but I really wanted an ag focus and the ability to learn with others from within the agriculture sector. With those needs in mind, I was really drawn to the KSU MAB program as a way to get both the core business classes, but also the interaction with other agriculture professionals from around the country and the globe.

MB: Tell me a little about your thesis. Why did you choose your topic, what did you learn?

AM: I worked with my company's management to define several business needs within the organization that could be the focus of my thesis work. After several welcomed

meetings with company management, I decided to research a product extension project involving the AgriGold brand and its possible desire to enter the soybean seed market. The thesis project was great, giving me access to knowledge and people within my company that I did not normally interact with. I found the work not just rewarding, but a very welcomed process by all those that helped me along the way. In the end, the information generated from the thesis helped assist the AgriGold brand in launching a soybean line in 2016.

MB: How have you benefited from the MAB program?

AM: In many ways! The program gave me new perspectives that I had not seen in my roles at AgriGold, it gave me an international view of policy from my fellow international students that I very much enjoyed. It gave me access to peers from across the industry that I could share and bounce

industry?

AM: This a great program that keeps you grounded in agriculture, with skills and ideas that can be immediately applied to your daily work. In addition, I found the interaction with other industry peers to be extremely valuable in helping me grow and learn as a professional. The seed industry is evolving at the fastest rate that I have seen in my 18 year career and I found that the MAB program has helped me better understand the changes taking place and has enabled me to not just see the opportunities, but has helped me with approaches to take advantage of those opportunities.

MB: Other comments you'd like to share? About the program, your professional experiences, the industry, etc.

AM: I also wanted to mention that as a busy professional, I was extremely impressed with the MAB office and staff!

They were always very helpful and made me feel very welcome and that they were there to make my transition from professional to part-time student as easy and smooth as possible. I truly believe they love what they do, and it had a big impact on my success.



ideas off of that I still enjoy to this day. Finally, it got me out of my daily routine and enabled my mind to think in new ways that I believe really stretched my business and strategy skills. In today's work environment you can never stop learning and I am very thankful to the MAB program for taking me to the next level.

MB: What advice do you have for individuals regarding the thesis process?

AM: Really, the same advice that was given to me – you have to start somewhere! Even if it is small, daily, weekly and/or monthly progression forward is very important in moving the project ahead. I had a timeline, I stuck to it and focused on the milestones needed in order to complete the project in a timely fashion.

MB: Why would you recommend the program to others working in the seed



Montgomery with Vanessa, Corynn (13), Alaina (11), Owen (8).

Above: Montgomery (left) and some of his Class of 2015 classmates at K-State Commencement.

Course for animal health professionals now enrolling for December start date

The Master of Agribusiness program is once again offering an internet-based opportunity to study the economics of the animal health and companion animals: AGEC 750, Economic Issues in the Global Animal Health Industry. This three-credit, online graduate course explores the different health and policy issues in various sectors and provides practitioners with the tools to develop the appropriate responses to these issues to ensure sustainable superior performance.

“AGEC 750 comprehensively discusses the economic implications of the social, environmental, regulatory and competition issues confronting the animal health and companion animal 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,” Dr. Vincent Amanor-Boadu, 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.

Students completing this course will be able to:

1. Identify and classify the current and emerging issues facing the animal health industry in the different regions of the globe;
2. analyze and understand these issues using economics and management tools;
3. and develop effective responses to these issues to support business objectives.

The course is offered from December to March. It is open to anyone interested in the animal health sector including veterinarians and executives from animal health manufacturers, pharmacists and compounders, distributors and retailers, and regulatory agencies. 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 or 785-532-4495.

CALLING ALL TRAVELERS!!

The 2018 MAB International Farm and Agribusiness tour will be to Ireland, Scotland and England, June 17-28, 2018.

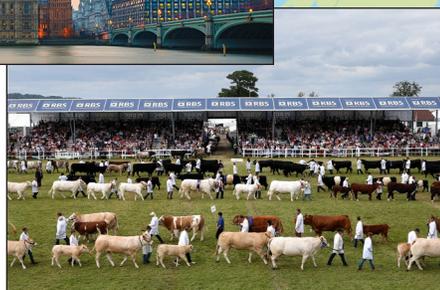
The tour will include stops at a dairy, horse stud farm, sheep and cattle farms, whisky distillery, a visit to the Royal Highland Show and more.

Multiple sightseeing opportunities throughout the tour, including time in London. More information and pricing will be available soon!

Tentative Itinerary:

- June 17 – Depart U.S.
- June 18 – Dublin, Ireland
- June 19 – County Wicklow/ Glendalough, Ireland
- June 20 – Carlow, Ireland
- June 21 – Cairnryan and Edinburgh, Scotland
- June 22 – Royal Highland Show, Scotland
- June 23 – Edinburgh, Scotland
- June 24 – Yorkshire Farm Stays, England

- June 25 – Chester, England
- June 26 – Cheadle and London, England
- June 27 – London, England
- June 28 – Return to U.S.



in the NEWS...

Steve Brody ('01) has left DuPont Pioneer and is now a Managing Partner with Sagacitas Partners LLC. He provides strategic consulting, business planning, corporate affairs, global public affairs, customer service operations and business productivity solutions.

Dave Rock ('03) announced his retirement from John Deere on October 28.

Barry Brant ('07) is now the Sales Manager for DASCO Inc. in Denver, Colorado.

Marsha Boswell ('08) was honored as the 2016 International Association of Business Communicators (IABC)/Topeka Communicator of the Year. The award is given to a communications professional who demonstrates vision, leadership, creativity and dedication to their profession.

Kevin Heikes ('10) launched a new advisory firm, In10t.io (IN/TENT) to help clients with agriculture-related technology strategy.

Adam Flavin ('11) is now a Trader with The Redwood Group LLC.

Kevin Nielsen ('11) and his wife purchased the Cambridge Super Market in Cambridge, Nebraska in September 2015, and just celebrated their first anniversary running the store.

Matthew Smith ('12) and his wife, Kristy, announced the birth of their daughter, Samantha Marie. Smith also now covers an expanded territory covering Nebraska, North and South Dakota for CLAAS.

Kelley Ayres ('15) earned his 4th degree black belt in Tang Soo Do Karate.

Matt Krueger ('15) and his wife announced the birth of their son, Tellan Frederic on August 18. He was 7 lbs and 7.3 oz.

Andy Montgomery ('15) was promoted to Director of Product Management at AgReliant Genetics, LLC.

Marcianne Colglazier ('16) married Cameron Robinson on September 17.

Nicole (Luna) Meiners ('16) accepted a position with Mars Chocolate North America as a Quality Management Lead.

Erica Hoover ('17) has taken a new position with John Deere as a Project Manager. She will be responsible for aligning a new business system initiative across multi-unit and divisions for Ag and Turf, Construction and Forestry and financial services.

Andrew Lauver ('17) was accepted into the Leadership Iowa program for 2016-17. The program promotes issue awareness and leadership within the state.

Britney Rosburg ('17) and her husband celebrated the birth of their son, Brice Richard on September 10. He was 7.5 lbs and 19 inches.

John Sachse ('17) married Kinsley Haddock on August 6.

Adam Tjernagel ('17) has been promoted to Manager of Veterinary Services at Boehringer Ingelheim Vetmedica.

Erin Clem ('18) was promoted to an Operations Quality Manager at Land O'Lakes in the Purina Animal Nutrition division.

Sara Schoenborn ('18) accepted the Director of Communications position with Cooperative Network in Madison, Wisconsin.

James Williamson ('19) and his wife announced the birth of their second daughter, Isabelle Christina on August 10. She was 6 lbs, 7 oz and 19.5 inches. Williamson was also promoted to Analyst with Rabobank.

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

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



If you are attending a trade show or conference, let MAB know by sharing or tweeting a photo and tagging us.

Students complete thesis projects

To read current or previous thesis projects, go to <http://krex.k-state.edu> and search by author, title or keywords. To read a thesis written before 2008 or view thesis defense, log onto K-State Online Canvas, www.online.ksu.edu, with your eID and password. Go to the MAB Community Page and click on Theses.

Darren Blew ('16), *Straightbred and Composite Progeny's Impact on Cowherd Economic Performance*

Andrew Lauver ('17), *Lauver Family Farms: Utilizing the Conservation Reserve Program as a Risk Management Tool*

Christopher Patterson ('16), *Assessing Business Models for the Local Food Market in the Pacific Northwest*