# The Syllabus

VOLUME 2, ISSUE 1 A NEWSLETTER FOR MASTER IN AGRIBUSINESS STUDENTS, FACULTY, STAFF, AND ALUMNI SUMMER 2000

# CLASS UPDATES

Class of 2000 Completing Theses

The Class of 2000 continues to complete and defend their theses. These "trailblazers" are providing an excellent template and setting high standards for classes that follow.

#### Class of 2001 Nearing "Home Stretch"

The Class of 2001 has begun their final class, AGEC 890 - Advanced Food and Agribusiness Management. Class members have also begun submitting the statement of objectives for their theses.

**Class of 2002 Through Difficult Beginning Stages** The Class of 2002 has nearly survived year one. Class members are wrapping up the first year of the program with AGEC 720 - Agribusiness Risk Management.

## **Business Course Additions**

#### Behavioral Management Theory (MANGT 820)

This course in Organizational Behavior was offered for the first time this past summer as a business elective. The course was taught by Dr. Brian Niehoff, Associate Professor of Management and Department Head, KSU College of Business Administration. Students gave the course rave reviews.

The course is required for the Class of 2002. The class is tentatively scheduled to begin in late March and end before Memorial Day, 2001.

#### Marketing Concepts and Research (MKTIB

**810)** The Marketing Concepts course will be offered for the first time next summer as a business elective for the Classes of 2001 and 2002. The course will be taught by Dr. Kevin Gwinner, Assistant Professor of Marketing, KSU College of Business Administration.

The class will be taught from early June through early August, 2001. The course will be required for members of the Class of 2003.

Starting dates for both courses will be announced in January.

# Optional "Thesis Session" Announced

Members of the Class of 2001 are invited to attend an optional "thesis session" to be held Friday, January 5 through Sunday, January 7 on the K-State campus. The session will follow a workshop format, and allow students to access the Hale Library and set appointments with their major professor. Students will also hear from faculty that will provide guidance on efficient literature reviews and the formulation of a professional thesis, and watch a defense from the Class of 2000. The workshop will be held during the January 3 - January 7 campus session for the first and second year students, and includes an invitation to the final (normally Thursday evening) banquet on Saturday evening.

#### **Advisory Board Gains New Members**

Several Agribusiness leaders are sharing their talents and insight on the Industry Advisory Board for the Master in Agribusiness Program. The board has played an integral role in the success of the MAB program. A list of new members follows:

**Mollie Hale Carter**: V.P. Star A, Inc.; Chairman of the Board, Sunflower Banks

**Ray Cesca**: President GAEA International **Gregg Parvin**: Regional V.P. Farmland Industries **Bob Peterson**: President and CEO Kansas City Board of Trade (effective 11/1)

Alfred W. Rossow, Jr.: CFO Kendall-Jackson Wine Estates

Returning members include:

Jay Bolding: Sr. V.P. and Corporate Controller, ConAgra

**Dr. Bob Broeckelman**: Director of Employment Services, Farm Credit Bank of Wichita **Donald Hecht**: Director of Sales and Marketing, Elanco Animal Health

**Steve Irsik, Jr.**: President, Steve Irsik and Sons, Inc. **Bob Jones:** Agribusiness Consultant, Retired ADM

Congratulations and best wishes for an enjoyable retirement are extended to Michael Braude, former President and CEO of the Kansas City Board of Trade, and advisory board member since the Fall of 1997.

### **Faculty Profile**

Dr. Allen Featherstone, Professor of Agricultural Economics and Director of Graduate Studies

Interest Area: Finance

Home Town/State: Walworth, Wisconsin (SE Wisconsin) Joined Department: 1986

Degrees: Ag Econ and Econ, University of Wisconsin-River Falls (1982); Ag Econ, Purdue University (1984); Ag Econ, Purdue University (1986)

Courses Taught: Agribusiness Financial Management (MAB), Economics of Ag Production (Ph.D. level), Risk Management (undergraduate), Quant. Methods (Ph.D.).

Favorite aspect of MAB students:

"The diversity of students, in terms of educational background, employment, and geographic location".

Hobbies: Spending time with children, following major sports (especially Green Bay Packers).

# In The News

John Forshee, Class of 2002, has accepted a position with UMB Bank in their Concordia, Kansas office as an Agricultural Lender.

**Leah Suellentrop**, Class of 2002, and husband Paul announce the birth of Tristan Noel. She was born Friday, August 11, 2000.

John Larkin, Class of 2001, is now working for Cargill Americas, Inc. as their Latin American Rice Merchant, and is located in Minneapolis, Minnesota.

Sara Morey, Class of 2001, is working for the Harvey County Farm Service Agency. Her three-year-old son, Dermot, is expecting a new brother or sister in January. Dave Spencer, Class of 2001, has been promoted to Energy Sales Manager of the North Central Region for Country Energy.

**Casey Niemann**, Class of 2000, is working for Microsoft Corporation as an Account Executive focused on Strategic Education Accounts in Kansas, Nebraska, and Iowa. He continues to live in Lincoln, Nebraska.

**Greg Newham**, Class of 2000, was promoted to Commodities Purchasing Manager at Frito Lay. The promotion resulted in a transfer to the Plano, Texas headquarters.

**Kurt David**, Class of 2000, was promoted to Sr. V.P. and Middle Market Lending Manager for Commerce Bank in their Wichita Office.

**Richard Fechter**, Class of 2000, successfully defended his thesis on July 27, 2000.

Steve Stephens, Class of 2000, successfully defended

## International Partnership Developed

ORT University, a highly esteemed private university in Uruguay, and the Master in Agribusiness Program at K-State have been collaborating since 1998 on the development of the degree program in Spanish. Both partners continue to strive for the goal of delivering courses in 2001.

"We are looking forward to moving ahead with the ORT partnership, which will enable us to continue to increase the international dimension of both universities", said Dr. Dan Bernardo, Department Head of Agricultural Economics.

ORT has long been known for its aggressive approach in the educational arena in the southern cone, and has been focusing resources and efforts to expand their Agribusiness program. Latauro Perez Rocha (Class of 2002) will become the program coordinator for ORT, and is experiencing the program firsthand as a student. In addition, Dr. Allen Featherstone, Dr. Joe Arata, and Dr. Arlo Biere have traveled to ORT to teach short courses and aid instructors in curriculum development.

# MAB Best in Nation

The Master in Agribusiness Program was named the Best New For-Credit Educational Program in the Nation by the University Continuing Education Association last spring. "This award recognized new, innovative programs in distance learning," said K-State President Jon Wefald. "...congratulations to Dr. Daniel Bernardo and all the talented faculty who work to make this program real for people in 15 states and six foreign countries."

The University Continuing Education Association is an international association of accredited universities and colleges which provide undergraduate, graduate and professional education via the Internet, satellite television, independent study and other methods.

# **MAB** Calendar

Friday, November 3: Advisory Board Meeting, KSU Campus

December 2: Risk Management Ends

December 9: KSU Fall Commencement

December 16: Advanced Food & Agribusiness Management Ends

January 3-7: Campus session for Year 1 & 2 students

January 5-7: Optional session for Year 3 students