

The Syllabus

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

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Professional development and alumni reunion event scheduled for September in Manhattan

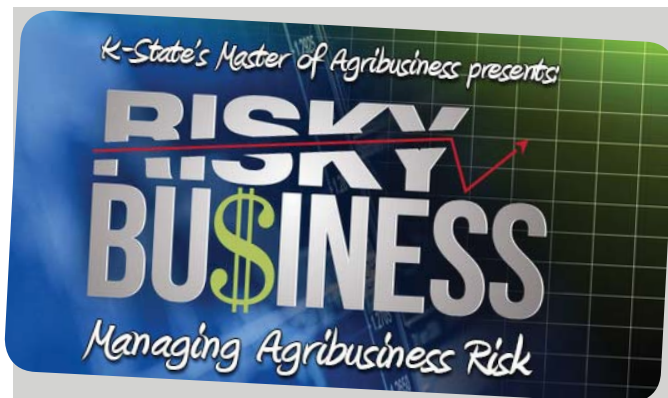
The MAB program is pleased to announce the dates for our 7th Professional Development and Alumni Reunion Event. The event, "Risky Business: Managing Agribusiness Risk," will be September 17-19, 2015 in Manhattan, Kansas.

Sessions covering risk management in data, logistics, finance and weather are scheduled. Dinner on Thursday night will feature an appearance by the Peterson Farm Brothers. Tours of the K-State Campus, Biosecurity Research Institute (BRI), the Kansas Wheat Innovation Center and O.H. Kruse Feed Technology Innovation Center will be made available. You won't want to miss this opportunity to network with classmates and industry partners! It will also include a pre-game tailgate before the K-State vs. Louisiana Tech football game on Saturday, September 19 from 10:00 a.m. - 2:00 p.m.

The event is open to current MAB students, alumni and any individuals interested in the food, animal health and agribusiness industry. More information about the event will be featured on MAB social media channels and our website (mab.ksu.edu).

Registration materials will be available on the website in late July. Room reservations can be made through the Holiday Inn at the Campus by Friday, August 28. For rooms call 785-539-7531 or book online at holidayinn.com/universityks using group code AGR.

With direct flights into Manhattan from both Dallas and Chicago, the "Little Apple" is more accessible than ever, so please attend this fun and informative event!



Help Raise Money for MAB Scholarships

Members of the Class of 2014 will be contacting alumni about participating in a fundraising activity during at the Risky Business event. Money raised will go towards MAB scholarships.

At the event in 2009, a live auction with items from each MAB class, raised more than \$5,000. We'd love to raise that and more this time! Please consider participating when you hear from them!



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Alumni Spotlight

Shadel Nyack Compton

Class of 2007
Managing Director, Belmont Group of Companies
Belmont Estate, St. Patrick
Grenada, West Indies

Alumna offers award-winning agritourism destination

Shadel Nyack Compton is originally from Grenada, the Spice Island of the Caribbean. She moved to the U.S. for schooling and graduated from Howard University in 1986 with a B.S. in Psychology. She also completed a Juris Doctor Degree and a Masters of Law (LL. M) in International Law from Georgetown University Law Center in Washington, D.C. After law school, Shadel was admitted to practice law in Maryland, New York, Washington, D.C., Grenada and St. Lucia. She attended the University of the West Indies in Trinidad where she earned a Certificate in Legal Education, which is required for a U.S. law school graduate to practice in the Caribbean.

Armed with a wealth of knowledge, Shadel returned to Grenada to open a small law practice and be more involved with the family cocoa and nutmeg plantation.

"Soon the plantation became my primary focus and passion, as I endeavored to find innovative ways to preserve, resuscitate and

re-establish the profitability of the Estate," she said. "Given the shift of Grenada from agriculture to tourism as the primary source of income, my strategy became converting the

plantation to an agritourism destination. In 2002, we opened our doors welcoming visitors to the estate, and Belmont Estate has become one of the leading tourism sites on the island."

Belmont Estate is an authentic 17th century French plantation dating back to the late 1600s. It changed ownership throughout the centuries until it was purchased by Shadel's grandparents, Norbert and Lyris Nyack in 1944, the first Grenadians of Indian descent to own a large plantation on the island.

Belmont is a premier tourism attraction on the Spice Isle, hosting more than 25,000 visitors a year. Visitors to the Estate have a unique opportunity to observe and participate in the workings of a fully functional historic plantation. Plantation tours, a museum and a restaurant were first available in 2002 and were

popular with Grenadians and foreigners alike. Organic cocoa was introduced and organic certification was received in 2003.

In 2004, Grenada was devastated by Hurricane Ivan, and Belmont Estate sustained severe damage resulting in the total destruction of the restaurant and museum, and significant damage to the cocoa drying facilities. The cocoa, vegetables and fruit fields were extensively damaged, and 80% of the nutmeg trees were destroyed. The tourism component of the Estate was closed for three years while restoration took place.

"Despite huge challenges my staff and I persevered to reopen Belmont Estate to visitors in 2007, offering a traditional historic plantation at work with agriculture, food, historic and cultural traditions all on show. Visitors can now enjoy numerous attractions including a heritage museum, restaurant, cafe, craft market, gift shop, produce stall, conference facilities, and small-animal farm. As well as organic products, the Estate follows the Slow Food ethos and takes its ethical conduct and corporate community responsibilities very

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"I wanted to pay tribute to the legacy of my grandparents who struggled tirelessly to create this successful business enterprise, and to document and showcase the estate and plantation history as an important component of Grenada's past."

Shadel Nyack Compton





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seriously. This wonderful agritourism project benefits the whole community while maintaining historical and cultural traditions," Shadel said.

She has been able to create additional opportunities by establishing partnerships with other companies in Grenada, such as the Grenada Chocolate Factory. Belmont Estate produces and processes the organic cocoa used by the Grenada Chocolate Company for manufacture into dark organic chocolate. They also partner with the non-profit organization The Goat Dairy, which produces goat cheese with milk that comes from goats reared on the Estate. Using products grown on the Estate, they have developed a line of organic value-added products including spices, jams and jellies.

It was during the rebuilding, she began to consider further expansion and transformation of Belmont Estate's agricultural production business to capture more of the growing tourism

market in Grenada. She pursued the K-State Master of Agribusiness (MAB) program to learn skills to assist in maintaining growth, business stability and product consistency.

"The MAB program stresses sound financial management, the importance of proper logistics and planning, marketing and organizational structure. The program enables a business to develop a competitive advantage, reduce business risk and focuses on the importance of local linkages and added value in rural areas," she said.

"Another major factor in my decision to do my MAB with Kansas State University was the fact the Master of Agribusiness was an interactive distance program, with students from various backgrounds and from every sector of the agriculture industry. Having the ability to study and still manage my business and practice law was important and it benefitted me tremendously."

Scenes from Belmont Estate

Throughout the MAB program, Shadel applied her homework assignments and thesis to Belmont Estate. Her thesis, *Transforming Belmont Estate: A Strategic Plan*, provided an opportunity to assess the business environment and develop a framework to support the new direction.

"I conducted a financial analysis to assess the potential financial outcome for the project. I learned that Belmont Estate was well-positioned to benefit from the increasing tourism business in Grenada, with the implementation of a strategic plan. With a clearly defined vision, mission and core values, the task for Belmont Estate was to earn and retain a competitive advantage position, long term.

"My research also revealed that for Belmont Estate to achieve this, we have to differentiate ourselves from our competition, maintain new and innovative products, services and programs as well as exceed customer expectation.

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Compton continued from page 3

"I also identified several challenges that Belmont Estate could face. Factors included government policies, natural disasters, and economic conditions domestically and internationally, as well as the strength of the U.S. dollar," she said.

In addition to her responsibilities with Belmont Estate, Shadel is active in the community. She continues to operate a small solo law practice, serves as the Deputy Chairman of the Grenada Tourism Authority, and is Director of the Indo-Grenadian Heritage Foundation.

"As an organic farmer, I am very involved in the promotion of organic farming through the organizations that I serve, as President of the Grenada Organic Cocoa Farmers' Cooperative and Director of Grenada Organic Agriculture Movement," she said. "Family is very important to me, and I am very grateful to God for supportive parents, family and friends. I have two children Anna (13) and Benno (11) who are already learning the agritourism business."

Rebuilding and expanding Belmont Estate was a labor of love that created a meaningful experience for guests, but also a way to honor its history.

"I wanted to pay tribute to the legacy of my grandparents who struggled tirelessly to create this successful business enterprise, and to document and showcase the estate and plantation history as an important component of Grenada's past," Shadel said.

Belmont Estate is currently in the process of re-branding, with a new tagline: "History in the Making". Plans include increased agro-processing products, eco-chic accommodations, a cocoa and chocolate museum, and an outdoor amphitheater for cultural entertainment. Indeed, Shadel is creating history in Grenada.

For more information about Belmont Estate, go to www.belmontestate.net.

Belmont Estate Awards & Recognition:

- 2003 - Certified Organic by Certification of Environmental Standards (CERES)
- 2010 - Award for Environmental Excellence of the Year, Grenada Chamber of Industry and Commerce
- 2012 - Award for Innovative use of Root Crop - Root Crop Festival, Ministry of Agriculture, Grenada
- 2013 - Shadel Nyack Compton awarded Businesswoman of the Year by the Grenada Chamber of Industry and Commerce for the Belmont Estate
- 2013 - Awarded the Most Outstanding Organic Farm for 2013 on the Occasion of the World Food Day Celebrations, Ministry of Agriculture Grenada - 16th October, 2013
- 2013-2015 - Certificate of Excellence for Belmont Estate by TripAdvisor
- 2014 - Award in Recognition of Unique Agro-Heritage Attraction at State of the Industry Conference in U.S. Virgin Islands from Caribbean Tourism Organization and Travel Mole
- 2014 - First Prize, Mango Festival for most innovative use of mangoes and best packaging by the Grenada Marketing National and Import Board
- 2014 - Recognition in Brussels Briefing 37: Building Resilience of SIDS through Trade and Agribusiness Development - Technical Center for Agricultural and Rural Cooperation (CTA)
- 2014 - Recognition from News Travel about Belmont Estate spice tours, gardens, museum, goat milk farm and restaurant
- 2014 - Fair Trade Certified with Fair Trade Sustainability Alliance (FairTSA) in 2014
- 2015 - Belmont Estate was cited by the Centre for Responsible Travel (CREST) in its article "Celebrating Women in Tourism" on the occasion of International Women's Day, March 8th



Walking the cocoa at Belmont Estate.

Visit MAB at IFT in Chicago

The Master of Agribusiness will have a booth at the Institute of Food Technologists Annual Meeting and Food Expo July 12-15 at the McCormick Place Convention Center in Chicago. MAB will share booth #2039 with the K-State Food Science Institute. Special guest Willie the Wildcat will be at the booth as well.



MAB and the Food Science program are also hosting a **K-State MAB/ Food Science Alumni gathering** on Sunday, July 12 from 5-7 p.m. at the Bellwether Meeting House & Eatery, 302 E. Illinois, Chicago. If you're going to be in Chicago and would like to join us for some food, networking and Willie the Wildcat, please RSVP to Mary (mjbowen@ksu.edu).

If you're going to be at IFT, stop by and visit Deborah and Mary at booth #2039. We'd love to see you!

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, with your eID and password. Go to the MAB Community Page, go to Files & Content and click on Theses.

Kelley Ayres ('15), Simulation Models of Bank Risk Management

Brett Goodman ('15), A Framework to Develop an E-Commerce Strategy Selling Products Online for Agriculture Manufacturers

Jacob Maurer ('15), The Development of a Conceptual Benchmarking Tool Representing Big Data and Agricultural Technology Adoption on the Farm

Andy Montgomery ('15), Feasibility Study on a Brand Extension within AgriGold

Brian Myers ('15), Variable Crop Residue Management

Winnie Pele ('15), Consumption Patterns of Beans in Zambia

Colin Peterson ('15), Feasibility of a Terms Bank for Small Horsepower Tractors

Paul Popelka ('15), Net Present Value Analysis of an Automated Grain Aeration System Technology on Stored Corn

Hamid Rutaro ('15), Milk Quality Analysis in Southwestern Uganda

Dan Scheetz ('14), Wholesale Value Uncovered: Implementing Effective Marketing Strategy and Tools to Enhance Customer Perception

Misty Trumble ('08), The Total Delivered Cost of Sieved Red Raspberries: A Procurement Optimization Model

Zephyrin Tshibambe Ndjibu ('15), Competitive Issues of a Small-Scale Layers' Farm in DR Congo

Chris Westergard ('15), Farmland Valuation: A Net Present Value Approach Using Simulation

Calendar of Events

July 12

MAB/K-State Alumni Gathering at Bellwether Meeting House in Chicago

July 12-15

MAB at IFT Food Expo, Chicago

August 2-7

MAB Animal Health campus session at K-State Olathe

August 14

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

August 29-21

MAB at Central Veterinary Conference (CVC) in Kansas City

September 17-19

MAB Professional Development/ Alumni Reunion Event: "Risky Business"

October 18-23

MAB Animal Health campus session at K-State Olathe

October 27

Last day to schedule a defense for name to appear in Commencement program

November 2

Global Campus scholarship application deadline

November 20

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

December 1

MAB and AgEcon scholarship application deadline

December 11

K-State fall commencement at Bramlage Coliseum

December 18

Final electronic copy of thesis due to Graduate School to be Spring '16 graduate without enrolling in spring hours

in the NEWS...

Tracy Welliver ('00) is the owner of Tracy Welliver Agency, providing insurance services.

Greg Newham ('00) is now the Global Category Director - Brewing Ingredients for Molson Coors.

Joel Karlin ('01) will be teaching Agricultural Policy in the fall at Fresno State University's Ag Business program.

Dominic Melendez ('02) is now the Commercial Manager for ADM Oilseed Processing in Mankato, MN.

Matt McKamey ('05) and Dr. Michael Babcock published "State Variations in Railroad Wheat Rates" in the fall issue of *Journal of the Transportation Research Forum*.

Chris Carey ('07) was appointed to the Hutto, TX Economic Development Corporation Board for a two-year term.

Brent Schwenneker ('08) and his wife, Samantha, welcomed Carson James on May 1. He weighed 8 lbs 8 ounces and was 21 ½".

Nate Schroeder ('09) is now working with Helen Chemical Company.

Meng Tee ('09) has taken a position with Quiden Co. as CEO. Quiden Co. provides agricultural structures such as trellising and ag tunnels for farming operations.

Juan Garza ('10) has moved to Santo Domingo, Dominican Republic working for Grupo Ramos as Commercial Vice President.

Kevin Heikes ('10) and his wife, Danielle, welcomed their third baby girl, Kinley Marie on February 19. She joins sisters Kyleigh and Kate.

David Mog ('10) is General Manager of Darling Ingredients, Inc. in the Modesto, CA area.

Steven Turner ('10) and his wife welcomed their second son, Aiden Steven on April 25.

Tim Ulrich ('10) has been promoted to President of Points West Bank in Greeley, CO.

Nikolas Haas ('11) started a new job with Foodlinks USA, Inc. as the Logistics and Quality Manager. Foodlinks imports and sells non-GMO food ingredients.

Jamaa Abdi Ali ('12) is working for Amazon in University Park, WA.

Kristen Greer ('12) married Greg Clark on April 18.

Dana Brooks ('13) is now the Senior Director of Government Affairs and Industry Relations for Land O'Lakes Inc.

Mario Cervantes ('13) is now a Technical Sales Manager for Taste Tech.

Jarah Hauger ('14) has taken a new role at John Deere as a Public Affairs Representative for the Ag and Turf division.

Michael Hauger ('14) and Dr. Bob Burton published "What to Do with a Gift of Farmland" in the 2015 issue of the *Journal of American Society of Farm Managers and Rural Appraisers (ASFMRA)*.

Kyle Patten ('14) accepted a position with Noteboom Implement as the Integrated Solutions Manager in Spencer, IA. He is responsible for all stores in Iowa and South Dakota. Patten and his wife, Amy, are expecting their second child in December.

Lance Zollinger ('14) and his wife announced the birth of Lydia on March 7. She was 9 lbs 5 ounces and 21".

Brook Mitchell ('15) started working for Dow AgroSciences as a Commercial Agronomist for Mycogen Seeds.

Wyatt Rundel ('15) was selected for Class XIII of the Kansas Agriculture and Rural Leadership (KARL) program.

Jordan Hanslovan ('16) and wife, Andrea, announced the birth of August Ledoux on March 6. Auggie was 8.65 lbs and 22 ¼".

Rex Mann ('16) is now the General Manager of Clydesdale Operations for Glenview Clydesdales and Co-Manager of P&G Farms in Harrisville, MI. They have 27 Clydesdales horses, and farm 1,100 acres of corn, soybeans, and alfalfa, Timothy and Orchard grass hay, as well as market hay across the U.S.

Adrian Mitchell ('16) accepted a position with Smithfield Foods as Director of Operations and will be relocating to the Kansas City Metro area.

Ben Blue ('17) is now a Grain Merchandiser with Consolidated Grain and Barge in Cincinnati, OH.

Julie Craig ('17) has accepted a position with Cargill as a Sales Support Representative.

Carly Cummings ('17) was promoted to Program Coordinator of the Iowa State University Agricultural Entrepreneurship Initiative.

Andrew Lauver ('17) began a new position with DuPont Pioneer as a Sales Promoter in Lake City, IA.

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

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

