

The Syllabus

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

Volume 17 ■ Issue 2
Summer 2016



MAB tours falls, farms, agribusinesses in Brazil

In June, 30 K-State Master of Agribusiness (MAB) students, alumni, faculty, staff, friends and family members participated in an international farm and agribusiness tour of Brazil sponsored by the program.

"The MAB farm and agriculture tour of Brazil was a once in a life-time opportunity! It was a privilege and an honor to represent Kansas State University and American agriculture in South America. We collaborated to learn more about Brazilian production practices, while Brazilian agriculturalists asked us about our production practices. The trip was well worth the time and investment in my education as a graduate student," said Andrew Lauver, MAB student and Sales Promoter/Encirca Certified Services Agent for DuPont Pioneer in Rockwell City, Iowa.

Agriculture is a principal driver of the Brazilian economy. While sugar cane has traditionally been a primary emphasis, Brazil has become one of the world's largest exporter of coffee, soybeans, beef, sugar cane and ethanol. During the 10-day tour, participants had the opportunity to learn more about Brazilian agriculture with stops at a citrus farm, coffee plantation, sugar and ethanol plant, a cattle ranch, dairy, an agricultural university, an edible bean research center, a John Deere dealership and a crop farm.

Participants noted the lack of physical infrastructure and agricultural education as differences between the U.S. and Brazil.

"In the U.S. we are blessed with land grant institutions. The positive impact of the education, research and extension on

Brazil continued on page 4

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Alumni Spotlight

Katlin Hall

Class of 2012
US Supply Planning Manager
Cargill Feed and Nutrition
Kansas City, Missouri

Cargill career keeps alumna rooted in agriculture

Growing up on a small hobby farm in North Dakota showing everything from cattle to chickens, Katlin Hall did not plan to return to her agricultural roots. As she completed her undergraduate degree in Accounting from Concordia, a private Lutheran college in Minnesota, she realized she wanted to work in agriculture after all. Rather than change her major halfway to graduation, she decided to continue in accounting, but pursued an internship in the agriculture industry.

"About halfway through my college career is when I realized that agriculture was actually the place I wanted to be. Given that it was a little late to switch things up and get an agricultural economics degree, I stuck with accounting, but focused on getting an internship with an agricultural company. I interned with Cargill's Financial Shared Services business the summer of 2008 and haven't worked for anyone else since. I started for Cargill as an Accounting Supervisor in the Grain and Oilseed Crush business based out of Sioux City, Iowa. Through my time in Sioux City, I learned a great deal about the crush business including margin management, capital spend management, and a whole bunch of stuff about 'real world' accounting."

In 2010, after getting married and moving to Kansas City, Hall made

a change in her career focus taking a supply chain position in Cargill's Animal Feed business.

"Since moving to the supply chain side of Cargill, I've gained experience through a number of the different parts of our Animal Feed business including formulation, accounting/finance, and most recently Risk Management and Sourcing," she said.

It was during this transition, Hall started the Kansas State University Master of Agribusiness (MAB) program. Her desire to stay in agriculture led her to the MAB program rather than a traditional MBA.

"My decision to pursue the MAB stemmed from my desire to be involved in the agriculture industry. At the time I decided to go for it, I didn't know exactly where I wanted to work or what I wanted to be when I grew up, but I knew it was in the agriculture industry, and knew that I needed to do whatever I could to learn as much as I could about how the industry operates," Hall said. "The MAB was perfect for me. It allowed

me the flexibility to continue to grow professionally by gaining work experience and academic experience at the same time. K-State in general has a phenomenal reputation within the agriculture industry, and the program was focused on exactly what I wanted to learn about – global agribusiness as opposed to a general business MBA."

Hall is currently the US Supply Planning Manager for Cargill Feed and Nutrition (CFN-US). She is responsible for risk management and sourcing activities across three categories: micro ingredients (ingredients not bought in bulk), packaging and feeds that Cargill does not manufacture.

"I work with international suppliers to mitigate risk throughout the supply chain, optimizing domestic and international supply networks, and the day-to-day execution involved with servicing customers," Hall said. "We have a team of 17 individuals across the country who specialize in different aspects of sourcing the

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Katlin Hall ('12), husband, Noah, and sons Eli (4) and Isaiah (6 months).

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products and ingredients we need.”

There are two issues Hall believes are currently, and will in the future, affect the animal nutrition industry.

“The Food Safety Modernization Act (FSMA) and the FDA’s expanded Veterinary Feed Directive (VDF) Regulations are two key issues faced by CFN-US and the entire animal feed industry. Consumers are pushing for more transparency and options and are demanding a different level of confidence in their purchasing decision than ever before. As the operational landscape changes to suit these new demands, understanding how to continue to service our customers is a real challenge,” she said.

The FDA Food Safety Modernization Act, signed into law by President Obama on January 4, 2011, allows the FDA to better protect public health by strengthening the food safety system. It enables FDA to focus more on preventing food safety problems rather than relying primarily on reacting to problems after they occur.

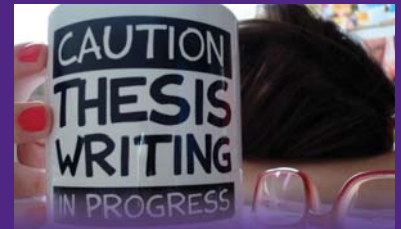
Currently, the VDF limits the use of antibiotics in feed or water for food-production animals. Going forward, the FDA’s regulation will eliminate the use of such drugs for production purposes, such as growth promotion and feed efficiency, and require supervision by licensed veterinarians when used.

Cargill is working to implement processes and best practices to ensure that they are doing everything they can to comply with new rules and regulations imposed by the VDF and FSMA.

“The impact of these new regulations will be felt across all aspects of our business and making sure we’re aligned internally to service our customers is critical,” Hall said. “In addition to training our internal teams, we’ll also work with our customers to set them up for success as well.”

“The MAB was perfect for me. It allowed me the flexibility to continue to grow professionally by gaining work experience and academic experience at the same time. The program was focused on exactly what I wanted to learn about – global agribusiness as opposed to a general business MBA.”

Katlin Hall



Katlin’s thoughts on writing the thesis:

“While I cursed my thesis over and over again while I was working on it, I am so grateful for the experience now that it’s over! I chose my topic based on business need, which I would recommend to anyone. It allowed me to take what I was learning in the ‘classroom’ and directly apply it to my ‘real world’. That added value for me personally, as well as for the company. The key thing that I learned was how to approach and work through a complex problem to find a solution. The process of identifying an area of concern/ interest, forming a hypothesis, researching a topic, making a recommendation or decision when the answer isn’t clear, easy and straightforward really prepared me for challenges I now face on a daily basis.”



Hall (far right) at the K-State 2012 Spring Commencement with her Class of 2012 classmates (left to right): Charles Loubersac D’Hotel, Seth Post, Mark Davis, Matt Smith, Ty Fickenscher, Erin Jordan Kurth and Brandon Laws.

Brazil continued from page 1

agriculture and rural development has been significant. I wonder where Brazil's agriculture would be today if they had a similar focus and commitment on development through the years," Dave Rock, MAB alum and Manager, Channel Development for John Deere in Olathe, Kansas, said.

"All weather farm-to-market roads are also taken for granted in the U.S. During the visit to the Agropecuaria Missoes [Dairy] Farm we traveled a winding dirt road." said Rock. "This growing dairy business faces a daily challenge moving packaged milk to the retail market over that road, regardless how muddy it may be."

The trip was not all business, as sightseeing was also worked into the schedule. The group toured the Port of Santos by boat, visited the Itaipu

Hydroelectric Dam, viewed the three-country monument where Brazil, Argentina and Paraguay connect, and took in the majestic Iguazu Falls from both the Brazilian and Argentinian sides.

The next trip will be to Ireland and England in June 2018. More details will be available soon.

"The trip was very valuable and educational. We have a new appreciation for citrus, coffee, and sugar production, as well as our agricultural infrastructures in the United States," said Kevin and Linda Lauver, Calhoun County, Iowa. "More than just an agricultural tour, it was magical to see macaws, parrots and parakeets living in their natural habitat."

See more photos of the trip on the MAB Facebook page: www.facebook.com/KstateMAB.



Clockwise: Oranges at Alfacitrus Citrus Farm; Nelore cattle at Tres Barras Farm; Bill Davis poses with corn at the Santa Hilda Farm; the group at Itaipu Dam; Andrew Lauver with a sugarcane stalk at the Santa Maria ethanol plant; 2nd year MAB students Andrew Lauver, Erica Hoover, Michael Rattray, Skyler Rinker, Andrew Garr, Ben Blue, and Corey Van Otegham at a John Deere dealer.



in the NEWS...

Steve Stephens ('00) has been promoted to Chief Operating Officer (COO) of Farm Credit of Southwest Kansas.

Joel Karlin ('01) is teaching two courses, Agricultural and Food Policy and Agricultural Economics, at Fresno State University, in addition to continuing as an Economist with Western Milling LLC.

Lon Frahm ('02) was named one of the Farm Credit Fresh 100 for Mentoring and Volunteering.

Alison Rosenblum ('04) has taken a full-time Sales position with Tillamook Creamery.

Melissa (Frick) Brossard ('06) and her husband, Matt, welcomed their second child, Carter Matthew, on February 11.

Jeff Bennett ('07) was promoted to Senior Engineer and moved to Deere & Company's Global Crop Harvesting Product Development Center in East Moline, Illinois.

Barry Brant ('07) is now employed with DASCO Inc. as a Sales Manager in Denver, Colorado.

Chris Carey ('07) received the 3M Corporate Pyramid of Excellence Award recognizing outstanding individual and team performance through contributions that are aligned with 3M's goals and customer service objective. He and his wife also welcomed son, Gabriel Ryan on July 11. Gabriel was 8 lbs, 2 oz and 20 3/4".

David Mog ('10) has moved to Pratt, Kansas, and is now the Plant Manager for Pratt Energy, LLC.

Erin (Jordan) Kurth ('12) and her husband, Jon, announced the birth of their daughter, Eleanor Louis, on April 8.

Aaron Bartholomay ('13) has started a new role at John Deere as a Division Manager - Asset Management in Johnston, Iowa.

Eric Putnam ('16) was promoted to Food Safety and Systems Assurance Director at Wixon.

Carly Cummings ('17) has taken a new position with an agriculture startup, FarmHer, as the Events and Merchandise Manager. She will organize national events tailored to young women in agriculture.

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

Geo Ceratti ('18) is now the Relationship Manager at EDF MAN Capital Markets in Campinas, SP, Brazil and assists customers with hedging solutions and trading soybeans, soy meal, soy oil, cotton and Foreign Exchange.

Tyler Rouse ('18) has accepted a Manager of Retail Showroom Development with John Deere and will relocate to the Quad Cities.

Luis Montalvo ('18) is now the Manager of Dykhuis Farms in Holland, Michigan.

Sara Schoenborn ('18) was recognized publicly as an Honorary Member of American Legion Post 261 on Memorial Day.

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.,

Carly Cummings ('17), *Enhancing Student Engagement in Entrepreneurial Activities: The Case of Iowa State University*

Cary Fry ('16), *Forest Products Industry Risk Based Lending Guidelines*

Jennifer McDonald ('16), *Factors Influencing Premiums on Local Wines: An Exploratory Assessment of Kansas Wine*

Nicole Luna Meiners ('16), *A Transportation and Location Optimization Model: Minimizing Total Cost of Oilseed Crushing Facilities in Kansas*

Brook Mitchell ('15), *Turning Corn Silage Analysis into Economic Value for the Beef Industry*

Claudia Montoya Nunez ('15), *Measuring Satisfaction of Siteone Landscape Supply Customers in Dallas/Fort Worth, Texas*

Eric Putnam ('16), *Analysis of Automation of Bulk Packaging Line at Wixon Inc.*

Travis Schieltz ('16), *Sales, Parts, and Service Performance Evaluation Tool*

Theresa Sisung ('16), *Soil Testing and Nutrient Application Practices of Agricultural Retailers in the Great Lakes Region*

Chris Witt ('12), *Analysis of Pickle Packaging Equipment*

Calendar of Events

August 7 - 12

MAB Campus Session at K-State Olathe

August 12

Final electronic copy of thesis due to Graduate School to be Summer '16 graduate

August 16

MAB at Midwest Producer Conference in Kansas City, MO

August 18-19

MAB at Risk and Profit at K-State

August 22-26

Thesis Bootcamp Campus Session in Manhattan, KS

August 27-29

MAB at CVC in Kansas City, MO

August 30 - September 1

MAB at U.S. Soy Global Trade Exchange in Indianapolis, IN

September 13-14

MAB at Petfood Innovation Workshop & Kansas State's Pet Food Experience in Manhattan, KS

October 23-28

MAB Campus Session at K-State Olathe

October 25

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

November 2

Global Campus scholarship application deadline

November 4

MAB at AFA Career Fair in Kansas City, MO

November 18

Final electronic copy of thesis due to Graduate School to be Fall '16 graduate

December 1

MAB/AgEcon scholarship application deadline

December 9

K-State Fall commencement at Bramlage Coliseum

Chicago
IFT 2016



Emily Bass ('13),
Leah Suellentrop ('02),
Marvin Goertz ('12) &
Derrick Coleman ('10)