

The Syllabus

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

Volume 15 ■ Issue 1
Winter 2014

Welcome to the 17th MAB cohort, the Class of 2016

Carlos Alfaro Beczko
Commodities Broker
Prytaneum Global Advisers
Asuncion, Paraguay

Christopher Ambrose
Owner/Attorney
Harvest Legal
Emporia, Kansas

Emily Bailey
Senior Marketing
Representative
John Deere
Olathe, Kansas

Darren Blew
Field Manager
Cargill
Afton, Iowa

Adam Carruthers
Program Assistant
USDA/Foreign Ag Service
Washington, D.C.

Matthew Chen
Technical Services
Representative
Dole Food Company
Westlake Village, California

Marcianne Colglazier
Food Safety Analyst
Farmland Foods
Crete, Nebraska

Cristy Dauphin
Display Specialist - Marketing
Services
John Deere Company
Moline, Illinois

Cary Fry
Credit Officer/ Sr. Credit
Officer
Northwest Farm Credit
Services
Spokane, Washington

Rick Grabiell
Senior Manager for
Regulatory Scientific Affairs
Archer Daniels Midland
Company
Decatur, Illinois

Jaime Hernandez
General Manager
The Andersons, Inc.
Logansport, Indiana

Todd Higgins
Associate Professor
Lincoln University
Jefferson City, Missouri

Ashley Hoffman
Agronomist
Finley Farmers Grain and
Elevator
Finley, North Dakota

Matthew Irsik
Food Safety/Sanitation
Supervisor
Bay State Milling
Clifton, New Jersey

Rex Mann
Assistant Trainer
Express Clydesdales
Yukon, Oklahoma



New MAB students Lina Pham, Emily Bailey and Travis Schieltz work together on Agribusiness Financial Management during the January campus session.

Jennifer McDonald
University Recruiting Program
Lead
Cargill Meat Solutions
Wichita, Kansas

Adrian Mitchell
General Manager
John Morrell Food Group
Manhattan, Kansas

Dustin Newlin
Field Marketer
Farmway Coop Agronomy
Concordia, Kansas

Christopher Patterson
MRO Buyer
Schwan's Global Supply Chain,
Inc
Marshall, Minnesota

Lina Pham
Aftermarket Manager, Sales
Support
John Deere and Company
Olathe, Kansas

Eric Putnam
Food Safety, Quality &
Training Systems Manager
Wixon, Inc.
St. Francis, Wisconsin

Travis Schieltz
Dealer Development Manager
John Deere and Company
Olathe, Kansas

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MAB international agribusiness tour of Brazil and Argentina rescheduled for February 2015

The 6th MAB international agribusiness tour of Brazil and Argentina has been rescheduled for February 20 - March 7, 2015 to allow travelers more time to prepare.

The trip includes stops at crop and cattle farms, as well as professional visits to agricultural and food related industries. Guided sightseeing tours will be arranged along with free time to explore Buenos Aires, the waterfalls at Puerto Iguazu, and São Paulo.

Agriculture in South America

Participants on the trip will visit the very heart and soul of the MERCOSUR region's agriculture and agribusiness. Touring farmlands and interviewing farmers, agribusiness executives and experts will allow trip participants to develop a first-hand understanding of MERCOSUR's booming agriculture.

We hope you will join us as we explore all the region has to offer.

Tentative Itinerary:

Friday, February 20: Depart on overnight flight to Buenos Aires.

Saturday, February 21 - Buenos Aires: Arrival in Buenos Aires this

morning. Some free time to relax.

Sunday, February 22 - Buenos Aires: Depart hotel after breakfast for a tour of the city including the cemetery to see Eva Peron's mausoleum; the Plaza de Mayo to take a look at the Cabildo, the Casa Rosada.

Monday, February 23 - Buenos Aires – Melincué: Early start this morning after breakfast with a visit to a large livestock market.

Tuesday, February 24 - Melincué: Visit a small, but progressive dairy farm owned by the Tartarin family.

Wednesday, February 25 - Melincué – Buenos Aires: Visit 'El Desafío' a 280 hectare farm where they plant wheat, maize, soybean, green peas and barley. In the evening we see a Tango show.

Thursday, February 26 - Buenos Aires: Visit the Northern suburbs of Buenos Aires. We'll go on a small ship, for a short cruise of the Delta, stopping for lunch at an island restaurant.

Friday, February 27 - Buenos Aires – Iguazú: Transfer to airport. Arrival in Iguazú.

Saturday, February 28 - Iguazú: In the morning visit the Argentine side of the falls, including Garganta del Diablo (Devil's Throat).

Sunday, March 1 - Foz do Iguazu – Guaira: Visit an interesting dairy farm that uses a variety of forages and generates its own biodiesel from by-products.

Monday, March 2 - Guaira – Dourados: A fairly long travelling day into the state of Mato Grosso do Sul. The primary visit today will be to a well-known farm of around 19,000 ha which runs 25,000 head of cattle with both Nelore and Braford breeds.

Tuesday, March 3 - Dourados – Aquidauana: Visit a farm that raises cross-bred Brangus cattle. The farm focuses on good quality meat and sells a percentage of its production to one of the best restaurants in São Paulo.

Wednesday, March 4 - Aquidana – São Jose do Rio Preto – Araraquara: Drive to Campo Grande, the capital city of Mato Grosso do Sul. Take a flight soon after midday to São Jose do Rio Preto in the state of São Paulo. Make the most of the late afternoon to drive south through sugar cane, citrus and tropical fruit country.



Lunch and Learn settings a great way to introduce your company to the Master of Agribusiness program

In 2013, the MAB program hosted its first Lunch and Learn sessions with companies around the Kansas City area.

HR staff and employees with an interest in continuing their education were invited to lunch and given a short presentation about the MAB program. This allowed individuals to learn more about the program and create awareness for education opportunities.

"The Lunch and Learn provides a unique opportunity for MAB program staff to interact with individuals who may be interested in the program, but need a little more information to make a good decision," Deborah Kohl, MAB Program Coordinator, said. "The face-to-face dialogue

with prospective students and their managers makes the application process smoother, as we are able to share one-on-one the benefits of the program."

If you think a Lunch and Learn would be beneficial for your co-workers or you know someone who is interested in continuing their education, please contact Deborah at dkohl@ksu.edu or 785-532-4495. She is making plans for 2014 sessions and would be happy to hear from you.

"The reception we have received at companies like Boehringer Ingelheim Vetmedica (BI) and Farmland has been excellent, and we welcome the opportunity within your workplace in the future!" she said.

Thursday, March 5 - Araraquara –

Campinas: Visit a citrus farm to get an idea of the scale of citrus production in Brazil and to see where much of the juice that is consumed actually comes from. Later this afternoon arrive in Campinas, which is the second largest city in the state of São Paulo and the centre for many multinational companies.

Friday, March 6 - Campinas – São

Paulo: Visit a sugar cane farm and distillery to see the production of sugar cane and the process of converting cane into ethanol. In the afternoon, visit the largest coffee farm in the region.

Saturday, March 7 - São Paulo: Most of today available for rest and relaxation

prior to transferring to the airport for return or onward flights.

Estimated Trip Rates:

Double Occupancy Rate:

Single = \$4,100* Couple = \$8,200*

Single Occupancy Rate = \$5,000*

*These are based on current estimates. The final cost will depend on the number of travelers - as the group size increases, the trip cost should decrease.

Cost Breakdown

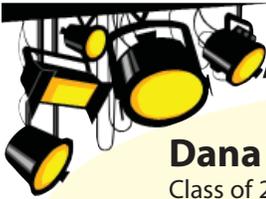
Registration: \$4,100 covers in-country logistics, hotel rooms (4 star where available), internal flights, and most meals for double occupancy.

Additional Expenses:

- International Economy Airfare: \$1,500 to \$2,000 per person. Each traveler is responsible for transportation from local origin to Buenos Aires and from Sao Paulo to local origin.
- \$160 Entry fee for Argentina
- \$180 Visa fee for Brazil
- Additional meals, souvenirs & personal items
- Optional trip insurance

We will begin collecting an \$800 per person deposit on May 2nd to reserve your spot! Contact Mary at mjbowen@ksu.edu for more information.





Alumni Spotlight

Dana Brooks

Class of 2013
Director, Government Affairs
Elanco Animal Health
Washington, D.C.

Brandon Garrett

Class of 2013
Regional Business Development
Manager - Cattle/Equine Division
Zoetis
Minneapolis, Minnesota

Two roads to careers in the animal health industry

This is a special double Spotlight on two recent MAB graduates and their paths to working in the animal health industry.

Brandon's story:

Brandon Garrett participated in FFA and 4-H growing up. While he attended Lakeland College in Illinois and then later at Texas A&M, he was involved with the Livestock Judging teams. Armed with his experience and a bachelor's degree in Animal Science, his path after graduation was pretty clear.

"The first place I looked for jobs after graduating from Texas A&M was with animal health companies," Garrett said.

Garrett started with Cargill Animal Nutrition as a territory manager in Central and Southern, Illinois, where he sold Nutrena feeds and Right Now Cattle Mineral. In 2008, he went to work for Zoetis (formerly Pfizer Animal Health). At Zoetis, Garrett has been an equine territory business manager and a companion animal strategic account manager. He was recently promoted to the role of regional business development manager on the Cattle/Equine team and will be relocating to the Minneapolis area. As a regional business development manager, his goal is to work with current leadership to develop local talent, support new colleagues and the western region team in business-related

activities.

After five years in the industry, Garrett decided it would be a good time to continue his education by completing a master's degree.

"When I decided I was going to continue my education, I looked at a couple of different programs. However, many of them did not offer the flexibility that I was looking for. Also, since my career and background has always involved agriculture, I wanted to find a program that would specifically focus on the areas that would most apply to me in real life. I found the MAB program achieved both of these goals, and it really focused on information that was relevant to my current and future roles," Garrett said. "I also found it extremely beneficial that I

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Brandon Garrett



was able to network with other people in the industry, and get exposure to other

businesses, which has helped me to understand my business a little better."

He chose the topic of his thesis, *Impacts of the Recession and Horse Slaughter Ban on the U.S. Thoroughbred Industry*, because it was relevant to his current role with Zoetis and gave him insight into how the recession and ban has impacted the veterinary profession. Secondly, with this equine background, he has been impacted by these changes in the past.

"After reading some of the reports that were completed by many industry experts and government agencies on the effects of the horse slaughter ban, I felt that there were some opportunities for improvement in prior reports and I wanted to dig deeper into some key statistics within the industry," Garrett said. "It was an extremely challenging project to complete, but it taught me a lot about myself, and forced me to learn to do things that I might not have done otherwise. It has also changed my perspective on industry analysis within my current role, and has helped me have deeper conversations with my customers and colleagues."

Dana's story:

Dana Brooks is from a small town in the southeast Arkansas Delta region. She grew up working in cotton, rice and catfish farming agribusinesses.

After high school, she went to work for a local grain elevator and became interested in grain merchandizing, commodity trading, and farm policy. Brooks started attending a local university part-time while working full-time. She transferred to Arkansas State University at Monticello (ASU) to finish her degree in agriculture.

"I was blessed to have a major professor who could see my potential and encouraged me to strive to learn outside of the classroom by networking at agricultural business events. I joined the Agribusiness Club and started volunteering on a

congressional campaign in 1993. Those experiences at ASU were life changing," Brooks said.

Upon graduation, she took her first job at Riceland Foods Inc. in Stuttgart, Ark., as a grain merchandiser. Though merchandising was her dream job, a series of unfortunate events, including the untimely death of Brooks' father in July 2006 from a farming accident, necessitated a move closer to home where she managed an insurance agency. In 2000, Brooks was contacted by her former professor about going to Washington, D.C., to be the agriculture and trade legislative assistant for a congressman from Arkansas on the House of Representative Agriculture Committee. She's been representing agriculture in Washington, D.C. since then.

To stay current and competitive in her position, Brooks considered returning to school for more education.

"It was frightening to decide to go back to school at 40 years old, but I had a desire to be competitive in the current Washington, D.C., job market. I had been looking at different programs from law school to an MBA for more than decade. I knew a couple of people who had been or were currently enrolled in the K-State MAB program. The acceptance criteria, distance learning component, course outline, friendly and encouraging staff, and KSU's reputation made this choice the best for me," she said.

Brooks planned to return to an agribusiness company at some point in her career, but figured it would be with a company focused on crop production.

"I always knew I would go back to work for an agribusiness someday and that is why I chose K-State's MAB program. However, I admit I never thought I would work in the animal health industry. Until I worked for National Milk Producer Federation, my expertise had always been in program crops. NMPF opened

a new door to animal agriculture. The growth in the food and companion animal health industry is very impressive," Brooks said. "Elanco's CEO, Jeff Simmons, impressed me with his passion for feeding the world. How will we feed 9 million people by 2050 if not for technology in the animal and plant industries? Being able to help people around the world meet the basic need of food is both humbling and empowering. I want to know that I have done

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Dana Brooks



something to help farmers in the U.S., like my dad, while feeding families around the world with safe, abundant, and affordable food."

Current animal health industry issues:

Both Garrett and Brooks identified a number of issues the animal health industry is experiencing including regulations, animal welfare issues, and the high-cost of veterinarian degrees.

"There are general issues, like regulations, and then there are issues in both the large- and small-animal sectors," Garrett said. "Animal welfare, the decline in the number of large animal veterinarians, and the increase in small-animal vets graduating with fewer job opportunities available, are just a few of the trends facing the industry."

However, there were two areas they both agreed were current hot topics: the use of antibiotics in animals and public perception of animal pharmaceutical companies.

"Two big issues that I manage daily are the concerns that animal antibiotics contribute to antibiotic resistance and the acceptance of U.S. approved animal pharmaceuticals globally," Brooks said. "In both, areas proactive education is imperative. We can't assume that consumers, politicians, or agency officials both domestically and internationally understand how and where their meat, eggs, or milk are produced."

Final thoughts:

Two different paths lead these talented individuals to the animal health industry, but both found the MAB program enhanced their careers.

"Because my past, present and future is more than likely going to continue to be in the agricultural industry, I really feel that this program better prepared me for my current and future roles in the animal health industry.

Typical MBA programs can certainly teach you the skills that will be needed in leadership roles, but few present you with specific scenarios that we in the agricultural community encounter on a daily basis," Garrett said. "Additionally, this program gave me the opportunity to build a broader network in the ag industry that I most likely would not have been able to do in a normal MBA program. That is why I feel that the MAB is a more ideal program for future leaders in the agriculture industry."

Though Garrett's path was more direct into animal health, Brooks is pleased to find herself with new opportunities in the industry.

"It has been an amazing experience from being a legislative assistant on Capitol Hill to a lobbyist for the dairy industry and now Director of Government Affairs for one of the largest global animal health companies in the world," Brooks said. "I am so proud to have my KSU diploma hanging on the wall in my D.C. office. Graduating from the MAB program is one of the greatest achievements in my life."

International elective, AGEC 710, welcomes new faculty members and begins April 14th

The MAB's award-winning international elective, Comparative Food and Agriculture Systems, is set to begin in mid-April.

AGEC 710 is team taught by faculty at K-State's partner institutions in Brazil, France, Russia, New Zealand, Uganda, India and Thailand. The course gives students a first-hand account of the history and conditions of each of the significant economic zones studied: MERCOSUR, European Union, Oceania, sub-Saharan Africa, South Asia, East Asia, and Russia and the FSU.

Two new faculty members are joining the team this summer. Dr. Maud Roucan-Kane, a professor from Ecole d'ingénieurs de Purpan in Toulouse, France, will be taking over the European Union section from Dr. Nicolas Habert. Dr. Roberto Fava Scare is a professor of Economics in the



Dr. Maud Roucan-Kane

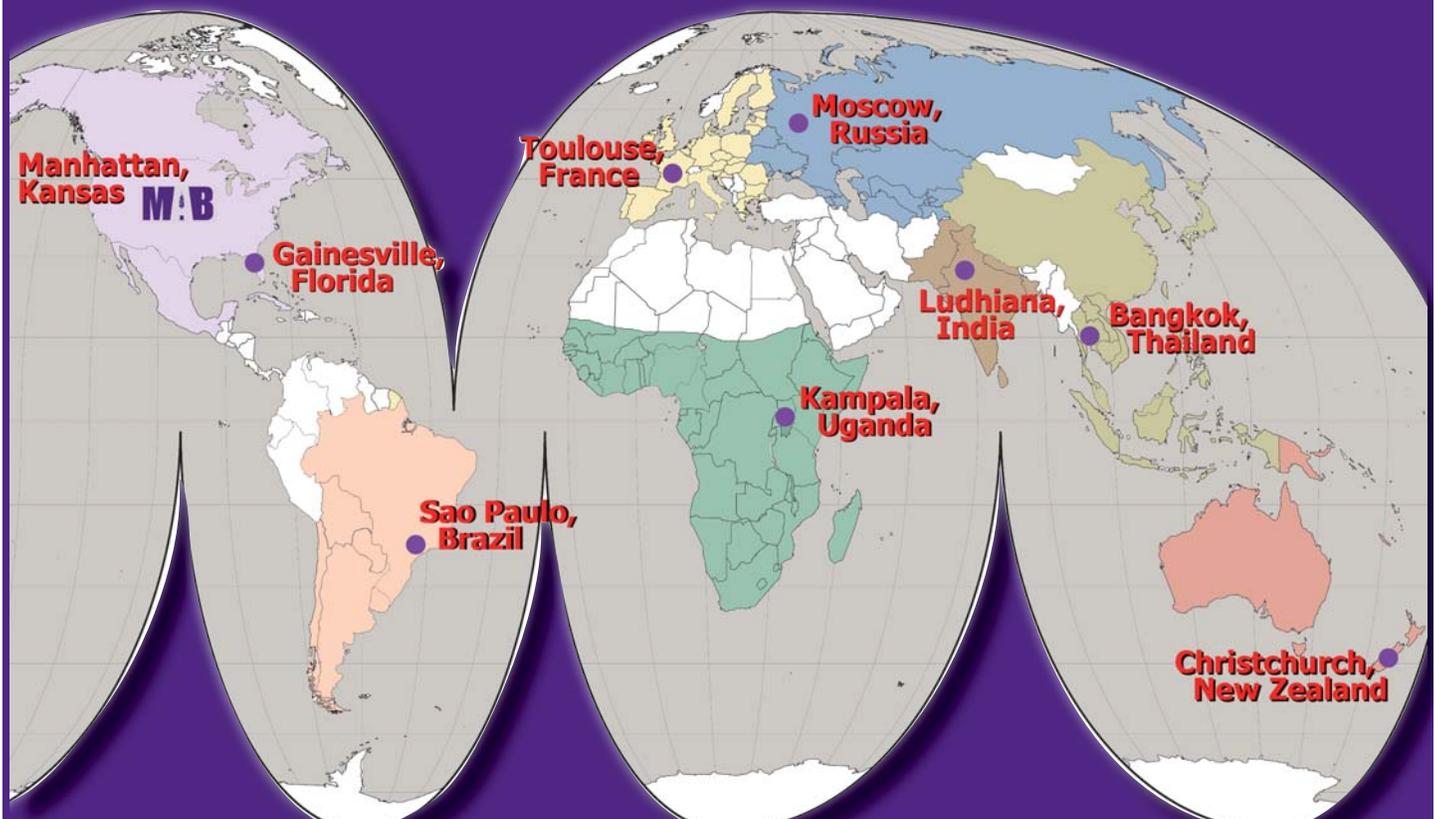


Dr. Roberto Fava Scare

School of Business and Economics at the University of São Paulo, São Paulo, Brazil and will be teaching the MERCOSUR region.

The course is open to students in the Master of Agribusiness program, but may also be taken by individuals not currently participating in an MAB cohort. Anyone with a bachelor's degree, two years of professional work experience, and an interest in the food and agriculture sector is encouraged to enroll. This is an excellent opportunity for anyone thinking about joining the MAB program to test the distance technology and get a feel for the coursework.

Enrollment is now open for the three-credit hour course, so those interested in the elective should contact Deborah, Gloria or Mary at 785-532-4495 to get registered.



Why I Give to the MAB Program

"The question shouldn't be 'why do I give to the MAB program,' the question should be 'why wouldn't I give to the MAB program?' My small contributions are a way for me to show how much I believe in the MAB program. By contributing to the scholarship program, I get a chance to help provide others with the same opportunity I had to advance my skills and knowledge within agribusiness. Additionally, I hope my gifts are a bit of an acknowledgement to all of the professors and staff that made the MAB program such a success. You bet I help support the MAB program!" ~ Jim Bosley ('01)

Opportunities exist for alumni to contribute directly to the MAB program through development of funding gifts for professorships and endowments, and through scholarships. It is through these gifts donated by MAB alumni and supporters, some MAB students are able to continue their education.

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.

Calendar of Events

February 10-11

International Grains Conference, New Delhi, India

February 13-14

MAB at Women Managing the Farm Conference in Manhattan, KS

March 16 - 21

MAB Campus Session in Manhattan

March 27-29

MAB at MANRRS Conference in Birmingham, AL

April 1

Deadline to schedule oral defense to have name printed in commencement program

April 14

AGEC 710, Comparative Food and Agriculture Systems course begins

April 25

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

May 16

K-State spring commencement at Bramlage Coliseum

May 20

Final electronic copy of thesis due to Graduate School to be Summer '14 graduate without enrolling for summer hours

June 1

Application deadline for Animal Health and Southeast Asia cohorts

June 22 - 24

MAB at Institute of Food Technology Expo in New Orleans

August 3-8

MAB Animal Health campus session at K-State Olathe

August 10-15

MAB Southeast Asia cohort in Hong Kong

August 15

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

August 23 - 25

MAB at Central Veterinary Conference (CVC) in Kansas City

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.

Emily (Barwick) Bass ('13), *Introducing New Retail Products into the Market*

Bill Bodine ('13), *Impacts of Property Tax Policy on Illinois Farmers*

Lydia (Mtchotsa) Russell ('13), *Drivers of Trader Participation in Bean and Cowpea Marketing*

Nathan Perry ('13), *Determining the Appropriate Capital Level for Farm Credit Mid-America*

Paul Pommer ('13), *A Look at Elevator Characteristics and Basis Values*

MAB program is establishing a social media presence

Over the last year, the Master of Agribusiness program has been growing increasingly social. With active social media accounts on LinkedIn, Twitter and Facebook, the program has been sharing events, photos, job announcements, articles and videos that students, alumni and colleagues may find interesting. Each of the social media groups are each used a little differently, but do have some similarities:

- The Facebook page is a good source to learn about current events, updates about the program, see photos and videos;
- The Twitter account is used for updates, job announcements, information about conferences and K-State news;

- LinkedIn: build connections between students and alumni, share relevant industry publications and job openings.

Students, alumni and friends are encouraged to join in the conversation by posting comments, articles and job announcements from your companies.

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

- **Facebook:** www.facebook.com/KstateMAB
- **Twitter:** @ksumab
- **LinkedIn:** K-State Master of Agribusiness



in the news...

Dr. Allen Featherstone, Professor of Agricultural Economics, Director of the Master of Agribusiness Program, and Interim Department Head, and **Deborah Kohl**, Master of Agribusiness Program Coordinator, will present at the 4th International Grains Conference in New Delhi, India on February 10-11. Dr. Featherstone will provide a big picture look at the global grains market and Kohl will talk about the increasing importance of partnerships between industry and education.

Matt Smith ('12) has taken a position as a Regional Program Manager for South Dakota with CLAAS.

Jason Madsen ('15) and his wife, Tara, welcomed son, Clark William on October 2, 2013.

Mike Vogt ('00) took a position with the Northeast Kansas Farm Management Association in Holton, KS as a KFMA Agricultural Economist.

Elizabeth Conzo ('09) returned from a one-year assignment in China with John Deere, married Kellan Kershner in September 2013, and now is now working as a Pricing and Incentives Project Manager for Deere.

Abby (Dechant) Amick ('10) and her husband, Winston, welcomed their daughter, Lauren Louise, on October 29, 2013.

Sara (Sellers) Ferguson ('07) and her husband, Ed, announced the birth of their son, Britten John, on October 31, 2013.

Erin Jordan ('12) was married to Jonathan Kurth on October 12, 2013 in Omaha, NE.

Leslie (Shuler) Svacina ('09) and her husband, Scott, welcomed their son, Cody Willard, on November 28, 2013.

Angie Pierce ('05) and her husband, Jon, announced the birth of their son, Austin Lane, in October 2013.

Marsha Boswell ('08) has accepted the position of Director of Communications for Kansas Wheat.

Jose Castillo ('12) accepted a new position with Monsanto Company - Vegetable Seeds as a Business Analyst.

Rick Palermo ('09) was hired as a part-time Instructor at Fresno State to teach computer applications in the Agricultural Business Department.

Derrick Coleman ('10), is now the Ohio Valley Territory Sales Manager for Foran Spice Company. His area encompasses Ohio, Michigan, Indiana, Kentucky, Tennessee and western Pennsylvania.

Chris Carey ('07) and his wife welcomed their new baby, Peyton Titus, on January 1, 2014.

Kelley Ayres ('15) has a new grandchild. His oldest daughter gave birth to Tristan on January 10.

Kevin Black ('15) and his wife, Katie, announced the birth of their son, Luke, on January 16.

Eliana Cobos ('03) and her husband, Brian, welcomed their son, Nicholas, on November 26, 2013.

Christopher Patterson ('16) received Schwan's High Performance Recognition Award for showing outstanding performance and exemplifying a high performance culture every day.

Brandon Garrett ('13) and his wife, Carissa, will be relocating to the Minneapolis area, where Brandon has accepted a promotion from Zoetis and will be a Regional Business Development Manager in the Cattle/Equine Division.