

The Syllabus

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

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Leading through Change

Oct. 19-20
K-State Olathe



Changing workforce, effective leadership focus of upcoming professional development conference

In October, one of the nation's top leaders in management training is coming to Greater Kansas City to discuss generational diversity in the workplace and effective leadership.

Bruce Tulgan, author, business consultant and founder of RainmakerThinking Inc. — a research, training and consulting firm that specializes in generational issues in the workplace — will share how employers can find success in a changing workforce during his keynote at the professional development event, Leading through Change.

Leading through Change is Oct. 19-20 at the K-State Olathe campus, 22201 W. Innovation Drive, Olathe. The conference is open to professionals in all fields.

"More and more businesses are dealing with how to effectively address the persistent needs of change management and working

well with diverse teams," said Deborah Kohl, coordinator of Kansas State University's Master of Agribusiness program (MAB). "This conference is geared for anyone managing a business or team, particularly those with employees from multiple generations. Employers will learn how to best manage the change that comes with a shifting employee landscape so they can continue to foster leadership and attract the best talent to their firms."

In addition to Tulgan's keynote, the conference features a series of diverse panelists who will provide attendees with tools, best practices and new insights on finding success during change. The sessions are as follows:

Thursday, October 19

- "Today's Agribusiness Climate," Dr. Allen Featherstone, Kansas State University

- "Enter, Shift, Control: Data Risk and Leadership," Jared Benson, Koch Industries Inc.
- "#Marketing in a Digital Age," Neil Caskey, Osborne and Barr
- "Mergers and Acquisitions: Guiding Your Company through Change," Paul Casady, K-State Olathe
- "Sky is the Limit: Leveraging Unmanned Aerial Systems," Robert Boyd, FFA committee member; Russ Plaschka, KS Dept of Agriculture; and Kurt Carraway, Kansas State Polytechnic's Unmanned Aerial Systems program
- KC Ag Business Council Luncheon with Richard B. Myers, President, Kansas State University
- "Leading through Change Workshop," Bruce Tulgan,

Leading through Change on page 2

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In this issue:

- Bruce Tulgan 2
- Upcoming Events 3
- Thesis Projects 3
- Alumni Spotlight 4
- Student & Alumni News 5

Leading through Change from page 1

RainmakerThinking

- "Telling our Story in Times of Change," JJ Jones, Roots & Legacies, Consulting, Inc.

Friday, October 20

- "Policy Outlook for Leaders," Dr. Barry Flinchbaugh, Kansas State University
- "Legal Considerations for Leadership," Mark Anstoeter, Shook, Hardy and Bacon LLP

Attendees who register by October 2 for the two-day event will receive a discount. **Early registration is \$295 per person for both days.** After October 2, the two-day registration will be \$350 per person. Single day registration including Tulgan's keynote on Thursday, October 19 is available for \$245. The registration fee includes meals and meeting materials.

Register and see a complete schedule for the conference at mab.k-state.edu/events/kc2017.html.

The Leading through Change conference is the eighth professional development and alumni reunion event from the MAB program. The conference is a collaboration of the MAB program and K-State Olathe, with the support of the Agricultural Business Council of Kansas City.

On Friday, October 20th, the MAB program will kick off its 20th Anniversary celebration with a lunch at the conclusion of the Leading through Change event.

Lunch is included in the event registration. We hope to see lots of MAB students and alumni there to help us celebrate!



More about Bruce Tulgan

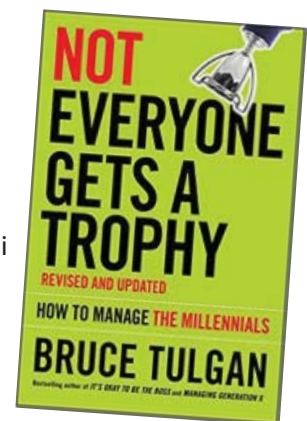
Bruce Tulgan is internationally recognized as the leading expert on young people in the workplace and one of the leading experts on leadership and management. Bruce is a best-selling author, an adviser to business leaders all over the world, and a sought-after keynote speaker and management trainer.

Since 1995, Bruce has worked with tens of thousands of leaders and managers in hundreds of organizations ranging from Aetna to Wal-Mart; from the Army to the YMCA. In recent years, Bruce was named by Management Today as one of the few contemporary figures to stand out as a "management guru" and he was named to the 2009 Thinkers 50 rising star list. On August 13, 2009, Bruce was honored to accept Toastmasters International's most prestigious honor, the Golden Gavel. This honor is annually presented to a single person who represents excellence in the fields of communication and leadership.

Bruce's most recent books include the updated and expanded edition of *Not Everyone Gets a Trophy: How to Manage the Millennials* (Wiley/Jossey-Bass, 2016) and *Bridging the Soft Skills Gap: How to Teach the Missing Basics to Today's Young Talent* (Wiley/Jossey-Bass, 2015). He is also the author of *The 27 Challenges Managers Face* (Wiley/Jossey-Bass, 2014), and the best-selling *It's Okay to Be the Boss* (HarperCollins, Revised & Updated, 2014), and *Managing Generation X* (W.W. Norton, 2000).

Bruce lectures at the Yale Graduate School of Management, as well as other academic institutions, and his writing appears regularly in human resources, staffing and management journals, including a regular column in TRAINING magazine called 'Sticky Notes' and a regular column in the Huffington Post. His writing has also appeared in dozens of magazines and newspapers such as the Harvard Business Review, BusinessWeek, HR Magazine, the New York Times, the Los Angeles Times, and USA Today. As well, his work has been the subject of thousands of news stories around the world.

Before founding RainmakerThinking in 1993, Bruce practiced law at the Wall Street firm of Carter, Ledyard & Milburn. He graduated with high honors from Amherst College, received his law degree from the New York University School of Law, and is still a member of the Bar in Massachusetts and New York. Bruce continues his lifelong study of Okinawan Uechi Ryu Karate Do and holds a sixth degree black belt, making him a Renshi master of the style. He lives in New Haven, Connecticut with his wife Debby Applegate, Ph.D.



Upcoming Events

September 30

AgEcon & MAB Tailgate before the K-State vs. Baylor football game

October 2

Early Registration deadline for Leading through Change professional development event

October 11-12

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

October 15

Application deadline for January 2018 admission

October 19-20

Leading through Change Professional Development Event at K-State Olathe

October 20

MAB 20th Anniversary Celebration lunch at K-State Olathe

October 22-27

MAB Campus Session at K-State Olathe

October 24

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

November 1

K-State Global Campus scholarship application deadline

November 3

MAB at AFA Career Fair in Kansas City

November 16

MAB at Swine Day at K-State

November 17

Final electronic copy of thesis due to Graduate School to be Fall '17 graduate

December 1

MAB/AgEcon scholarship application deadline

December 8

K-State Fall commencement at Bramlage Coliseum

January 7-12, 2018

MAB Campus Session

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.

Nathan Bartholomew ('17), *Accurately Predicting Visitation as a Strategic Tool for Operation and Management of a Public Park*

Ben Blue ('17), *Factors Impacting Organic Corn Production in the U.S.*

Fran Bretz ('17), *Using Average Net Returns and Risk Measures in Determining Irrigation Management Strategies*

Aaron Cling ('17), *Off-Farm Income: Evaluating the Effects of Off-Farm Income on Debt Repayment Capacity*

Jamie Cooke ('17), *Industry Analysis to Guide the Asset Strategy of the Human Nutrition and Health Premix Business of Company XYZ*

Julie Craig ('17), *Economic Feasibility of Growing Hops in Nebraska*

Fabian Farr ('17), *Determinants of Total Foreign Investment and Foreign Direct Investment in the Agricultural Sector in Developing Countries*

Carrie Gregoire ('16), *Understanding and Increasing Right First Time (RFT) Performance in a Production Environment: A Case Study*

Todd Higgins ('16), *An Economic Analysis of the Value of Grazing Winter Cover Crops*

Ednah Kasanda ('17), *Gender and Decision-Making in Agriculture: A Case Study of Groundnuts Farmers in Zambia*

Kayla Lichty ('18), *Planning for the Future: The Case of XYZ Farms*

Tiffany Ligtenberg ('16), *Awareness Assessment of Safe-Guard® in the U.S. Cattle Industry*

Dana Marshall ('17), *Basis Trends in North Carolina and Their Effect on Corn Prices*

Andy Milstead ('17), *Corn Storage and Marketing Feasibility in Northern Mississippi*

Kendal Quandahl ('17), *Economic Feasibility of Alternative Crops in Northeast Iowa to Sustain Family Incomes*

Skyler Rinker ('17), *A Feasibility Study of the Expansion of Swine and Management for Iowa State University's AG450 Farm*

Britney Rosburg ('17), *Entry Strategy Assessment for Beginning Farmers: The Case of Rosburg Farms*

John Sachse ('17), *Beef Replacement Heifer Decision Tool*



Alumni Spotlight

MAB Class of 2000
First MAB Class

K-State's Master of Agribusiness program looks back at first class after 20 years

This is the first in a series of articles celebrating 20 years of the Master of Agribusiness program. As part of the year-long celebration, the MAB program will publish articles highlighting alumni and research conducted by students throughout the program. #MABTurns20

The Master of Agribusiness (MAB) at Kansas State University was the first graduate agribusiness program in the nation to be offered via distance when it was launched in 1998. In honor of the 20th anniversary of the Master of Agribusiness program, members of the first class (#MABClassof2000) look back on their experiences in the program and share their memories.

MAB Alum Bret Oelke, President of Innovus Agra LLC., said, "As a member of the 'original' MAB class, it sometimes felt as if the plane was being built as we were flying in it. This is not to say that I disapproved of the program, as a matter of fact it was exciting to be a part of something new and ahead of its time in education for working agriculture professionals."

At the time, distance education was relatively new, and the MAB program faced a learning curve in developing its curriculum and delivery methods.

"You'll recall that distance learning and online education was in its very infancy in 1998, the year the first class made the decision to enroll and try the program. There was no path or template to follow, so the Ag Econ department had to basically invent the program from scratch. They did a really nice



Class of 2000: Front Row, Left to Right: Kurt David, Richard Fechter and Cory Swartz. Back Row: Michael Vogt, Tracy Welliver, Stephen Stephens, Jim Reeder, Casey Niemann, Greg Newham, Bret Oelke, Richard Porter and Mike Miller.

job of putting together an interesting and challenging program, with a lot of useful information and tools," Steve Stephens, Senior Vice President of American AgCredit, said.

The combination of distance education with face-to-face on-campus sessions, gave students the flexibility to earn a master's degree without relocating for school, but also the opportunity to meet classmates and faculty in person to build relationships.

"I believe our first class benefited from one aspect of the program that I just don't see how later classes do - and that was the 'intimacy' of the class. My recall is that there were 12 of us, so we all got to know each other during those weeks we were together," said Kurt David, COO, Eagle Communications. "I quickly learned during the MAB program that the faculty is comprised of so many brilliant people. The faculty at K-State know agriculture, and I knew I had surrounded myself with people who were smarter than I was. I was excited

about that - that is when I knew I was going to learn from this experience."

In developing the curriculum, faculty in the Agricultural Economics department pulled the best pieces of a masters in agricultural economics and industry needs identified by an advisory board to create coursework that would be immediately applicable within industry.

"The program was a mix of hard and soft skills. Some skills/education I've used heavily are strategic planning, finance, agricultural policy, and even logistics to an extent. I know that the skills I acquired in the MAB program helped me make better decisions along the way, and definitely helped me advance and progress through the companies I've worked for. Probably most importantly, it's given me the skills to analyze and understand my company, my industry and the world much more robustly," said Stephens.

The Master of Agribusiness program was originally developed for individuals working in the food and agricultural industry to learn business

Class of 2000 on page 5

Class of 2000 from page 4

and economic skills without being on campus full time, but Dr. Allen Featherstone, Director of the MAB program and Head of the Agricultural Economics Department, soon realized the program's reach could be much broader. From that first class with 12 students across the Great Plains, the program now has enrollment of 30-40 each year from 40 states within the United States and in more than 30 countries.

"We created a program that meets the educational needs of working professionals, and we deliver it in a format without interrupting work schedules and family life," said

Featherstone. "Students can access the program regardless of where they are, and we now have students from around the world participating in the MAB."

From different backgrounds and experiences in the agriculture industry, that first class came together to shape the Master of Agribusiness program and help each other through the trials of graduate school.

Looking back, Rich Porter, Owner of Porter Cattle Company, said, "Thirty years after completing my bachelor's degree, by then a grizzled old rancher myself, I started working on a Master of Agribusiness degree. I was fearful because my computer skills were primitive compared with those of

the other students in the class. Their business experiences came from working with computers in industry, not from working with cattle and tractors. With the help and support of faculty and my classmates, I made it through the program. My computer skills were never elegant, but adequate to accomplish the task.

"Being in the first MAB class was exciting, because both the students and instructors were trying something new. Working an additional 12-15 hours a week for two and a half years, cut into our sleep time, but the increased knowledge benefited me vastly more than my investment in time and money," Porter said.



Student & Alumni News

Casey Niemann ('00) is Founder and President of AgriSync, a software as a service provider focused on business to business support in the agricultural sector.

Kate Duke ('08) started a new job as Senior Business Solutions Specialist on the

CRM Association Services team at AgFirst Farm Credit Bank.

Emmanuel Foko ('08) has been promoted to Continuous Improvement Manager at Chobani.

Catia Jorge ('08) is now the General Manager of Grains for Olam International Limited.

Becky Bradwell ('09) is now the Operations Manager for Agforce Transport Services.

Jose Castillo ('12) has moved to Rotterdam, Netherlands in Business Intelligence for Koppert Biological Systems in Holland.

Ron Vargas ('13) is now Director of Operations at Reyco Ag, Inc.

Jarah Hauger ('14) is now handling State Public Affairs for KS, MO, NE, SD and ND for John Deere.

Nicole Peter ('14) started a new position with Bimbo Bakeries as a Plant Manager. She and her husband also welcomed daughter MacKenzie Sloan on June 11th.

Christy Wipperfurth ('14) and her husband welcomed daughter Samantha Patricia on February 17th. She was 7 lbs. and 12 oz.

Kevin Black ('15) was promoted to Market President of Pinnacle Bank, and he and his wife welcomed son, Jed David on March 2nd.

Curtis Cretin ('15) is now a GSC Specialist for John Deere's line of Precision Agriculture products.

Mary Gleason ('15) is now the Plant Manager for Siemer Milling Company in Hopkinsville, KY.

Brett Goodman ('15) was promoted to Area Manager for KY, TN, Northern AL and Northern GA for DuPont Pioneer.

Andy Montgomery ('15) and his wife, Vanessa, welcomed their fourth child, Callen Andrew, on May 22nd.

Taylor Oliver ('15) is now a First Officer with Southwest Airlines.

Nicole Cleggs-Burns ('17) has returned from a deployment to Qatar and was awarded the Meritorious Service Medal for her contribution to the mission.

Andrew Lauver ('17) was admitted to Drake Law School to study Agricultural Law.

Jordan Uthoff ('17) and his wife, Kaci, announced the birth of their son, Monroe, on March 20th.

Grant Gondell ('18) was selected for membership in Phi Kappa Phi for academic excellence.

Tyler Shetler ('18) and his wife welcomed their first child, Madelynn Ann on June 9th. She was 8 lbs. and 6 oz.

Phil Steichen ('18) accepted a Technical Specialist position with Razor Tracking in Cooperstown, ND.

Brooke Jones ('19) is managing finances for Hickory Livestock and Hickory Transport companies, as well as serving as an Assistant to the CFO of several dairies, farms and a feedyard.