

The Syllabus

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

Volume 16 ■ Issue 1
Winter 2015

Welcome to the Class of 2017!

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Account Manager
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Minneapolis-St. Paul, Minnesota

Sarah Lukach

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Ottawa, Illinois

Dana Marshall

Senior Merchandiser
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First- and second-year students listen to a guest speaker during the January campus session.

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U.S. Senator Jerry Moran
Manhattan, Kansas

Jordan Uthoff

Field Operations Manager
Syngenta
Kekaha, Hawaii

Corey Van Otegham

Herdsmen/Business Manager
Van Otegham Brothers Farms
Victor, Iowa

The Class of 2017 is the
18th MAB class!



Front to back, left to right: Aaron Cling, Andrew Lauver, Skyler Rinker, Jamie Cooke, Corey Van Otegham, Fabian Farr during the January campus session.

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.

Jeremy Larson ('14), *Self-Propelled Forage Harvester Sales Analysis*

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

Jordan Shifflett ('14), *Partial Budget Analysis of Hubach Farms Spring Calving and Fall Calving Herds*

Calendar of Events

February 19-22

MAB at Western Farm Show in
Kansas City

March 2

MAB Webinar - Advancing Your
Career in Animal Health

March 6

MAB at Cattlemen's Day at K-State

March 15-20

MAB Campus Session at K-State

March 27

MAB at MANRRS Annual Career Fair
in Houston

April 1

Last day for name to appear in
Commencement program

April 13

AGEC 710, Comparative Food and
Agriculture Systems course begins

April 24

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

April 27-29

MAB at PetFood Forum in Kansas
City

May 15

K-State spring commencement at
Bramlage Coliseum

May 19

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

June 1

Application deadline for Animal
Health and Southeast Asia cohorts

August 2-7

MAB Animal Health campus session
at K-State Olathe

August 9-14

MAB Southeast Asia cohort in Hong
Kong or Singapore

August 14

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

Kansas State University upgrading to mobile-friendly online course management system

Kansas State University has used K-State Online Classic for more than 16 years to deliver online course instruction. While the system has been improved over time, the University selected Canvas as the replacement during summer 2014.

Canvas features mobile access and options for collaboration. It allows for integration with tools like Outlook, Google Docs, Facebook, YouTube, Twitter, and other applications.

"The student and faculty reception of Canvas has been positive thus far. Collaborate, in particular, makes the online recitation sessions more stable, and is an improvement over Wimba," said Deborah Kohl, MAB Program Coordinator.

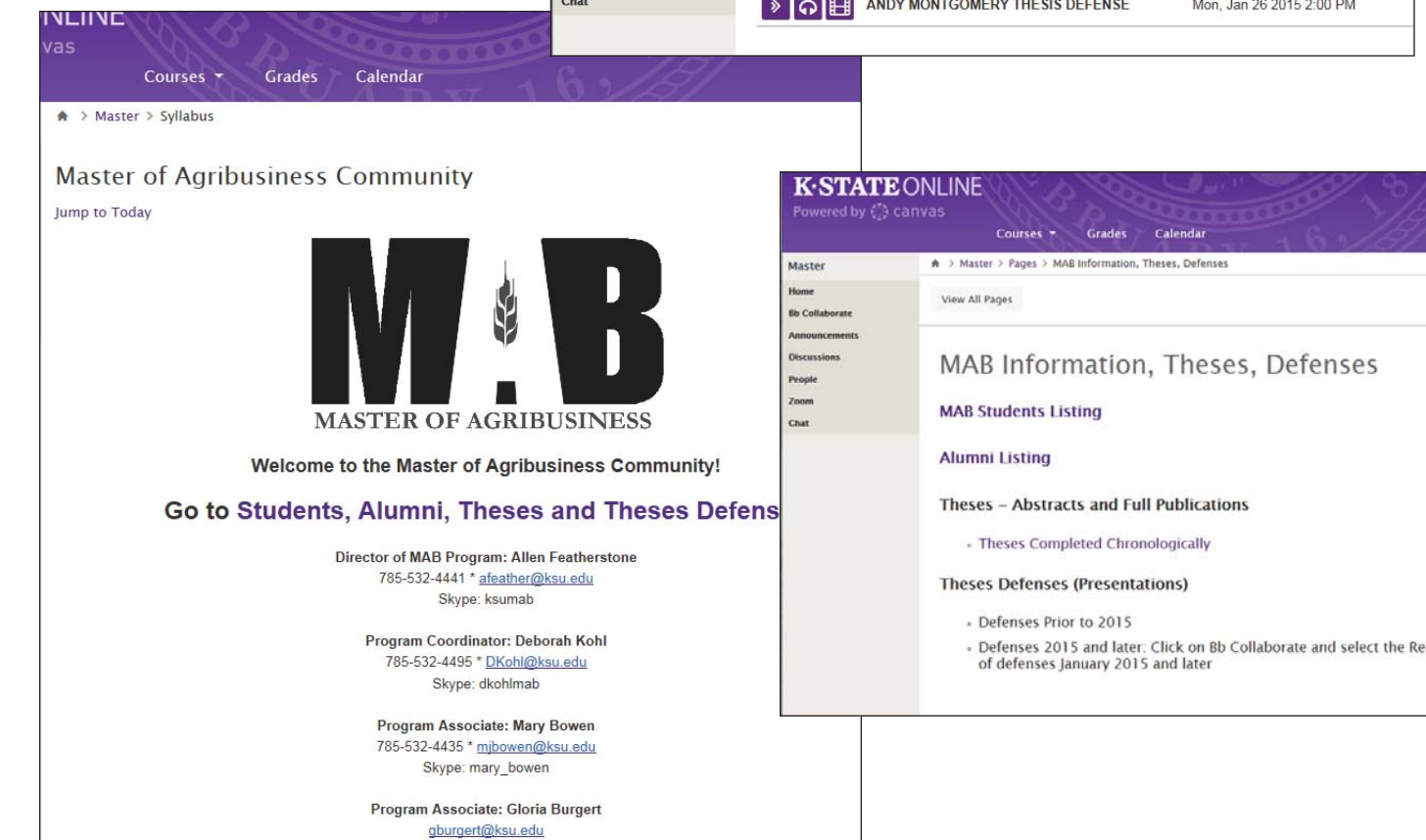
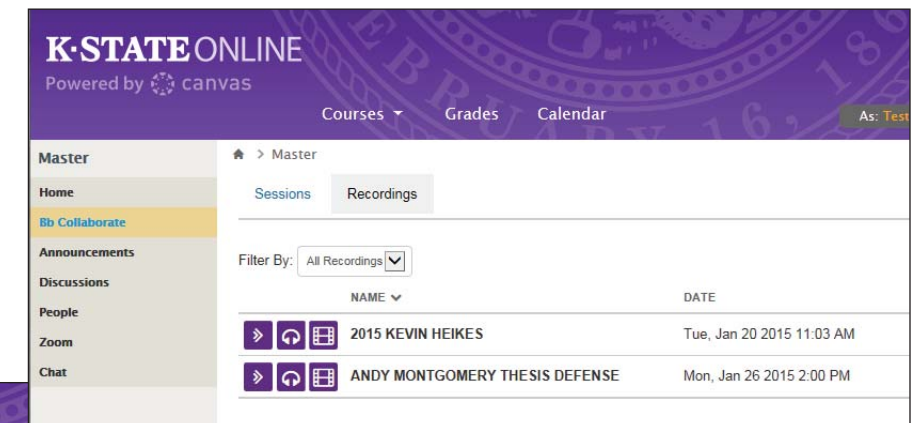
Starting in January 2015, MAB courses are using Canvas to take advantage of the new features.

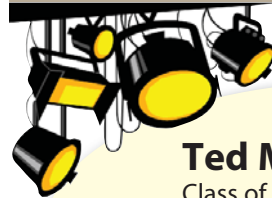
A Master of Agribusiness Community Page is under construction in Canvas that will be similar to the MAB Community Page in K-State Online Classic. Under the Students, Alumni, Theses and Theses Defenses link, you will find contact information for all classes, thesis defenses prior to 2015, and PDFs of these publications.

For current thesis defenses, you can use the Collaborate link that will be emailed prior to each defense. This link will allow you to watch a defense without having to log into the system with your eID and password, which is handy for alumni who do not have current passwords.

If you have questions about the new online learning system, please contact Deborah, Mary or Gloria.

Right: Example of thesis defense presentation links.
Bottom: The Master of Agribusiness Community Page in Canvas.





Alumni Spotlight

Ted Monoson

Class of 2002
Communications Director,
Congressman Mike Conaway and
House Committee on Agriculture
Washington, D.C.

Representing Agriculture

MAB Alumn Ted Monoson was recently appointed Director of Communications of the House Agriculture Committee. In a short interview, he shares his experiences and thoughts on U.S. agricultural policy.

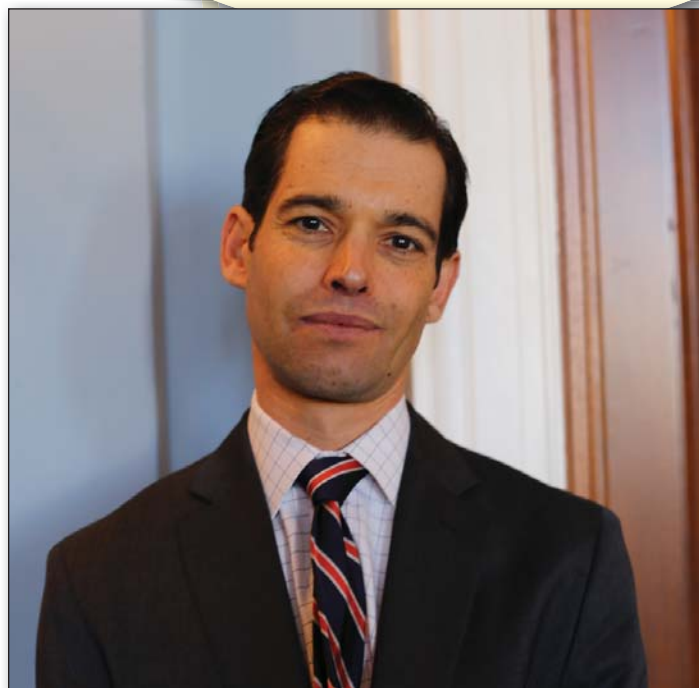
Q. Tell me a little about your background, education and work experience.

A: I worked as a reporter for the *Terre-Haute Tribune-Star* before moving to Washington, D.C. I was the newspaper's southern bureau reporter and lived and was based out of the town of Sullivan, Indiana. I covered general news, but also spent a considerable amount of time covering agriculture. I wrote about everything from the 1996 Farm Bill's impact on farmers to farmers' adoption of biotechnology to changes in the hog industry. After moving to Washington, D.C., in 1999, I covered agriculture, energy and natural resources for *Congressional Quarterly* and then the major newspapers in Montana and Wyoming. While at *Congressional Quarterly*, I was the main reporter covering the 2002 Farm Bill. In 2004, I went to work as an agricultural policy aide for southwest Ohio Congressman John Boehner. Agriculture is very important in his

congressional district. The district has significant livestock, row crop and dairy production. After Congressman Boehner became House Majority Leader, I worked on both local and national issues, and was his main aide on the 2008 Farm Bill. In 2009, I went to work in government affairs for the agriculture and energy sector. In 2013, I joined Congressman Mike Conaway's personal office staff as his communications director.

Q. Tell me about your current position as Chairman Conaway's spokesman. What is an average day like?

"Chairman Conaway wants to make sure that all Americans, whether they live in our cities, suburbs or rural America, know about farmers and rancher's hard work and their commitment to preserving the soil and water that we need to grow our crops and feed our livestock."
Ted Monoson



Ted Monoson, MAB Class of 2002

A. It is an honor to work as the Committee on Agriculture communications director. Chairman Conaway has a great deal of respect for America's agricultural history and much optimism about our country's agricultural future. As his communications director, I work closely with the Committee policy staff to make sure that we are effectively conveying the importance of the work that the Committee is doing and serve as an advocate for American agriculture. I draft and implement the Committee's communications strategy.

Q. What current issues are your office working on?

A. One priority is to make sure we have nutrition programs that work for both American taxpayers and recipients. A second priority is to make sure that we have commodity markets that effectively allow agricultural producers to protect themselves from risk.

Committee members and staff are also effectively conducting oversight of both implementation of the 2014 Farm Bill and the Agriculture Department in general. The Chairman and his fellow Committee members understand that oversight of the laws that Congress have passed and the departments and agencies under the Committee's jurisdiction are just as important as the creation of new laws. Finally, the Chairman considers the Committee as an advocate for our farmers and ranchers. The Chairman wants to make sure that

all Americans, whether they live in our cities, suburbs or rural America, know about farmers and rancher's hard work and their commitment to preserving the soil and water that we need to grow our crops and feed our livestock.

Q. What are the goals of your office to strengthen agriculture?

A. Our office works hard to make sure that all Americans recognize the value of our agricultural sector. Our goal is to make sure farmers and ranchers have an environment in which they have an opportunity to make a living growing the food that feeds America and the fiber that clothes America. We have a variety of tools to accomplish this task. We are making sure we have the right policies in place. We are working equally hard to communicate the importance of these policies for all Americans. We use speeches by Chairman Conaway and Committee members, press releases and social media to accomplish this goal.

Q. What led you to politics?

A. I would say I am in policy as much as I am in politics. I stumbled into both policy and politics. I came to Washington, D.C., for personal reasons. While working as a newspaper reporter, I developed a strong interest in agriculture policy. This eventually led me to work on agriculture policy for a member of Congress. Although I have done some political work, my passion is policy. Politics is important because in order to get the best policies put into law, you need the best men and women to get elected.

Q. Why did you decide to pursue the Master of Agribusiness program?

A. A professor at another university, whom I used to pester with questions

when I was a reporter, suggested I enroll in his university's master of agribusiness program. His suggestion led me to realize that I could more effectively do my job as an agriculture reporter if I had a stronger understanding of agriculture in general and economics specifically. I looked at his university's program and Kansas State's program and decided that Kansas State's Master of Agribusiness program better fit my needs.

Q. Tell me a little about your thesis. Why did you choose your topic? And what did you learn?

A. I wrote my thesis about the Renewable Fuels Standard (RFS). I reviewed the impact that the RFS was having on commodity prices. The thesis allowed me to more effectively do my job in government relations. The work with economic models also enabled me to work more effectively with agricultural economists.

Q. What advice do you have for individuals regarding the thesis process?

A. Do not allow any gap whatsoever between your coursework and the beginning of your thesis.

Q. How have you benefited from the MAB program?

A. The MAB program has provided a depth of knowledge of the agriculture industry and economics that has been a valuable tool whether I have been focused on developing policy or communicating policy.

Q. Why would you recommend the MAB program to others working in the industry?

A. Through the MAB program you will work with top professors and fellow students who, if you are open to it, will provide you with a perspective that is very different from your perspective.

Q. Other thoughts you'd like to share?

A. You should all see yourselves as ambassadors of agriculture. Do not be shy about bragging on the work that you and others in agriculture are doing. Also do not be shy about bragging on the work that goes on at schools like Kansas State.



Rep. Mike Conaway, R-Texas, works with his chief of staff Scott Graves, right, and communications director Ted Monoson, in his Rayburn office, November 20, 2014. (Photo By Tom Williams/CQ Roll Call)

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 Risk: Water, Data, Seed and Soils," will be September 17-19, 2015 in Manhattan, Kansas.

The event will include sessions on multiple angles in managing risk and possible tours of the K-State campus, Biosecurity Research Institute (BRI) and O. H. Kruse Feed Technology Innovation Center, as well as the 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.

The event is open to current MAB students, alumni and interested individuals in the food, animal health and agribusiness industry.

Be watching for more information about speakers, sessions and registration on MAB social media channels and the website (mab.ksu.edu).

Registration materials will be available on the website in late July/early August. Room reservations must be made



through the Holiday Inn at the Campus by Friday, August 28. For rooms call 785-539-7531 and mention KSU Master of Agribusiness or 'MAB'.

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

If you have suggestions for speakers, please contact Deborah Kohl at dkohl@ksu.edu.

in the news...

Travis Gullickson ('05) started a new job as North American Supply Chain Planning Manager at Syngenta in Minnetonka, Minn.

Andrew Lauver ('17) is now an Account Manager with DuPont Pioneer's Northern Business Unit managing a team of sales reps in the Minneapolis-St. Paul area.

Rick Palermo ('09) is now teaching in the ag business departments at Fresno State and Reedley College. He is also a trainer for warehousing and forklift operation at Fresno City College Career and Technology Center.

Kate Duke ('08) and her husband, Adam, finalized the adoption of their son, Wells Robert, on December 23, 2014.

Miguel Marcano ('08) is now the Corporate Brands and Manufacturing Global Sourcing Team Leader at Kroger.

Mark Seitz ('03) and his wife, Robin, welcomed a new son, Garrison Carter Allen on January 2.

Ted Monson ('02) is the new Communications Director for the House Ag Committee and also serves in the same position for Congressman Mike Conaway.

Kurt Anderson ('14) has accepted a new position within John Deere as a Project Manager in their Intelligent Solutions Group in Des Moines and has relocated from Sioux Center, IA.

Jacob Bailey ('14) accepted the Grain and Feed Department Manager position for CHS Eastern Farmers Coop in Brandon, SD.

Carlos Piana ('01) is now working with Ecuacocoa C.A., a chocolate manufacturing company in Ecuador.

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

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

