

THE SYLLABUS

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



Manhattan cohort of the MAB Class of 2022 at the banquet reception during the January 2020 Campus Session.



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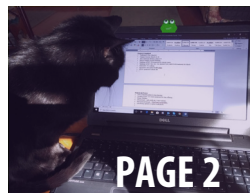


@ksumab



@kstatemab

What's inside:



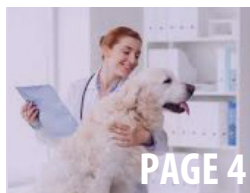
Not Business as Usual

COVID-19 has been a disruption to our everyday lives. We hope that all of you are doing well and adjusting to a new normal.



MAB Class of 2022

Welcome Class of 2022 to MAB program! Check out page 3 to see the students who make up the class of 2022.



New Marketing Course Offered

Sales and Marketing in Animal Health Industry (AGEC 735) will introduce students to marketing and sales principles and practices in the complex world of the animal health industry.



Students & Alumni

Our current students and alumni are out doing big things! There's nothing more rewarding than seeing students earn promotions and accomplish milestones. Keep us up to date on where life is taking you so we can share your achievements!

It's not business as usual

Dear MAB Students and Alumni,

The onset of social distancing in response to COVID-19 created chaos for many businesses and universities.

While traditional educational programs are still scrambling to move their materials online, the MAB has an advantage already being set up for distance learning. Our students and faculty are experts in online education and know how use the technology for teaching and learning.

We were able to adjust to the spread of the coronavirus by shifting the March campus session 100% online rather than bringing students to campus. This is the first time since the program began in 1998 that we have run a campus session online.

We are proud of the way students, faculty and staff came together to make it a successful week with guest speakers, presentations and final exams all by distance.

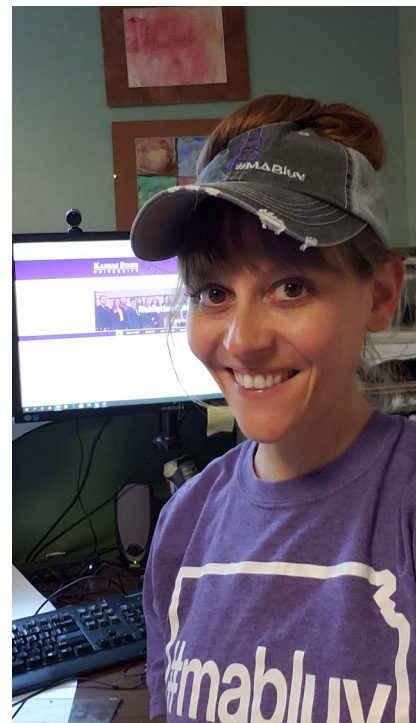
Offices across the university are closed and services are limited while faculty and staff are directed to telework, which means we are learning new processes for all the student services we provide. MAB faculty and staff are also working from home as much as possible, so some of our responses may be a bit slower than usual.

To our graduating MAB students: we are disappointed we will not be able to celebrate your accomplishments during the May commencement ceremonies, but hope you will join us in December to walk across the stage.

We know that many of you are making lots of adjustments of your own: teleworking, helping your kids with their education, maintaining social distancing and completing your own homework. Others may still be reporting to work since the food and agriculture supply chain is essential, but trying to fulfill other responsibilities at the same time.

What hasn't changed - we are still here for you by phone, email, Skype and Zoom. We are still answering questions, preparing course materials and providing student services.

We will be starting a series of social media posts addressing some of the challenges to working at home listed in the sidebar to this article. Be watching



MAB staff working from home:

Top left: Staff Member Jody Wendt ('19)

Right: Program Coordinator Deborah Kohl

Bottom left: Communications Coordinator Mary Bowen

for these posts, and chime in if you have suggestions or advice on how to tackle these challenges.

We've heard some classes are hosting virtual happy hours - we think this is a great idea stay connected with your family, friends, classmates, faculty, and colleagues.

Feel free to share your experiences learning while working from home on our social channels – we'd love

to see how you are rising to the challenge and turning it into an adventure in learning.

Finally, if we can help make the experience any easier, or you have questions at any time, please reach out to us!

Stay healthy and sending much #mablurv!!

-Allen, Deborah, Mary and Jody

Working from home challenges:

Collaboration: An office environment and open spaces allow for spontaneous collaboration to rapidly address and fix potential disruptions when issues arise.

Brainstorming: In the office environment, brainstorming of ideas and bouncing ideas off of peers can be spur of the moment or due to overheard conversations. When working remotely, these brainstorming sessions are seriously hindered as there is no "eaves dropping" on conversations.

Technology: Systems have been crashing due to excessive amounts of use that have not previously been tested. This has caused many companies to undertake new systems on the fly as we work from home.

Human touch: Emotionally – I think people struggle without some daily interaction from their coworkers and seeing their smiles and expressions and being able to laugh and have a good time. I work for fun... working from home takes the fun out of work.

Family – Right now, I have my family at home with me, including a 6-year-old who is used to constant stimulation at school. In this work from home environment, I'm expected to do my job, while I entertain and play with my son and help him learn and burn energy. It misaligns the work/life balance as they happen in conjunction.

Office Hours: As a person that enjoys work and doesn't sleep well... I'm always "in my office" now with no separation. So the hours are now more strenuous, because it's turning into 12-14 hour days from waking up until dinner is ready, I'm in the office.

MEET THE MAB CLASS OF 2022

Animal Health Cohort

Cynthia Garlick

Production Control Planner
Advanced Cast Products
Meadeville, Pennsylvania

Jonathan LaPorte

Farm Management Educator
Michigan State University Extension
Cassopolis, Michigan

Ashlee Nye

Inside Sales-Mixed Practice Representative
Zoetis
Exton, Pennsylvania

Leigh Rosengren

DVM, PhD
Owner/Operator
Rosengren Cattle Company
President
Rosengren Epidemiology Consulting
Midale, Saskatchewan, Canada

Leigh Wilmes

Scientist II
Boehringer-Ingelheim Vetmedica
St. Joseph, Missouri

Manhattan Cohort

Courtney Beer

Livestock Investment Administrator
Minnesota Department of Agriculture
St. Paul, Minnesota

Shane Byers

Fleet Manager
Florida Crystals Corporation
West Palm Beach, Florida

Jarod DeTurk

Owner
DeTurk Agronomics
Overton, Nebraska

Cory Friedli

Senior PV&V Engineer & Supervisor
John Deere Worldwide Crop Harvesting
Product Development Center
East Moline, Illinois

Haley Hunt

Banking Initiatives Manager
CoBank
Denver, Colorado

Allison Jenkins

Branch Manager, Vice President
Northwest Farm Credit
Nampa, Idaho

Emily Koop

Eastern Kansas Representative and Market
Development Coordinator
Kansas Corn
Manhattan, Kansas

Jenn Krutz

Purchasing Agent
Foremost Farms USA
Baraboo, Wisconsin

Molly LaRue

Commercial Daily Formulator
Cargill
Olathe, Kansas

Justin Marquette

Store Manager
Irrigation Design & Construction LLC
Linden, California

Christa Milton

Agronomist
Great Bend Coop
Hudson, Kansas

Sarah Niederee

Commercial Management Trainee
Archer Daniels Midland Carbohydrates
Solutions
Carthage, Missouri

Ryan Schiess

Marketing Customer Product Support
Development Program
John Deere and Company Product Engineering
Center
Waterloo, Iowa

Benjamin Sims

Animal Technician
K-State Dairy Unit
Manhattan, Kansas

Leighton Wasinger

Data Analysis/Agronomy
Vulgamore Family Farms
Scott City, Kansas

Steven Whittington

Military Veteran Program Instructor
Michigan State University Extension
Grand Rapids, Michigan



Sales and Marketing in the Animal Health Industry course now enrolling

The Master of Agribusiness program is pleased to announce the development of a new course as part of its Animal Health cohort curriculum. Starting on June 1, Sales and Marketing in Animal Health Industry (AGEC 735) will introduce students to marketing and sales principles and practices in the complex world of the animal health industry.

Taught by Dr. Aleksan Shanoyan, Associate Professor of Agricultural Economics, the 3-credit, online graduate course provides an interactive forum for learning marketing and sales concepts and exploring unique aspects of their application in the context of food animal markets (B2B) and companion animal consumer markets (B2C).

For students in the MAB Animal Health cohort, it will replace Marketing Concepts and Research (MKTG 810). It is also part of the Animal Health Management Certificate.

Admission to the MAB program is not required to enroll in this course as it is open to anyone with a bachelor's degree and two years of professional experience.

The course will be relevant for early- and mid-career professionals considering a career path in animal health. This includes, but is not limited to veterinarians and executives from manufacturing, pharmaceutical, compounding, distribution, and retail firms.

Contact Deborah Kohl, mab@ksu.edu, if you have questions or would like to enroll.



The FACTS about Generics

FACT 4:

THE QUALITY AND MONITORING PROCESSES CONTINUE AFTER THE GENERIC DRUG IS APPROVED

FDA's Post Approval requirements for pioneer drugs and generic drugs are identical:

- Reporting of manufacturing changes
- Ongoing stability testing
- Submission to FDA of advertising and promotional materials
- Pharmacovigilance (adverse event and quality complaint) monitoring and reporting

Course Topics & Highlights:

- Overview of Key Marketing Concepts, Marketing Strategies and Plans
- Leveraging Marketing Research in Animal Health Industry
- Customer experience and connectivity in Animal Health Industry
- Market Segmentation and Brand Positioning in Animal Health Industry
- Developing Product and Pricing Strategies
- Go-to-market strategies in the animal health industry



Save the Date

May 8

Examination ballot and final copy of thesis due to be Spring '20 graduate

June 1

AGE 735 Sales and Marketing in the Animal Health Industry starts

June 1

Application deadline for Animal Health cohort and Animal Health Management Certificate

June 22-24

Farm Credit Learning Conference in San Diego, CA

July 12-15

Virtual Institute of Food Technology (IFT)

July 16-18

Grain Elevator & Processing Society (GEAPS) in Minneapolis, MN

August 1-3

American Veterinary Medical Association Conference in San Diego, CA

August 2-6

Animal Health Cohort Campus Session at Olathe, KS

August 10-13

NAMA Connection Point in Kansas City, MO

August 14

Examination ballot and final copy of thesis due to be Summer '20 graduate

August 19-21

PetFood Forum in Kansas City, MO

August 23 - September 5

Farm and Ag tour of Iceland and Scandinavia

September 19

Ag Econ Tailgate before the KSU/Vanderbilt game

October 10

MAB Tailgate before the KSU/KU game

October 18-23

Animal Health Cohort Campus Session at Olathe, KS

— THESIS DEFENSES —



Don Brainard
Class of 2021

"Veterinary Pain Management: Mitigating the Opioid Epidemic"



Will Basham
Class of 2018

"Dairy-Beef Decisions"



Megan Andersen
Class of 2020

"Managing Mycotoxins in On Farm Swine Feeds in the Northeastern U.S."



Jordan Uthoff
Class of 2017

"Economic Feasibility of Post-Harvest Marketing: Construction of Grain Storage in East Central Iowa."

Thesis projects can be found at <http://krex.k-state.edu> or by logging into the MAB Community Page on Canvas.

Students and Alumni News

Greg Newham ('00) started a new position as Vice President – Indirect Procurement at Molson Coors.

Steve Young ('01) accepted a position as a Cash Advisor for AgWest Commodities.

Leah Sullentrop ('02) now works as a Specialty Powders Sales Manager for the GDI Group at Land O' Lakes, Inc.

Chris Carey ('07) announces the birth of his son, Brody Harper Carey, on January 13th.

Tucker Schumacher ('11) was promoted to Regional Manager at Merck.

Kevin Harper ('13) started a new position as Performance Optimization DSM at Winfield United.

Beth Holmes ('13) started a new position as Executive Vice President of Strategy & Operations at Well Principled.

Tene Toure ('13) started a new position as Grants Management Specialist at U.S. African Development Foundation.

Jacob Bailey ('14) recently promoted to General Manager of CHS Farmers Alliance.

Lindsay Ahlen ('16) accepted a position in Export Sales for the Pacific Market at SunRice in Sydney, Australia.

Darren Blew ('16) started a new position as Senior Material Requirements Planner at Cargill.

Tiffany Ligtenberg ('16) is now a Veterinary Diagnostic Consultant for the IDEXX Companion Animal Group.

Ben Blue ('17) was recently promoted to Account Manager, North America at Darigold.

Kayla Lichty ('18) announces the birth of her son, Hayden Lee Lichty, on December 5, 2019.

Luis Montalvo ('18) started a new position in Production Management at Eurasia Feather Company.

Shelby Drye ('19) was recently promoted to Ag Manager at Spreckels Sugar Company.

Scott Marckini ('19) started as new position as Director – Margin Management and Business Analytics at Batory Foods Inc.

Jon LaPorte ('22) recently launched a website for the Beginning Farmer DEMaND (Developing and Educating Managers and New Decision-makers) series for Michigan State University Extension.