

The Syllabus

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A newsletter for Master of Agribusiness students, alumni & friends

Welcome to the 13th MAB Cohort, Class of 2012

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Scott Pro
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AGEC 710 expands global reach to partner universities

The MAB's award-winning international elective, Comparative Food and Agriculture Systems, isn't just for K-State's anymore. The course is still offered at K-State through the MAB program, but it is also now available at partner universities around the world.

Faculty at the Moscow State University in Moscow, Russia, the University of Missouri, the University of Florida and Massey University in Palmerston North, New Zealand have all offered versions of the international course. The UF and MU courses are offered at the same time as the K-State course, so students at all three universities gather once a week in the same virtual classroom to interact with international faculty.

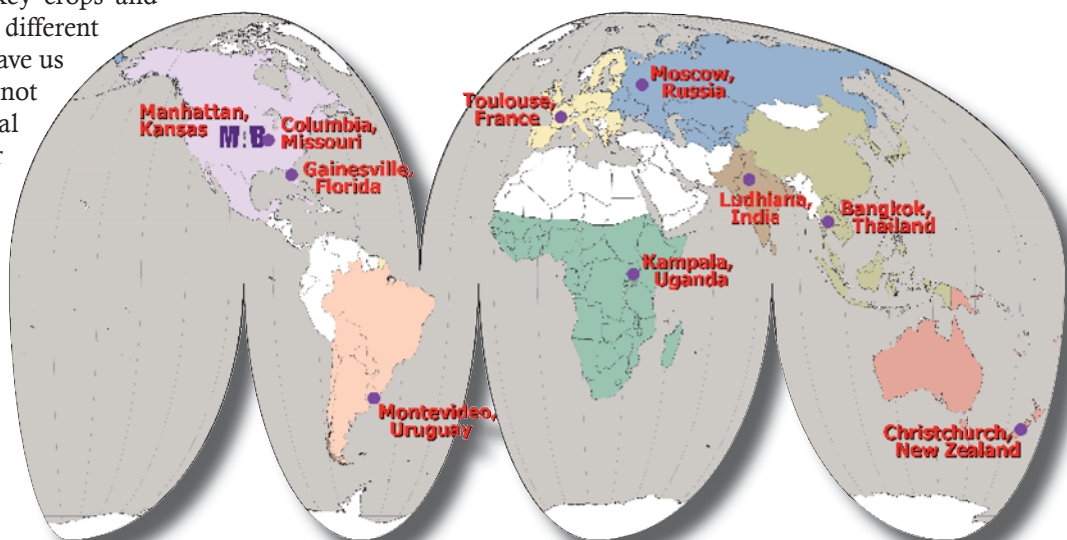
"The [Comparative Foods] course I took from the University of Florida allowed me to step outside the box in terms of thinking and analyzing agriculture. We so often discuss production practices and crops within the United States that we forget other regions of the world and their key crops and ideas. The professors from the different regions of the world we studied gave us an insider's perspective that cannot be found in any conventional United States university," Trevor Murphy, student at the University of Florida, said.

The course is taught by faculty at K-State's partner institutions in Uruguay, France, Russia, New Zealand, Uganda, India and Thailand. It gives students a first-hand account of the history and conditions of each of the regions: the MERCOSUR, the

European Union, Russia and the FSU, Oceania, sub-Saharan Africa, South Asia and East Asia. A North America module is in production for use by international faculty.

The K-State course is open to students in the Master of Agribusiness program, but may also be taken by individuals not currently participating in the MAB program. 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 program.

The summer offering of AGECE 710 will begin in mid-April and enrollment for the three-credit hour course will be open soon. If you are interested in enrolling or would like more information, please contact Lynnette or Mary at 785-532-4495.



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 login required). To read a thesis written before 2008 or view thesis defense, log onto K-State On-Line, www.online.ksu.edu, with your eID and password. Go to the MAB Community Page, go to Files & Content and click on Theses.

James Arati, Class of 2009, *Evaluating the Economic Feasibility of Anaerobic Digestion for Kawangware Market Waste*

Becky Bradwell, Class of 2009, *Time Savings from Paperless Processes in a Container Freight Company*

Piercarlo Marletta, Class of 2009, *The Economics of Bagoss Cheese Production in Bagolino, Italy*

Andy Smarsh, Class of 2005, *Financial Performance Profile and Evaluation of Alternative Equity Management Programs for Farmers Cooperative Equity Company*

Meng Tee, Class of 2009, *The Economics of an Alternative Bio-energy Feedstock – The Case of Jatropha Curcas*



Alumni Spotlight

Mike Frame

Class of 2004

Refined Fuels and Lubricants Sales Director

West Region

CHS Inc.

Spokane, Washington

Energy industry energizes K-State Master of Agribusiness graduate

by Mary Bowen

The energy industry is changing. Just how much is anyone's guess, but supply fluctuations due to instability in the Middle East and Hurricane Katrina are just a couple of examples of how sensitive the energy market can be. Mike Frame has held positions in the energy industry since graduating from the University Missouri in the mid-'80s and is used to managing challenges faced by the industry.

Starting with Farmland Industries in Energy Sales, he has moved up in the industry and is now Sales Director of Refined Fuels and Lubricants of the West Region for CHS Inc., which includes Northwest Minnesota, North and South Dakota, Montana, Wyoming, Washington, Oregon, Idaho and Utah. As Sales Director, Frame manages headquarters office staff and a field staff of eight district managers who call on customers, distributors, independent businesses and cooperatives.

Frame was originally attracted to the Master of Agribusiness program because he wanted to position himself for personal growth, as well as growth within his company, and wanted to prove he could be successful in a rigorous program while maintaining his family and work environments. The program helped fulfill these goals and more.

"The MAB program was outstanding. It's more than a 'paper' master's degree—you sit in the classroom, take tests and work with the faculty. There are some key take aways from the program that stay with you. For one, my time management and

staff development skills changed as I went through the program, making me a better manager. The other key is the macro perspective I have developed – learning to look at issues with a long-term perspective," he said.

The macro perspective has been an advantage when addressing current challenges in the industry. One of the biggest tests has been on the refined fuels side of the business. Over the last few years, the market has shifted from tight supply and increasing margins to shrinking margins and plenty of supply, giving customers and competitors greater options.

"It is easy to sell fuel and make money when supply is tight, but now that supply has increased, managing the business appropriately has become very important in staying competitive," Frame said. "Long-term projections forecast crude oil prices to rise. But the big question is how refineries will respond. I think it will still be a profitable industry, but not like it has been in years past."

CHS is the largest cooperative refiner and manufacturer of lubricants and one of the largest propane wholesalers. CHS sells more than 3 billion gallons of refined fuels annually under the brand of Cenex®.

The House Waxman-Markey Bill and Senate Kerry-Boxer Bill could bring even greater challenges. As worded, the bills places refiners in the same category as the transportation industry, but more importantly forces them to buy allowances for every gallon of fuel they make, leaving them competing for a decreasing number of federally issued allowances. With greater allowances slotted for foreign entities, domestic refiners, such as CHS, will face even more competition and higher prices when purchasing carbon credits. Smaller businesses likely will not be able to compete and be forced out, while others will survive by further reducing their green-house gas emissions and passing on the cost to consumers.

"CHS is a strong company and we will move on with our plans with or without Cap and Trade," Frame said. "If Cap and Trade passes as is, I think there will be a major shift to off-shore refining. However, this will create opportunities to bring product back into the country."

His MAB thesis project, "Market Study of Retail Fueling Sites in Yellowstone County, Montana" has continued to be a useful tool. The project sought to better understand the number of fueling



Alumnus Mike Frame provides the perspective from the energy industry on the effects of climate change regulation at the MAB Professional Development conference in August 2009.

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Scholarships help fund MAB education

Many MAB students rely on financial aid and employer support to fund their continuing education. However, some look to another option to help cover the expenses of participating in the MAB program: scholarships.

Knowing where to look for scholarships can be overwhelming, but one area most overlook is professional associations. First-year student Travis Davis, Regional Superintendent for ADM has been a member of the Grain Elevator and Processing Society (GEAPS) organization since 2003. One of the benefits GEAPS provides is financial support for students.

GEAPS established the Harold Reese Memorial Scholarship in memory of their 1995-96 president and Member of Distinction for individuals interested in the study of grain-handling operations for career purposes. Davis applied for the Harold Reese Memorial Scholarship and was selected as one of five recipients.

“K-State has a long tradition in grain-handling education and we’ve awarded many scholarships to KSU students. We were pleased to provide an award for Travis as he begins the Master of Agribusiness program,” said Chuck House, GEAPS Manager of Professional Development.

House noted the application deadline for 2010-11 awards is around May 1 and GEAPS membership is not required. The application will be available soon at www.geaps.com.

“I am grateful that GEAPS is helping me fund my continuing education,” Travis Davis, said. “Completing a Master’s of Agribusiness degree will give me the analytical and quantitative business tools I need to mesh with the operations skills I already have to provide my company a competitive business advantage.”

When looking for funding for education, don’t forget the professional organizations in your industry. They may be a good source to supplement financial aid and company contributions.

Congratulations to MAB scholarship winners

The MAB program awards scholarships from two different funds annually: the Agricultural Economics Department and MAB Alumni fund for producers. These gifts donated by MAB alumni and supporters, allow some MAB students to continue their education.

The following students received awards for 2010:

Agricultural Economics Department Scholarship

Dustin Ploeger ('10)
Virginia Guardia ('10)
Kevin Heikes ('10)
Fred Phillips ('11)
Kristen Greer ('12)

MAB Alumni Scholarship for Producers

Abby Dechant ('10)

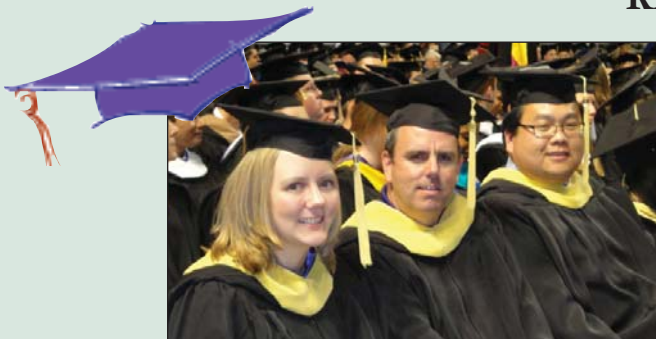
Scholarships allow us to attract students who otherwise may not be able to enter the program due to financial reasons, including individuals from throughout the United States and international students. The diversity that these students bring to the program benefits all participants. Thank you for your support of MAB scholarship funds!

Congratulations to our December 2009 graduates

James Arati
Becky Bradwell

Piercarlo Marletta
Matt McKamey
Rick Palermo

Andy Smarsh
Meng Tee



Becky Bradwell, Rick Palermo and Meng Tee at Commencement Ceremony.



Rick Palermo, Piercarlo Marletta, Meng Tee, Dr. Vincent Amanor-Boadu and Becky Bradwell after graduation.

in the NEWS...

Sandra Alton, class of 2006, and her husband announced the birth of their son, Gushart Alexander Reynolds Reid on October 23rd. Gus was 8 lbs 3 oz and 20 ½ inches.

Oussama Alaoui, class of 2005, and his wife, Mounia, announced the birth of their second child, Ismail, on December 17th.

Marilyn Vass, class of 2004, has moved to Evansville, Wyoming, and taken a job with the Wyoming Health Medical Group as an Account Representative.

Brent Schwenneker, class of 2008, and his wife welcomed a son, Bryce Edward on October 31st.

Miguel Marcano, class of 2008, and his wife announced the birth of their first child, Isabella, on December 30th.

Travis Holt, class of 2004, has been promoted to President and CEO at Citizens State Bank of Loyal.

Evan Winchester, class of 2004, announced his son, Trevor, graduated from K-State with a bachelor's degree in Agribusiness, and accepted a position at First National Bank in Syracuse.

Amber Hanna, class of 2012, and her husband announced the birth of Michael Raymond on October 6th.

Clay Mead, class of 2008, and wife, Lindsay, welcomed Anna Leigh on August 26th.

Mike Schuele, class of 2008, has been promoted to Mill Manager at General Mills' Kansas City Flour Mill, the 3rd largest flour mill in North America.

Ivan Mills, class of 2010, has accepted a position as Operations Assistant Manager for Viterra, and will be moving to Ray, North Dakota.

Sarah Velasquez, class of 2007, has accepted a position as the Senior Coordinator of the Kansas IDEA Network for Biomedical Research Excellence (K-INBRE) at KU Medical Center and has relocated to Olathe, Kansas.

Katy Venard, class of 2007, and her husband announced the birth of their son, Levi David on November 24th.

Jeff Bennett, class of 2007, has taken a Product Engineer position in the Sprayer Group of John Deere Des Moines Works.

Frame continued from pg 3

sites and brands a given market can support; determine the gallon volumes and site profitability; and identify potential sites to convert to the Cenex® brand.

"I have used the market study while talking with customers to demonstrate more than one branded site can be successful in a market. It has also been a useful model for estimating gallons for sites we have considered building or estimating what competitors are pumping," he said.

Whatever direction the market takes, Frame feels he has the skills, background and experience to help his company meet the challenge.

Not all about work, Frame enjoys expending a lot of his personal energy with his family. Married to Betsy for

"The MAB program was outstanding. It's more than a 'paper' master's degree—you sit in the classroom, take tests and work with the faculty. I continue to recommend it."

23 years, they have three children, Madison, a sophomore at Washington State University; Hank, a freshman at Washington State; and Ellie, a junior in high school. He is active in church, and spends as much time as possible enjoying outdoor activities with his family.



Frame enjoys discussion with MAB alumni Walter von Muhlen Filho (left) and Matt McKamey (right) in August 2009.

Upcoming Events

February 15

Australia/New Zealand trip registration payment due

March 14-19

Campus Session

April 12

AGEC 710, Comparative Food and Agriculture Systems begins

April 16-May 1

Trip to New Zealand & Australia

May 4

Deadline to attend spring commencement - Approval to schedule final examination and diploma information forms due

May 10

Final electronic copy of thesis due to graduate school for May graduates

May 14

K-State spring commencement

May 21

Final electronic copy of thesis due to graduate school for August graduates



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