

# THE Agricultural Business Council of Kansas City

## June 28, 2011

### In This Issue

July Luncheon: Lynn Jenkins

KS 4-H Honors Broadcaster

Bayer CropScience Names New  
Crop Protection CEO

AFA Names New Director of  
Development

National Pork Board Elects New  
Officers

KS FFA Blue & Gold Golf Scramble

KC to Host Animal Science  
Convention

Animal Health Corridor's Annual  
Homecoming

AFA/Pioneer Partnership

**Save The Date:**  
**August Happy Hour**  
**Amigoni Urban Winery**

After its own successful inauguration of the Happy Hour concept earlier this month at Harry's Country Club in the River Market, the Council is hosting another casual get-together **Friday, August 26**. This event will take place at the Amigoni Urban Winery from **4:30 to 6:30 p.m.** (1600 Genessee). Hors d'oeuvres will be provided.



Started by the Amigoni family of Leawood, Kansas, the winery specializes in small lots of handcrafted wines from its

## Council Will Host Lynn Jenkins At July Luncheon



Congresswoman Lynn  
Jenkins

As the featured speaker at the Agriculture Business Council's monthly luncheon, July 21, U.S. Congresswoman Lynn Jenkins will update Council members on how Congress is dealing with the agriculture issues in the current legislative session.

Congresswoman Jenkins, who represents the Second District of Kansas (which includes Topeka, Leavenworth, Manhattan, Pittsburg, the western half of Lawrence and the majority of northeast and southeast Kansas), serves on the House Committee on Ways and Means as well as the Trade and Oversight Subcommittees.

She grew up on a dairy farm near Holton and graduated from KSU and Weber State College in Ogden, Utah where she studied accounting and economics. After a working as a CPA in the private sector, she began a career in public service in 1998 in the Kansas Legislature. In 2002, Rep. Jenkins was elected

the 37th State Treasurer of Kansas, and held that position until 2009 when she was sworn into the U.S. Congress after the 2008 general election.

The luncheon will take place at the American Royal starting at 11:30. For more information contact Erica Venancio, [erica.venancio@agbizkc.com](mailto:erica.venancio@agbizkc.com).

## Kansas 4-H Honors Ag Broadcaster

Eric Atkinson, KSU Research and Extension agriculture radio director and the voice behind Agriculture Today, an hour-long daily update on agriculture, was honored for his distinguished service to Kansas 4-H. The award was presented at the Kansas 4-H Emerald Circle Banquet held in Manhattan, Kansas earlier this month. Atkinson's weekday broadcast reaches two-thirds of the state of Kansas, the northern third of Oklahoma and parts of Eastern Colorado, Nebraska. It is also webcast.

In nominating Atkinson for the award, Pam Van Horn, a 4-H specialist for the KSU Research and Extension, expressed appreciation for his commitment to Kansas 4-H. During his 28-year career, Atkinson



vineyards in Centerview, Missouri. Annual production is around 1,200 cases, mostly Bordeaux and Rhone varieties.

### **Ceva Announces New Director of Marketing For Companion Animals**

Ceva Animal Health has brought Steve Hoffman on board as Director of Marketing- Companion Animals. A 17-year veteran of the animal health business, he will have responsibility for the strategic planning and execution of all companion animal health products and related campaigns and management of the companion animal marketing team. Hoffman will be based at Ceva's North American headquarters in Lenexa, Kansas.

According to Craig Wallace, CEO of Ceva's North American Zone, Hoffman has an established track record of successful product launches and extensive brand management experience. "He knows the veterinary profession and has an intuitive understanding of the pet-owning public."

Before coming to Ceva, Hoffman was Senior Associate Director, Pet Marketing, for Boehringer Ingelheim Vetmedica. Prior to he was Director of Marketing for Fort Dodge Animal Health. Hoffman received his Master of Business Administration degree from the University of Kansas and his Bachelor of Science degree in Agricultural Economics from the University of Vermont.

### **KCADC Appoints New Head of Bioscience Development**

Kim Young recently joined the Kansas City Area Development Council as Vice President of Biosciences Development with responsibility for recruiting new investment from bioscience and animal health companies into the Kansas City region. She replaces Lynn Parman who recently joined Boehringer Ingelheim Vetmedica as Director of its sales and marketing support functions.

Young has more than 11 years of economic development experience in Kansas and Missouri. She has worked with local, state and regional development offices to either bring in new businesses or expand existing operations. Some of the companies Young has

hosted 4-H specialists on his broadcast each week - and during that span he has interviewed about 1,500 Kansas 4-H members.

[CONTINUED HERE...](#)



18 U.S.C. 707

### **Bayer CropScience Names New Crop Protection CEO**

Bayer CropScience appointed Jim Blome as President/CEO of its Crop Protection unit for the North American region, effective July 1, 2011. Blome succeeds Bill Buckner, current who will retire from Bayer CropScience at the end of the year.



**Bayer CropScience**

Blome joins Bayer CropScience from Valent U.S.A. Corporation, which is wholly owned by Sumitomo Chemical Company, where he most recently served as Executive Vice President and COO. In this role since 2009, Blome led the North American crop protection business and provided oversight to 270 employees, while delivering record

sales and profits.

[CONTINUED HERE...](#)

### **AFA Names New Director of Development**

Agriculture Future of America has appointed Mark Stewart as Director of Development, responsible for the AFA's funds growth through national and regional corporate partners, associations, rural businesses and individuals. He will also be collaborating with other association leaders in creating grant and special funding proposals to expand the capacity of the organization.

"AFA is pleased to have an individual with Mark's experience join our team as Director of Development," said Russ Weathers, AFA President and CEO. "In this role, Mark will provide leadership to AFA's resource development efforts at an important time of organizational growth. AFA celebrates its 15th year of programming this fall and is positioned for a period of exciting growth in the next five years. Funding will be a key component of the organization's expansion."

[CONTINUED HERE...](#)

### **National Pork Board Elects New Officers**

Everett Forkner, a pork producer from Richards, Missouri, has been elected president of the 15-member National Pork Board. Forkner, who had been the board's vice president, is the owner and president of Forkner Farms Inc., which has 550 purebred sows and markets 7,500 hogs per year. With members of his family, he also raises corn, soybeans and wheat on 2,000 acres in west central Missouri.

Forkner has traveled the world to sell his purebred pigs in Europe, China and Southeast Asia. An animal science graduate of the University of Missouri, he has maintained his passion for improving swine genetics. He has served as president and on the board of the American Landrace Association and on the board of the United Duroc Association.

[CONTINUED HERE...](#)

### **Kansas FFA Blue & Gold Golf Scramble**

dealt with include Mars Petcare, Immunophotonics, Cargill Meat Solutions, Cessna, Spirit Aerosystems, IBM and Nordic Windpower USA. She will bring strong leadership skills to support the ongoing growth of the KC Animal Health Corridor, notes officials at the KCADC. Young is a graduate of Pittsburg State University with a Bachelor of Science degree.

## 2011 Officers & Directors

Elvin Hollon  
Chairman  
*Dairy Farmers of America, Inc.*

Russ Weathers  
Vice Chair  
*Agriculture Future of America*

Bill Brooks  
Secretary/Treasurer  
*Downes-O'Neill/ FCStone, LLC*

### 2011 Board of Directors

Cliff Becker  
*The Center for Food Integrity*

Bruce Brinkmeyer  
*Bayer Animal Health*

Wyatt Brummer  
*The Scoular Company*

Frank Bryant  
*SES, Inc.*

Tim Daugherty  
*Land O'Lakes*

Jim Gray  
*Heartland Plant Innovation Center*

Mike Johanning  
*John Deere*

J.J. Jones  
*Seaboard Foods*

Damon New  
*First State Bank & Trust*

Don Nikodim  
*Missouri Pork Association*

Diane Olson  
*Missouri Farm Bureau Federation*

Nancy Robinson  
*Livestock Marketing Association*

John Shostak  
*Kansas Farm Bureau*

Amber Spafford  
*Osborn Barr Communications*

Steve Taylor  
*Missouri Agribusiness Assoc.*

The Kansas FFA Foundation is hosting the 2<sup>nd</sup> Annual Blue & Gold Golf Scramble on Sunday, July 31, at Sycamore Ridge in Spring Hill. This fun day on the links brings together former FFA members, families, friends, and sponsors to celebrate Kansas agriculture education. A portion of the proceeds are designated to recognize outstanding agricultural educators in Kansas classrooms. For more information and to register, [click here](#) or contact Kerry Boydston Wefald at the Foundation, 785-410-2576.

The Kansas FFA Association, formerly known as the Kansas Future Farmers of America, is a youth organization of 8,000 members in 165 local FFA chapters in Kansas. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The Kansas FFA Foundation, Inc. enables Kansas Agriculture Education and FFA programs to empower future leaders and their passions. The Kansas FFA Foundation will do this by developing and sustaining collaborative relationships resulting in financial support and service opportunities. For more information, visit [www.ksffa.org](http://www.ksffa.org) and follow us on Facebook and Twitter.

## Kansas City Will Host Animal Science Convention in 2014

The American Society of Animal Science (ASAS) and the American Dairy Science Association (ADSA) will hold their 2014 annual joint convention in Kansas City, July 20-24. The Kansas City Convention and Visitors Association (KCCVA) estimates the ADSA/ASAS convention will attract approximately 4,000 delegates representing animal industry professionals from universities, extension government agencies and agricultural corporations. The conference agenda will focus on nutrition, biotechnology, genetics and pharmacology.

For more than 100 years, the ADSA has provided leadership in scientific and technical support to sustain and grow the global dairy industry through generation, dissemination and exchange of information and services. The organization publishes research, reviews and timely information in its *Journal of Dairy Science*, which is the highest ranked general dairy research publication in the world. The ASAS promotes the discovery, sharing and application of scientific knowledge concerning the responsible use of animals to enhance human life and well-being. Both organizations, located in Champaign, Illinois, work toward a consensus regarding science-based animal issues.

## Animal Health Corridor's Annual Homecoming At Hale Arena

The sixth annual KC Animal Health Corridor Homecoming event - Corridor Corral - takes place on Monday evening August 29 at Hale Arena in the American Royal complex. About 800 members of the international animal health industry are expected to be on hand to celebrate the region's rich agriculture and livestock heritage.

In addition to highlighting the assets and successes of the AHC this year, the program will also honor Joerg Ohle, former general manager of Bayer Animal Health and the visionary behind the KC Animal Health Corridor, with its 2011 Iron Paw Award. "King of Cowboys" Ty Murray, seven-time All-Around World Champion rodeo athlete, will be the featured guest. More details are available [here](#).

## AFA Expands Partnership with Pioneer Hi-Bred Foundation

Agriculture Future of America announced the continuation and

Tracy Thomas  
*U.S. Premium Beef*

Bob Thompson  
*Bryan Cave LLP*

Jere White  
*Kansas Corn Growers Association*

Shrene White  
*Cargill/Horizon Milling*

Loyd Wilson  
*Missouri Dept. of Agriculture*

**Ex Officio Members**

Mike Beam  
*Kansas Livestock Association*

Gina Bowman  
*CVR Energy*

**Staff**

Bob Petersen  
*Executive Director*  
[bob.petersen@agbizkc.com](mailto:bob.petersen@agbizkc.com)

Dennis McLaughlin  
*Contributing Editor*  
[dmclaughlin54441@everestkc.net](mailto:dmclaughlin54441@everestkc.net)

Erica Venancio  
*Director of Membership Services*  
[erica.venancio@agbizkc.com](mailto:erica.venancio@agbizkc.com)

Abigail Hiles  
*Director of Communications*  
[abigail.hiles@agbizkc.com](mailto:abigail.hiles@agbizkc.com)



www.agbizkc.com  
816-628-1231 phone  
P.O. Box 26426  
Kansas City, MO 64196

**Forward email**



This email was sent to [dmclaughlin54441@everestkc.net](mailto:dmclaughlin54441@everestkc.net) by [abigail.hiles@agbizkc.com](mailto:abigail.hiles@agbizkc.com) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Petersen Consulting Services, LLC | P.O. Box 26426 | Kansas City | MO | 64196

expansion of its 13-year partnership with Pioneer Hi-Bred Foundation which renewed its commitment to the AFA with a donation of \$50,000 for organizational support in 2011. AFA's activities are made possible by the support from corporations, associations, foundations and individuals committed to the future of the agriculture and food industry.



The continuing partnership with Pioneer will allow AFA to strengthen the quality of its programs and develop new programs to better prepare young leaders to drive the agriculture industry into the future.

The AFA will use Pioneer's contribution for these tasks:

- Connecting students, young professionals, partners and industry through Web-based resources;
- Partnering with universities, associations and corporations to offer additional opportunities for training through the AFA network;
- Strengthening partnerships to provide essential work experience for career development;
- Developing and enhancing AFA partnerships with colleges and universities;
- Partnering with organizations, associations, corporations, individuals and foundations that produce and support food, fiber, energy, technology and medicine.

"AFA appreciates the partnership with Pioneer Hi-Bred Foundation," said Russ Weathers, AFA President and CEO. "This investment recognizes the significance of AFA programming and provides comprehensive leader and career training programs, identification and implementation of intern opportunities and scholarships."

As the philanthropic arm of DuPont business Pioneer Hi-Bred, the Pioneer Hi-Bred Foundation makes contributions to non-profit organizations on behalf of the business and employees. Consideration for grants is given to communities where Pioneer representatives, employees, and customers live and work worldwide and support sustainable quality-of-life initiatives.



Try it FREE today.