

PLACE YOUR AD HERE — THE NEXT COUNCIL NEWSLETTER

The majority of ABCW members are those who service and sell agricultural products. To give these business owners and managers a new way to market themselves, the ABCW is offering logo advertisement space in its E-newsletter. Members can pay a fee of \$50 per month for a logo placed in the mid-section of the page. Chris Trumble, ABCW chairperson, says newsletter ads will help members reach their target market – fellow agribusiness people.

“The Agri-Business Council alliance will help members portray their business,” he says. “It is also helpful for us to cover our expenses and help the newsletter become self sustaining.”

The deadline to place an ad in the Feb. newsletter is Jan. 20. Contact Trumble for ad space or more information, chris.a.trumble@smithbarney.com or (316) 737-2257. —

MEMBER PROFILE: GENE WOODARD

Gene Woodard is a busy farmer and business man. Most of the time he is managing 650 acres of wheat, corn and soybeans and raising 50 Angus and Gelbvieh cross cows. When he isn't farming and ranching, Woodard manages JG&K Enterprises, LLC, a leasing company with three building locations for retail shops, offices and restaurants. In addition, the Woodard family raises beef for sale, a business they take great pride in because it puts quality food on the table of many Wichita families.

“The farming and locker beef aspect takes priority most times,” Woodard says. “When something comes up with the leasing business then I have to address it, particularly maintenance. My wife, Kay, takes care of the financial end and has also worked as a medical administrator and in real estate.”

Woodard joined the Agri-Business Council of Wichita when it began in 2005, having served on the board for three years. Now he attends the organization's lunches to network with fellow agribusiness people

LUNCHEON TO FEATURE JOHN DEERE DEALER

The Council's lunches are its bread and butter. Members can look forward to another great session on Jan. 26 when Doug Neufeld, president of Prairieland Partners, speaks to the lunch crowd. Prairieland Partners is one of the largest John Deere dealerships in Kansas, with nine locations from Anthony to Emporia and Winfield to Marion. The lunch will be 11:30 a.m. at Eberly Farm, 13111 W. 21st St. North For final details on the Jan. 26 event, contact Jim Mock at james_mock@sbcglobal.net. —

MEMBERSHIP MEANS MORE THAN PAYING DUES

Being a member of an organization can look great on a resume but it could be more fulfilling to play an active role within. The Agri-Business Council of Wichita (ABCW) intends to be an organization that offers several ways to become involved from lunch speakers to conferences to committee participation.

During ABCW bi-monthly lunches, members gather at a Wichita restaurant for networking. An intriguing and professional industry speaker is always on hand to deliver the message, making it worth a member's time and money to attend. Recent speakers include K-State President Kirk Schulz, U.S. Congressman Jerry Moran, AGCO's David Disberger and Monsanto's Carl Casale.

If a member has a potential speaker they would like to hear, ABCW board members would appreciate the suggestion. The board is also looking for a luncheon coordinator, someone to arrive early to the restaurant or venue, place a sign up sheet and nametags at the door and ensure the speaker arrives on time and knowledgeable about their audience.

In 2007, ABCW hosted the BioNXT Conference – a successful event focused on the bioscience initiative in Kansas. Members volunteered countless hours of time to host the two-day event. The Council hopes to organize similar conferences and would require active membership participation to make it a success.

To make your ABCW membership mean more than a line on your resume, contact Chris Trumble at chris.a.trumble@smithbarney.com. —

and gain perspective.

“Kay tells me I live in my own little world on the farm” he says. “She is exactly right. All I worry about is cattle, crops, weeds and harvest. I need to go to meetings to interact with people and see what my neighbors are doing.”

The locker beef business has been a 20-year success for Woodard. He says he markets his product through word of mouth and has a strong following of customers. In recent years, Woodard has raised natural beef and his customers have caught on, mainly he says because they want to put a face with the place their food comes from.

Woodard's other hat, the leasing business, is truly off-farm income. Among the three buildings he owns in El Dorado and Wichita, tenants include retail, home health care, dentistry, eye care, pizza parlor, pharmacy, donut shop, sandwich shop and a check-into-cash store.

And there is still some time left for family, which Woodard says he truly enjoys. His four children have given he and Kay ten grandchildren, who range from college age to 10 years old and offer tremendous help on the farm.

“It's not uncommon for me to attend a grandkids' ball game then cut wheat until midnight,” Woodard says. “No matter what else is going on, I make an effort to watch them all play – volley ball, soccer, basketball – even when my granddaughter became Homecoming queen.”

Woodard values the ABCW as an opportunity to meet new people. He says after serving on the board and working with its members, he believes there is trust and respect among local agribusinesses for each other.

He also hopes the organization helps Wichitans appreciate the diversity that agriculture brings to Sedgwick County.

“People think it is more or less as an airplane city but truthfully there are a tremendous amount of dollars in production ag,” he says. “We've given farm tours and some people say to Kay and I, ‘If raising cows takes so much time, why don't you just go to Dillon's to get your milk.’ That's the city mentality we've got to change with a positive story about the value of agriculture.” —

