

**Welcome to the Agri-business Council of Wichita newsletter**



Jim Mock,  
Chairman

Dear Agri-business Council Member:

Welcome to the inaugural issue of the E-newsletter from the Agri-business Council of Wichita. This publication is an outgrowth of our executive board meeting in February, where we created a mission statement for the council that reads: "To foster a climate for agribusiness growth." We plan to implement this mission by offering networking events as well as enhancing communication. At a subsequent meeting, the board authorized development of a monthly newsletter as a means of communicating with members on a regular basis. It is our intention to constantly inform you on news and events that impact agribusiness in the Wichita region, as well as the state of Kansas (please see the article about our partnership with the Kansas World Trade Center and the Global Agribusiness Center). We also will feature member profiles so you can get to know others involved with the organization. To this end, I hope each of you feels free to contact us with ideas for stories, news items, people you would like to have featured, agricultural innovations, etc.

Rhonda McCurry, working with our Marketing Committee Chair Chris Trumble has agreed to develop and write the newsletter each month. Rhonda brings a wealth of writing experience to the job; therefore, we feel the E-newsletter will be a "first-class" publication.

I hope you find this issue enjoyable and useful. And, again I ask you to suggest ideas for future articles. Please contact me at [james\\_mock@sbcglobal.net](mailto:james_mock@sbcglobal.net).

**PARTNERSHIP WITH KANSAS WORLD  
TRADE CENTER FORMS NEW VENTURE**

There is a need for someone or something to connect the dots from an agriculture producer to an international opportunity.

This is the goal of a new partnership between the Agri-business Council of Wichita and the Kansas World Trade Center. Both organizations are headquartered in Wichita and are currently working together to create the Global Agribusiness Center (GAC).

A task force is in place that will define and develop the GAC, which could serve as a resource for Kansas entrepreneurs, agriculture producers and companies. The GAC is the perfect marriage between the "brains" in agribusiness and the global outreach of the Kansas World Trade Center (KWTC) network.

Karyn Page, President/CEO of KWTC, says her staff offers expertise in import and export markets but lacks the industry insight of agribusinesses. She says there are numerous opportunities for Kansas companies right now and the goal is to package the knowledge and experience of Agribusiness Council members and that of KWTC's outreach skills to form the new organization.

The KWTC requested federal funding to begin the Global Agribusiness Center and received an appropriations earmark of \$214,225 for the project. Page says this money will initially go towards supporting the task force and also to uncover exactly what agribusiness companies need to effectively market its products.

Initially, the GAC will have a virtual presence, as a link to the KWTC Web site [kansaswtc.org](http://kansaswtc.org). Page says as a service company, the new organization doesn't require formal office space but rather the right kind of

**MEMBER PROFILE:  
MEET CHRIS TRUMBLE**

The marketing guru for the Agri-business Council of Wichita (ABCW) has focused his career on how to help families become financially sound. As a financial advisor for Morgan Stanley Smith Barney, LLC, Chris



Trumble

Trumble says he works every day to help clients succeed in their personal life and in business.

This is probably because he has rural roots. Trumble grew up on a family farm in Clay County then earned two bachelors of science and a masters in business administration from Kansas State University. Having served on the ABCW board of directors since its inception, Trumble has developed outreach programs for the organization including the inaugural BioNxt Symposium, a successful

resources and people to help it grow.

Page says if she, as the leader of a marketing resource organization, doesn't know where to go for answers, other people probably don't either. She also says it is critical to be able to connect a potential customer of Kansas products with the right person and avoid a missed profit opportunity.

"Agribusiness is a significant part of our national and state economy," she says. "A global center for agriculture imports and exports is essential to gain information, offer resources and help producers move product from one point to another." —

## **NEW KANSAS STATE PRESIDENT SPEAKS TO COUNCIL ON VALUE OF LAND GRANT**

On his eighth day on the job, the newest leader of Kansas State University paid a visit to the Agribusiness Council of Wichita's (ACW) monthly luncheon.

Kirk Schulz is the 13<sup>th</sup> president of the state's land-grant university, a title he recognizes as both an honor and a responsibility. Schulz spoke to the ACW lunch crowd with a message of how he will guide K-State through its upcoming strategic planning process.

Through conversations with university graduates, Schulz says he hopes to develop a vision for the future of K-State, a plan called "KSU 2025." He says the strategic plan also requires maintaining the successful programs already in place.

"I want to hear from graduates from 1950, 2009 or 2030 in what makes their educational experience unique at K-State," he said. "The second part of plan is to not get rid of things that have gotten us where we are today. Instead we've got to articulate those and also come up with a set of quantifiable goals."

Schulz succeeds Jon Wefald who served as president of K-State for 23 years. Born in Virginia and a graduate of Virginia Tech, Schulz comes to K-State from Mississippi State University where he most recently served as vice president for research and economic development.

"If you picked up the two schools, Mississippi State and Kansas State, and swapped them, you'd have a tough time telling the difference," he says. "Mississippi State has a vet school, a strong ag program and a lot of same traditions. Also, the same kind of students go to both schools, those from small high schools and those who want to be successful in their career."

Schulz says he has a special place in his heart for the role of a land-grant institution and that K-State's philosophy of offering a top-notch education experience and of supporting agriculture and extension services made the decision to move his family to Manhattan an easy one.

"I really truly believe that the future of our state is tied to Kansas State University," he says. "And it's important that we continue the land grant tradition of taking in young people, giving them a strong educational experience and sending them out to become successful men and women."

The new president also discussed K-State's latest designation of being in the top 75 national universities ranked by U.S. News and World Report. Schulz says this is a great honor to be ranked among more than 2,500 public, private and research universities and teaching schools.

Schulz also listed the College of Agriculture's recent success as K-State's crop judging team earned its ninth national championships and the soil team received its second national award. The president also touched on his excitement for the National Bio and Agro-Defense Facility and how it will put K-State and the city of Manhattan on the map.

"The bottom line is whether its athletics, academics, judging teams or strategic planning, we really seek national prominence while maintaining the state's heritage," he says. "It's one thing to say we are a top institution but if we're not meeting the needs of

conference held in Dec. 2007 to bring together bioscience-related companies and interests in south central Kansas.

Trumble says the ABCW fosters agribusiness growth by hosting key speakers, networking with other community organizations and educating urban youth about the food and fiber industry. He says if a person is serious about getting to know leaders within the community, they should join ABCW.

"The Agri-Business Council works to educate key constituents and officials in the Wichita," Trumble says. "Our journey is only beginning and we need talented people to help our organization evolve."

As a financial advisor, Trumble helps clients develop wealth solutions, assists with estate planning and gets to know each client through consultation while also understanding that a family's most important wealth is their intellectual and human capital.

Prior to his work with Smith Barney, Trumble has a 17-year career history in business development with Cargill Meat Solutions and is a Kansas Agriculture and Rural Leadership class VII alumnus. —

our state we're not meeting our mission." —

## **COUNCIL SPONSORS 4-H/FFA YOUTH**

For the first time, the Agribusiness Council of Wichita (ACW) will serve as a sponsor-in-kind for the Kansas Junior Livestock Show, Sept. 25-28. The annual show is the largest agriculture youth event held in Wichita and will bring more than 700 4-H and FFA members from 90 counties to the city. As a sponsor, the ACW hopes to expand the silent auction and increase volunteer efforts. The sponsorship also helps the council meet its goal of promoting the value of agriculture to citizens living in Kansas' most populated city.

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*This E-newsletter will be distributed monthly with information on upcoming events, activities and speakers.  
For more info, contact Jim at [james\\_mock@sbcglobal.net](mailto:james_mock@sbcglobal.net).*

*Continued: Kansas World Trade Center*



