

BOARD SETS GOALS, REQUESTING HELP FROM MEMBERSHIP

The bar has been set by the Agri-Business Council board but it can not be reached without the help of every member. During a recent board meeting, organization leaders discussed and approved goals for 2010 and are now asking its membership to step up and volunteer to achieve them.

Last summer, ABCW Chair Chris Trumble sent a letter to the membership asking for feedback on the organization's enhanced mission statement and goals. The letter addressed the council's half-day strategic planning session at Kennedy and Coe, LLC. offices, where the team reviewed its successes and planned for the future, along with guidance from the Kansas Leadership Center staff. In the end, council approved five goals to help it move forward into 2010.

Like most non-profits, an immediate goal is to increase membership. The board of directors charged themselves and every member with taking on this goal by pledging to bring at least one guest to the next ABCW luncheon. Chris Trumble, ABCW chair, says a personal invitation might be just what a prospective member needs to join and become active in council activities. The goal is set to grow membership by 10-percent each year.

Driven by the success of the 2007 BioNXT Conference, council leaders also vowed to host another major event, potentially an educational conference or a networking activity. A four-member subcommittee was formed to develop ideas and a timeframe for an event, as well as gather input from membership.

"We think the momentum gained from BioNXT can be built upon," Trumble says. "We also need to reach beyond Wichita into a five-state region for attendance."

The most popular ABCW activity will also be in focus. Board Vice Chair Roger Kepley has committed to finding a consistent place for the bi-monthly luncheons to be held and each board member is also charged with continuing to bring in quality speakers and sponsorships for the lunches. Trumble says this election year should bring a variety of willing speakers who are candidates for local and statewide offices.

The organization's partnership with the Kansas World Trade Center to develop a Global Agribusiness Center is also a highlighted goal as well as to broaden the geographic reach of the council. Several of these goals go hand-in-hand and will be achieved together, Trumble says, for example hosting a successful educational event would bring in new members, reach beyond Wichita in scope and give the organization another activity to hang its hat on.

Trumble says he believes each goal is important for the ABCW membership.

"As with any organization you need goals to achieve the mission," he says. "We want to stay focused on adding value to our membership. And we will need volunteers to make this action plan work." —

BUSINESS PROFILE: MEAT≈LINK

Marcine Moldenhauer, owner of MEAT≈LINK Management, LLC, specializes in developing value-added marketing strategies, livestock care standards education, business performance analysis and food safety regulatory analysis and facility design. In a nutshell, her consulting business connects people in the livestock industry.



Moldenhauer

As a former cattle buyer for Excel, Moldenhauer spent eight years in western Kansas and Nebraska then moved to the corporate office in Wichita to work on special projects in cattle procurement. For the next 15 years, she led a strategic supply team and managed and negotiated marketing grid contracts, cattle feeding, joint ventures and working with the Cargill branded marketing and sales team. She was also asked to lead and manage the premium beef sales and marketing team at Cargill Meat Solutions.

The opportunity came for a promotion but in order to stay in the Wichita area and spend less time on the road, Moldenhauer set out to establish her own livestock and meat consulting company. Two years later, she now enjoys working with a variety of clients ranging from chefs, food distributors, ranches, feed yards, cattlemen's organizations and a few international groups.

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"I listen to clients to understand what they're trying to accomplish," she says. "From there we set out to find the right customer, supplier, strategy or whatever MeatLink is contracted to do."

Moldenhauer has written articles on management practices and how to ensure end-product value and quality for several publications and worked with the Canadian government on traceability. MeatLink can also provide marketing materials for feed yards, ranches and beef companies. She also brings on contractors when needed to work on food safety recommendations and analyze statistics and complex data.

"Thanks to my work experience, my goal is to create value and decrease inefficiencies in livestock and the meat industry," she says. "I've also been pleasantly surprised that my small, start-up business has been able to work with a big range of clients from both Kansas and surrounding states to international clients from Canada, Ireland and Brazil." —

THANK YOU TO AG CREDIT FOR LUNCH

A sincere thank you goes out to American Ag Credit for sponsoring the most recent lunch of the Agri-Business Council. Every other month, the ABCW hosts a lunch meeting to give members an informal opportunity to network and hear from a local or regional presenter. The luncheons are often considered the highlight of a Council membership, with between 30 and 40 people in attendance.

Ag Credit sponsored the Jan. 26 luncheon where Doug Neufeld, president of Prairieland Partners, as the speaker. Prairieland Partners is one of the largest John Deere dealerships in Kansas, with nine locations from Anthony to Emporia and Winfield to Marion.

Other businesses and individuals may sponsor a 2010 ABCW luncheon by contacting Jim Mock at james_mock@sbcglobal.net. —

MEMBER PROFILE: SHIRLEY HARROLD-ALBRIGHT

The Agri-Business Council of Wichita welcomes one of its new board members to the table – and will probably take advantage of her marketing and public relations expertise.

Shirley Harrold-Albright is the creative director and a strategic planning person for Armstrong|Shank, a local public relations and advertising company. In her position, she is responsible for overall creativity with the agency, which means working with art directors, graphic designers and writers on outgoing marketing pieces. Harrold-Albright also makes sure each project reflects guidelines set by the customer and that it appeals to the brand standard of visual and written creativity.



Harrold-Albright

"Whether we're doing a print project or a radio spot, we want to make sure the customer's brand comes through solid in every single piece," she says.

Before her work with Armstrong|Shank, Harrold-Albright had her own agency, for 22 years. When her business partner decided to retire, she discussed a merger with Susan Armstrong, a long time friend and industry colleague. The two began working together one year ago and Harrold-Albright was able to bring on board a major aircraft company, one of her former clients.

New to the agency is a certified GOOGLE analyst – someone who can track specific items as a way to ensure all public relations and marketing efforts are helping the clients sell their products or services. The analysts can pinpoint Web sites, direct traffic to a particular page, match search words, analyze demographics and determine the length of time each person spends on a Web page.

"We can gather information on the entire scope of sending the message out, which we in turn give out to client," she says.

As a new member of the ABCW board, Harrold-Albright says she is looking forward to working on marketing or public relations efforts that will raise public awareness of the council. Her previous agriculture experience comes from being involved with the National Agri-Marketing Association for a number of years and she is particularly interested in the ABCW's work with the Kansas World Trade Center to develop a Global Agribusiness Center. —

PLACE YOUR AD HERE NEXT MONTH

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 advertisement space in its E-newsletter and on the organization Web site. Members can pay a fee of \$50 per month for a logo placed in the mid-section of the E-newsletter page or one of the Web pages. The logo will be linked to the advertiser's own Web page. The deadline to place an ad in the April newsletter is March 20. Contact Chris Trumble for ad space or more information, chris.a.trumble@smithbarney.com or (316) 737-2258. —

KOCH FERTILIZER COMPANY ADDING CAPACITY FOR WORLD MARKETS

Koch Fertilizer, LLC and its affiliates are significantly expanding their ability to serve customers and suppliers by developing new deepwater terminals and expanding existing operations at ports around the world. New locations will include France, the U.K., Australia, Mexico and South Carolina, in the U.S. Following these additions, Koch Fertilizer, LLC's global dry bulk, liquid and ammonia storage capacities will exceed 2 million metric tons.

Steve Packebush, president of Koch Fertilizer, says the new investments will complement the company's global marketing, distribution and production network and enhance its ability to efficiently serve customers and suppliers. Operating terminals in ports around the globe will also allow for liquidity to suppliers of all types of fertilizer and provide customers access to low-cost products and services. Packebush also says the expansion will give the company capability to handle large and small vessel shipments and provide diverse products to agriculture and industrial customers in a broad number of strategic locations.

The Charleston, South Carolina facility will add 40,000 metric tons of storage. This terminal is used to supply potash and other fertilizers for truck and rail delivery – with links to both the NS and CSX railroads – in the southeastern U.S. —

Continued: Kansas World Trade Center