

## GREET YOUTH, SERVE STEAKS AT JR. LIVESTOCK SHOW

You never know whom you'll meet while serving steaks or checking in junior beef exhibitors at the Kansas Jr. Livestock Show (KJLS). These and other opportunities are available to Agri-Business Council of Wichita members whom volunteer for the KJLS, 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.



Hugh Nicks, show manager for the KJLS, says he appreciates the financial support of the Council for the upcoming event and hopes its members take full advantage of being able to participate on such an important level. For example, helping hands are needed to accept dinner tickets and serve steaks at the Beefeater's BBQ on the evening of Sept. 28, just before the Auction of Champions. ABCW volunteers will fill a void the event's former sponsor, the Wichita Chamber of Commerce, previously occupied by working the ten food lines. Nicks says this event requires volunteers to step forward and help the event run smoothly. BBQ tickets are \$60 and all proceeds support the KJLS.

In addition, ABCW members may assist with exhibitor check-in and show ring activities throughout the weekend. Volunteers can also help with the silent auction, another important financial benefit to livestock youth. Dan Heinz, vice president for correspondent banking and agribusiness lending with INTRUST Bank, says the KJLS is a great way for the Council to earn community awareness by interacting with key business leaders and 4-H and FFA members.

"We have a golden opportunity for the visibility of the organization to be even greater this year as we are playing a much larger role in the show," Heinz says. "This visibility will only be limited by the number of people we have there to help. Therefore, participation by our membership is key."

As a major sponsor of the KJLS, the Council will also be listed in the show book and other promotional materials. Volunteering at the Beefeater's BBQ or during the show is a commitment that requires one day or evening but gives a year-long benefit to the youth involved. To volunteer, contact Hugh Nicks or Cheryl Smith at (316) 683-2611. —

### MEMBER PROFILE: MEET KYLE BAUER

From the farm to fast food to KFRM, Kyle Bauer seems to have done it all. And, he says, there is more to come.

Bauer attended Kansas State University, earned a degree in agriculture then returned home to the Clay Center area to farm in 1980. Over the years, he invested in various businesses including a restaurant chain, later selling it to Burger King; served on a bank board then owned and managed a manufacturing plant. Thirteen years ago, Bauer and his wife, Lisa, along with two other investors purchased KFRM



Bauer

### MARK YOUR WINTER CALENDAR FOR AG PROFITABILITY CONFERENCE

The Agri-Business Council of Wichita (ABCW) will provide financial support for the upcoming Ag Profitability Conference, set for Dec. 8 at the Sedgwick County Extension Education Office, 7001 W. 21st St. North, Wichita.

The annual event is expected to bring in nearly 200 people to learn more about crop production costs and profitability for 2010, grain markets, crop enterprise profitability, cow calf economics, risk management marketing strategies, land trusts and effective use of the internet for grower topics. The conference will also feature a keynote agriculture speaker.

Thanks to the ABCW and other sponsors, each participant will only have to pay \$15 to attend the day's activities, including lunch. For more information, contact Gary Cramer at [gcramer@ksu.edu](mailto:gcramer@ksu.edu). —

### INTRUST VICE PRESIDENT SAYS COUNCIL PROMOTES AG IN BIG CITY

The vice-chair of the Agri-Business Council of Wichita (ABCW) is rather proud of the organization's mission and purpose. After all, he says, agriculture has a huge economic impact in Sedgwick and people still need to eat

investors purchased KFRM Radio, based in Clay Center. The couple already owned local station KCLY and took a chance on making both stations profitable and productive.

“Once we got into the radio business we fell in love with it,” Bauer says. “Initially, we bought KCLY so our town wouldn’t lose its station. But we found the staff people in radio are the best and it is a business that responds well to good management and solid business practices.”

Though KFRM is based in north-central Kansas, its coverage area includes 86 counties in the state to the northern Oklahoma border. As general manager, Bauer is responsible for the station’s finances, managing programming and hiring and retaining staff. He says he spends only a few days in the Clay Center office each week, traveling to various major U.S. cities to cover events, industry conferences and manage advertising.

Bauer says KFRM fills a need for people to receive information and a way for advertisers to get with listeners. He says the station is not just a jukebox that can be replaced with a music CD or an Internet stream.

“We have to provide information people can’t get anyplace else and allow them to get it when they want, morning and night,” he says. “Some radio models call for the opposite - keeping staff small and expenses down and not providing much in the way of service. That’s not our style.”

KFRM is a member of the Agri-Business Council (ABCW) because Wichita is the center of the station’s broadcast area. Bauer says many Wichita businesses have a customer base outside of the city, just like his listeners. Having served on the ABCW board for three years, Bauer is appreciative of the organization’s networking

economic impact in Sedgwick and Lincoln counties and still need to eat each day.

Roger Kepley, 57, works as the executive vice president at INTRUST Bank, a company he’s been with for 23 years. He believes the ABCW serves to make people aware that agriculture is essential to the success of a community and that its people deserve a seat at even the most urban meeting table.



Kepley

“Those of us on the Council board are very focused on our mission statement of promoting agribusiness in this part of the world,” Kepley says. “Whether it’s our partnership with local businesses like the Kansas World Trade Center or our sponsorship of the Kansas Junior Livestock Show, the tentacles of those relationships are what people focus on.”

Kepley was raised on a family farm near Ulysses. After attending Kansas State University, he returned home to work ten years at the local bank. He built a relationship with then First National Bank of Wichita, now INTRUST Bank, and when a job offer came along, he took it and moved to Wichita.

Though his titles have changes, Kepley has worked in the same divisions of the bank – correspondent banking and agribusiness lending. Today he manages 120 banks that hold accounts with Intrust, providing them with interbank services. Intrust Bank’s agribusiness lending department deals with \$200 million dollars for large livestock operations, grain companies and cooperatives.

Kepley says he is most proud of the ABCW’s first conference, BIO/NXT, held in Dec. 2007, saying it was a moment the Council established its name in Wichita.

“We were able to go from taking baby steps to walking on our own,” he says. “The relationships we build on a continuing basis and the knowledge we gain from our monthly lunches, meetings and interactions cultivate our reputation in the big city.” —

### **AGCO EXEC TO SPEAK AT SEPTEMBER LUNCH**

The Agri-Business Council of Wichita will welcome David Disberger of AGCO for lunch at noon, Tues., Sept. 15. As the product engineering director for the company, Disberger is responsible for product designed in Hesston and Beloit including axial and transverse combines; swathers; large and small square and round balers, planters and drills and sunflower tillage products. He will offer an overview of the AGCO company and its products and talk about the future of biomass crops like switchgrass, miscanthus and corn to the luncheon crowd that day. To make reservations, contact Jim Mock at [james\\_mock@sbcglobal.net](mailto:james_mock@sbcglobal.net). —

### **NETWORKING IS ADDED BENEFIT OF AGRIBUSINESS COUNCIL MEMBERSHIP**

Just like any other industry, agribusiness men and women must build relationships. The Agri-Business Council of Wichita (ABCW) offers an ideal network setting for its members to mingle among fellow leaders, share best practices and recruit new talent.

If a person is new to town, being involved with ABCW is one way to meet potential employers in the community and learn who’s who in the business world. Terry Rupp, ABCW member and commercial real estate broker with J.P. Weigand & Sons, Inc., says during one of his first Council meetings he met a landowner who wanted to drill a gas well in western Kansas. He was able to organize a deal for the landowner that was beneficial to all parties. Rupp says attending an ABCW meeting made it possible to find both new clients and partnerships.

events, which he says provide a unique venue to meet industry peers.

"I make it a huge priority to be at each Council luncheon," he says. "I sit with someone different each time and get to know two or three new folks this way. The luncheon speakers are the dessert on top of the meal but the other people are the real reason I'm there." —

to find both new clients and partnerships.

It's difficult to find a good reason to take time out of a busy work day to eat lunch with a membership organization but finding such a reason might ultimately pay off. Networking can make businesses profitable by helping owners and employees expand their personal network. Rupp says in a profit-driven society people need to make contacts and develop relationships to further their careers and professional status.

"What really helps is if the Council can continue to have a good cross section of businesses and individuals that have agriculture and rural issues as a common theme," he says. —

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

*Continued: Kansas World Trade Center*



