

# Creative Club

## Award Application

Submitted by



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**Due May 15, 2010**

Name of School: Iowa State University  
Date: May 2010  
Name of Club: Agricultural Business Club  
Address: Department of Economics  
Iowa State University  
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# Alumni Homecoming Breakfast

## Summary

This application will summarize an original idea implemented by the Agricultural Business Club of Iowa State University. The activity is one any club can do and it is an alumni breakfast on homecoming day. The breakfast was held for the first time in 2009 on the morning of Iowa State University's "homecoming" day, a time when many alumni return to campus to cheer on their school's football team. The objective of the breakfast is to allow past and current students of the Agricultural Business program, as well as professors within the Department of Economics, to come together to meet and reunite with one another in a casual setting. The event provides an opportunity for alumni to get updated on recent developments at their alma mater. This also helps the department to keep in touch with alumni, strengthening alumni relations in the process.

## Implementation

Early in the summer, invitations for the alumni breakfast are sent out to all Agricultural Business graduates to have a "meal on the club". These invitations are sent via email to addresses obtained from the University's alumni association. The club's officer team organizes the meal, location, and agenda for the breakfast. The time of the breakfast is set to start at 9:00 am. which allows time for a brief program, mingling, and tailgating regardless of the time of the game.

During the breakfast, one/both advisor(s) introduce in attendance the current club officers, faculty within the Department of Economics, and retired faculty members. The departmental chair gives a welcome that includes a briefing of activities over the past year within the Department of Economics. A club advisor summarizes departmental milestones over the year. A representative from the College of Agricultural and Life Sciences follows with college news and milestones. Generally speaking, most alumni follow the college they attended even after they have graduated. However, to provide some additional news and information, a representative from the university usually gives a short presentation of news and events that are occurring over the entire university.

Following these speakers, the current club president gives a report on Iowa State's Agricultural Business Club's activities over the past year. A slide show presentation is common, allowing the guests to follow along. Also, club members review the club display that is set up prior to the breakfast. At the conclusion of the breakfast, a club reporter will lead the Agricultural Business Club "Wheel of Fortune Game", a game that is known campus-wide. Our Club won the creative club award in 2006 for this game that gives a participant whose name is drawn a chance to pick one letter out of five (AG BUS) that hopefully contains a \$100 bill. Alumni were asked to write their names on the back of their business cards to be entered into the "Wheel of Fortune" drawing.

Along with the invitation, a survey is included asking the alumni a series of questions pertaining to their families, where they are currently employed, how their degree in Agricultural Business has affected them, and other related questions. Summaries of the responses of each alumni are included in a packet that is given to each of the attendees (please refer to attachment). This allows each person to look up their past classmates and other friends to see what their degree has done for them. It also turns out to be a great resource enabling alumni to reconnect with each other.

In addition to the program attached, are several pictures from this past year's alumni breakfast.

## **Results**

The Agricultural Business Club of Iowa State University feels that its alumni breakfast has been successful based on positive feedback not only from attending alumni, but also from those current and past professors that were in attendance. Some of the positive results include:

1. Reuniting of fellow classmates (over 40 in number in 2009) of the Agricultural Business program.
2. More alumni attend the homecoming football game.
3. Alumni have the opportunity to see where classmates work and what they have done with their lives since college.
4. Professors have the opportunity to see the successes of their former students.
5. Alumni are better informed of the activities going on within the department of economics, College of Agricultural and Life Sciences, Iowa State University, and the Agricultural Business Club.
6. The Department is able to strengthen its relations with alumni.

## **Suggestions**

We recommend that our Club continue to hold the alumni breakfast the morning of Iowa State University's homecoming football game. Some possible suggestions to further improve the alumni breakfast include:

1. Continue to have an early start to the event so as to have the flexibility to deal with a varying start time of the football game which often isn't announced until a few days before.
2. Mail the program of the breakfast, including the career summaries of all alumni, to those whom are not able to attend the breakfast.
3. Verify that the e-mail list used to send invitations includes only Ag Business graduates.
4. Reduce the number of speakers, as the program ran a little long during our first breakfast and, besides, alumni seemed most interested in mingling with each other.
5. Get as many career responses from alumni as possible.
6. Investigate other sources to cater the food.
7. Continue with this annually as it can become a "tradition" and alumni will always be able to look forward to returning to campus for this event.

## **List of Attachments**

1. Photos from the previous alumni homecoming breakfast.
2. Program including career summaries of alumni.

Photos from previous Alumni Homecoming Breakfast





**Iowa State University  
Agricultural Business Club  
Alumni Homecoming Breakfast**

**Saturday, October 17, 2009  
8:00-10:00, 368A Heady Hall  
Ames, IA**

The purpose of the Agricultural Business Club is to stimulate interest in agricultural business among students of various curricula. The Club attempts to create an awareness of career opportunities in agribusiness at monthly meetings by featuring a variety of guest speakers who discuss such topics as finance, farm management, agribusiness management, sales, and marketing. An annual spring banquet is hosted to recognize achievements of outstanding club members and alumni. The club arranges several other activities including service projects, an industry golf tournament, industry tours, fundraisers and social functions. We also sponsor the Ag Career Day in conjunction with the CALS Career Services Office. Our Club has been recognized as "Outstanding Chapter" in the nation in 1992, 1995, 1998, 1999, 2001, 2004, 2006, 2007, 2008, and 2009. The Club was also recognized as having the nation's most "Creative Club Idea" in 2000, 2001, 2003, 2004, 2006, 2007, 2008, and 2009. Both of these awards are given by the Student Section of the American Agricultural Economics Association.

## PROGRAM

Introductions (Club officers, faculty, retired faculty) – Dr. Ron Deiter

Departmental 'Welcome' – Dr. GianCarlo Moschini

Departmental News & Milestones – Dr. William Edwards

College News & Milestones – Dr. Joe Colletti

University News & Milestones – Mr. Jeff Johnson

Agricultural Business Club Activity Report – Joel Ahrendsen

Agricultural Business Club Wheel of Fortune Game – Missy Merwald

### 2009 Homecoming Breakfast Alumni Attendees

Borel, Jim	1978	Currently serving as Executive Vice-President of DuPont and a member of the Company's Office of the Chief Executive. His responsibilities include the DuPont agricultural businesses including DuPont Crop Protection and Pioneer Hi-Bred International. He also serves as Chair of the National 4-H Council Board of Trustees, as well as a member of the Board of the Farm Foundation, the University of Delaware and the Delaware Community Foundation.
Brus, Tom	1980	Currently farming the family farm just outside of Walcott, IA. I farm 500 acres that includes corn, beans and hay. I farrow-to-finish about a 1000 head of hogs a year and feed out some feeder calves. I am married to Sandy and we have 2 girls. One is a sophomore here at ISU and the other one is coming to ISU next year.
Chwee, Allyson	2009	I am currently attending Creighton University Law School and will graduate in May 2011.
Dirksen, Matthew	2009	I am currently farming with my dad in western Iowa. We grow corn, soybeans, and livestock.
Dostal, Lumir	1960	
Dyer, Melissa Davis	2005	I started with the USDA-Farm Service Agency following graduation and am currently a Farm Loan Officer based out of the Jasper County FSA office in Newton.

		Our office covers a seven county area in Central and East Central Iowa. My job includes writing and servicing loans and providing supervised credit. I work primarily with beginning farmers to help them develop financial statements and cash flow projections and monitor the progress of the operation. My husband, Clayton (also ISU College of Ag alumnus), and I own 140 acres in Wayne County and operate a 40 head cow/calf herd and 120 head ewe flock.
Edwards, William	1969	I served as a Peace Corps volunteer in Colombia 1971-74. Extension economist, instructor and professor in the Department of Economics at Iowa State University since 1974. Teach a course in farm business management each year and have co-authored a text book, <u>Farm Management</u> . Responsible for Extension education in risk management, farm leasing, machinery economics, and financial management. Co-director of Ag Decision Maker website ( <a href="http://www.extension.iastate.edu/agdm/">www.extension.iastate.edu/agdm/</a> ).
Everett, Bevan	2000	I work for FCStone LLC as a Commodity Broker and Researcher in the International Division, West Des Moines, IA. I analyze the major ag commodities of the world and the effects the forces of supply and demand will have on the futures markets.
Fevold, Tim	1982	I have worked at Hertz Farm Management, Inc. since graduation. I provide professional farm management and real estate services throughout north central Iowa.
Friedrichsen, Adam	2006	I returned to the home farm following graduation. In August of 2006 I accepted a position at Kunau Implement in Preston, IA, in the parts sales department as some internal retirement was to take place and shifting of current employees. I am still currently employed at the same company as assistant parts manager, as well as continuing to play a role in the farming operation at home. Since graduation I have returned to the classroom and July of 2008 I became a certified EMT for Andover Volunteer Ambulance which services rural Clinton County.
Griffith, Gene	1967	Following graduation, my wife Kathy, and I moved to Bettendorf to begin a 38 year career with John Deere Construction Equipment Company. During that time I held various sales and finance positions, and moved frequently. In 1975 we returned to the Quad Cities and the next six years were spent as Division Sales Manager for Asia and Latin America. I retired in 2005 as President of Hitachi Construction Machinery, a joint venture between Deere and Hitachi. We also farm in Iowa and Illinois. At the time of my retirement we had a good size Angus cow/calf operation, and an 850 acre corn/soybean operation. In early 2005 I became involved as the co-founder, and CEO of Patriot Renewable Fuels, LLC, a 100 million gallon per year ethanol plant, in Annawan, IL. Annawan is on Interstate 80, thirty-four miles east of the Mississippi River. Now that Patriot is up and running, we are looking at other agriculture related projects that might bring new jobs to the western Illinois area. In our spare time we attend Iowa State's football games, spend time in Naples, Florida, and enjoy our eleven grandchildren.
Gude, Patrick	1979	I am the Int'l Sales Mgr. for ITW Dykem. I travel the world setting up distribution for our products.
Hoover, Greg	1984	Currently I'm a regional sales manager at John Deere Credit with responsibility for growing our complimentary agricultural financial services in our U.S. market. My wife Cindy and I now live in Johnston, IA with three children, Melissa, Mitchell and Megan, now all Cyclone graduates!



Ihde, Nick	2008	I am currently at Kansas State University working on a master's degree in soil science. My research is focused on the impacts of biofuel production on soil quality. Currently, my research site is located in southwest Kansas where a new cellulosic ethanol plant is under construction. Through this project, I will look at wind erodibility of soil, soil properties, and economics of removing corn stover.
Jungmann, Matt	1997	Currently serving as National Shows Manger for Farm Progress Companies, I manage all 4 Farm Progress Companies owned shows. These include New York Farm Show, Farm Progress Hay Expo, Husker Harvest Days and the Farm Progress Show. I began my career in 1995 as Assistant Manager of the Farm Progress Show. I then progressed to Manager in 1998 and 1999. After a one and a half year employment with Pioneer Hi-Bred International he returned to Farm Progress. Matt now resides in Aledo, Illinois with his wife, Krystal, two sons, Jack and Luke and new daughter Kate.
Kalton, Marty	1983	Vice President – Sr. Relationship Mgr., Wells Fargo Bank NA, I serve as a relationship manager for ag customers throughout the state of Iowa. I work mostly with large crop and livestock producers, as well as agribusinesses such as privately owned grain elevators and seed companies. I make operating, equipment, and real estate loans. I also help meet customers' needs with treasury products and services. I have been with Wells Fargo for three years. I was with Pioneer Hi-Bred International for the previous twenty years most recently as a District Sales Manager.
Ludington, Byron	1968	I am a retired claims representative for the Social Security Administration.
Lundgren, Alex	2008	I currently reside in Owatonna, MN and am working for Syngenta Seeds with the NK Brand as an Sales Representative. I service 20 cooperatives, and several independent retailers.
Meierdierks, Carrisa	1998	Currently I am a professional mom of multiples; my duties include referring and keeping up with two 4 year olds, first aid, nutrition specialist, cook, magician, horticulturist, peace maker, story teller, scheduler, the CEO of our home! I have been in this position for 4 years, although the pay is lacking, the rewards are great! During the last 4 years, I have served on the board of the Minnesota Valley Mothers of Multiples organization (500 MOMs) as Vice President, President and currently Parliamentarian. After graduation in 1998, I was employed by Cargill for 3.5 years in Wichita, KS and then in Wayzata, MN. I also worked for 4.5 years for Roma, a Vistar Foodservice Company, as a Territory Manager in SE Minnesota before taking on my current role of CEO to the Meierdierks Wall Home.
Metcalf, Bob	1965	
Obrecht, Adam	1998	
Obrecht, Darren	1995	I went to work for the ConAgra Trade Group in Omaha, NE. I was a feed ingredient merchandiser and traded Wheat Midds and Corn Gluten Meal until 1999 when I moved to The Scoular Grain Company in Omaha. For Scoular I traded Wheat Midds in the Western U.S. I started w/ Karstens Investment Counsel in Feb 2001 and have helped grow a boutique wealth management firm that now has five advisors. We are a fee only Investment Advisory firm that works with families in wealth management and estate planning. We also serve medium to large businesses in managing their 401k plans to employees.

O'Rourke, Klaire	2008	
Orr, Josh	2004	I am currently working at John Deere, at our Intelligent Solutions Group in Urbandale, IA. I am the Supervisor of the Dealer Technical Assistance Center (DTAC) here at ISG. I've been in the position for about a month, recently relocating from Rockford, IL where I was a Territory Customer Support Manager for John Deere, covering a territory in Northern Illinois.
Peckumn, Jerry	1975	
Petersen, Bradley	2007	
Peterson, Kent	2005	
Phelps, Jess	2004	Current Occupation: Attorney at Faegre and Benson, LLP in Des Moines, Iowa, practicing in the areas of Agricultural Law, Environmental Law, and International Trade. Professional Highlight: Clerking for the Honorable Richard W. Goldberg of the United States Court of International Trade (an Article III court in New York) from 2007 to 2009.
Pullen, Kim	1981	I am a co-owner of Heartland Finishes, Inc. we are a commercial subcontractor specializing in drywall and painting. We employ around 135 people. Married to wife, Mary and have two sons. Brice who lives in Big Fork, Montana and Andy lives in Austin, Texas. Jesse is a chemical engineering student at ISU. Trevor is a civil engineering student at ISU. Quincy is a second grader in Johnston. We live in Johnston, Iowa.
Riesberg, Kyle	2007	Starting directly after graduation, I moved to Kansas and became a Planting and Seeding Specialist for Case IH, where I have recently become a home owner in Manhattan, Kansas. I travel the Wheat Belt, which consists of Texas, Oklahoma, Kansas, Colorado, Wyoming and Western Nebraska. It is an experience of a lifetime traveling and learning so much in just under 2 years with a great company in the field of agriculture. I get to travel and promote my products to my dealers and customers. Sales and marketing are the 2 fields that I am partaking in, as well as during planting season I get to help with mechanical and electrical equipment in the heat of the moment. Some great experiences that I have encountered so far in my job with Case IH are informing customers at farm shows about our product as well as putting on sales meetings for 50 customers at a time, promoting our product and explaining how it will fit in their current farming regimen. A success story I will never forget is trading a customer out of 15 competitive units into 15 Case IH implements, which included a 24 Row Front Fold Planter in Colorado. Overall, Case IH has provided me with a great experience so far and many more years to come!
Schwalbe, Julie	1987	Currently General Manager, Living the Country Life LLC, a joint venture with Meredith Corporation and Learfield Communications. A multi-media solution to reach the rural lifestyle audience; we do this with a bi-monthly magazine, TV show on RFD-TV Network, daily radio program on over 275 radio affiliates, an active Web site, and database. Have worked with Successful Farming and Better Homes and Gardens Family Food Group, also with Meredith. Prior to Meredith, Pioneer Hi-Bred in sales and marketing.
Shafer, William	1975	After graduating from Iowa State in March of 1975, I was employed by a rural bank in Illinois for a year and then accepted a position with the Iowa Farm Business Association as a Farm Consultant. In 1987, I was accepted to the University of Iowa College of Law and graduated in 1989. I have been in private

		practice in Williamsburg, Iowa since 1991, with a general practice with an emphasis on Agricultural law, particularly finance and taxation and maintain my relationship with the Iowa Farm Business Association. My wife and I have two adult sons, one a policeman with Cedar Falls, Iowa, Police Department, and the other a water specialist with Water Pollution Control in Cedar Rapids, Iowa.
Smith, Martha	2004	I have been working for Monsanto Company since my Iowa State graduation in 2004. After 5 years in management at seed corn production facilities in Michigan and Hawaii, I transferred to Monsanto's Government Affairs division in April 2009 to accept the role of Midwest Community Affairs Manager. I am based out of Farmer City, IL.
Teig, Paula	1988	Currently, I am employed at Loras College, Dubuque, IA, as the Director of the Academic Success Center and hold a titled faculty designation.
Uhlman, Josh	2004	Since graduating from Iowa State in 2004 I have been employed with John Deere. Throughout my time with Deere I have worked in a variety of sales, marketing, and product support capacities. I have also gone on to complete a Masters Degree in Business Administration while taking evening courses. In September of 2008 I accepted a position in marketing at John Deere Credit. My current role is Manager of Product Market Development in Johnston, IA. I am also involved in Deere's recruiting process as one of the marketing recruiters for Iowa State.
Underwood, Roger	1980	Co-Founder, and larger shareholder of Becker Underwood, a specialty chemical supplier of non-pesticide products to the seed treatment, agricultural, turf, aquatic, forestry, and horticultural markets. Becker Underwood employs 400 and has offices in seven countries on four continents. Currently, I am a partner in Rural American Fund, a private equity fund that acquires companies in the ag, seed, and equipment industries in rural America. I am also Chairman of Campaign Iowa State, raising \$800 million dollars for Iowa State University. I am married to Connie Underwood (ISU 1984) and have two boys at ISU, one in the college of business and one in Ag Business. I live in rural Ames.
Van Dyke, Doug	1969	I worked most of my career in banking, starting out as teller/ag loan officer and eventually becoming the president of 3 different banks. The first was in Donnellson, IA, next in Leroy MN. And finally in Grand Junction, IA where we had offices in Grand Junction, Jefferson, Rippey, Scranton and Guthrie Center. I sold my interest in the banks and left banking in 2001 and have since been self employed as a certified general real property appraiser and real estate sales with the Hertz organization from Nevada. I live on an acreage near Boone, IA with my wife of nearly 40 years, Vicky.
Washburn, Ben	2002	NAI Ruhl & Ruhl Commercial Co., Associate Ben began his career after ISU in the banking industry. After gaining experience, Ben went into the title insurance and abstract industry before starting his own commercial real estate closing company in 2007. In 2008, Ben diversified his skill set and became a commercial real estate broker in the Central Iowa market for Ruhl & Ruhl Commercial Company. Ben's experience includes sale-leaseback due diligence, tenant representation, sales & leasing in the office, industrial, retail, and land sectors, and landlord representation. Notable highlights include being selected to Greater Des Moines' 2007 Forty under 40 Class. Notable career highlights include the commercial title work on a \$1 Billion refinance mortgage to

		<p>General Growth Properties in Dallas County.  Websites: <a href="http://www.benwashburn.com">www.benwashburn.com</a> <a href="http://www.ruhldsm.com">www.ruhldsm.com</a>  <a href="http://www.iowacommercialescrow.com">www.iowacommercialescrow.com</a>  Ben is actively involved in civic engagements having been the past President of the Downtown Neighborhood Association in Des Moines. Ben also sits on the Neighborhood Investment Corporation Board as well as involvement in numerous community organizations in Greater Des Moines."</p>
Wells, Brent	2008	I am currently an employee of Syngenta Seeds, Inc. as a Sales Representative for NK Brand Seeds.
Wyatt, Monte	1992	

## 2009 Homecoming Breakfast Special Guest Attendees

Colletti, Joe  
Deiter, Ron  
Doak, Paul  
Feng-Hennessy, Hongli  
Hallam, Arne  
Harl, Neil (and Darlene)  
Harms, Ryan  
Johnson, Jeff  
Kimle, Kevin  
Kliebenstein, Jim  
Lence, Sergio  
Moschini, GianCarlo  
Orazem, Peter

### Club Officers

Ahrendsen, Joel  
Larson, Laura  
Miller, Caitlin  
Calvert, Jodi  
Merwald, Missy  
Sonnichsen, Chelsy  
Christensen, Grant  
Thelen, Melissa  
Cummings, Carly  
White, Whitney