A group shot at the Cargill Beef Plant in Wagga Wagga.

The Kansas State University National Agri-Marketing Association student team won the 2007 National Agri-Marketing Competition, finishing first for the second straight year. The competition, at the National Agri Marketing Association’s annual conference and trade show, was April 10-12 in Dallas, Texas.

For the competition, students chose a product and developed a plan to successfully bring their product to the marketplace. David Lehman, K-State instructor of marketing and team coach for the competition, said the K-State team developed a marketing plan for a new text messaging service for feedlot owners and managers called Cattlyst. The service would provide actionable, timely and accurate market information to all in marketing decisions when selling cattle.

“We believed in our product and the plan we presented and that showed in our presentation throughout the competition,” said Stacyyygmmunications and journalism, “top in the end. Many people told us that we couldn’t win two years in a row. We knew if anybody could, this team would.”

Teams from 31 universities participated in the competition, including three teams from Canada. K-State competed against the University of Florida, Sam Houston University, Ohio State University, University of Wisconsin-Madison and the University of Guelph in the finals.

In addition to winning the marketing competition, the K-State team won the “Best Product” award.

CONTINUED ON BACK PAGE
Students are welcomed back to campus with band performances in the Union Courtyard.

**Fall Calendar**

**August**
- 26: Last Day to Drop/Add on KATS
- 28: College of Ag Watermelon Feed, Weber Hall, 6:15 pm

**September**
- 3: University Holiday
- 9: Last Day for 100% Refund on Classes
- 11: Ag Econ/Agbus Club Meeting
- 16: Last Day for 50% Refund
- 18-19: University Career Fair, Bramlage Coliseum 11-4:00
- 22: Family Day
- 24: Last Day to Drop without a “W”

**October**
- 1: Student Holiday “Fall Break”
- 3: Academic Major Fair, Union Ballroom, 10-3:00
- 22: Enrollment for Spring Semester Begins
- 26: Last Day to Drop a Class

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**AG AMBASSADORS CHOSEN**

Kansas State University’s Ag Ambassadors have selected 16 undergraduates to lead the student group’s support of the College of Agriculture. On and off campus, the Ag Ambassadors promote the college among prospective students, alumni and industry leaders. They also work with the college’s faculty and students. Ag Ambassador officers for 2007-2008 from the Department of Agricultural Economics include:

- Cassie McMinn, junior in agribusiness, program co-coordinator for College of Agriculture training, Burden
- Daniel Andereis, senior in agribusiness, Hope, president
- Melissa Bigham, senior in agricultural economics, Meriden, vice president of communications
- Andy Gigstad, sophomore in agricultural economics, Nortonville, diversity and international opportunities coordinator
- Dalton Henry, sophomore in agricultural economics, Randolph, vice president of development
- Morgan Gauby, sophomore in agricultural economics, Washington, co-coordinator of recruitment, events and visits
- Kristen Schulte, sophomore in agricultural economics, Pemberville, Ohio, co-coordinator of recruitment, events and visits

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**Life Outside the Box**

By Sarah Sexton, Senior Agricultural Economics

To be quite honest, life for twenty years has been lived inside a box. I grew up in Chapman, Kansas on a family farm. My move to college took me only an hour away from home to a great campus but not really a change in culture. Although my agricultural economics classes taught about the world and places outside of box, I had not experienced them first hand.

This past spring I experienced life outside my box. On January 15, 2007, my plane landed in Washington, D.C. as I began an internship at the United States Department of Agriculture (USDA) for Grain Inspection, Packers and Stockyard Programs (GIPSA). All I had was an address and two very full bags for the upcoming semester. The next day I started my internship in a building that was twice the size of my hometown with almost 9,000 people working in one government building. In fact over my lunch hour if I wanted a workout I could walk around the third floor and cover a mile.

At GIPSA I initially served as an economic assistant to their Industry Analysis Division, later in my experience GIPSA needed an individual to cover the position of confidential assistant to the administrator, Mr. James Link, and I moved into that position. My internship was definitely not just sitting at a desk killing time. From writing congressional testimony for the administrator, developing new policies, to conducting statistical analysis on investigative functions my learning opportunities were endless. Highlights of my semester were sitting in strategic meetings with Undersecretaries and the Secretary, hearing the President speak, and attending a State Welcoming Ceremony for the Queen.

Life outside the box was great mostly because it gave me a better perspective inside my box. I developed a new viewpoint for the world around me. The educational value this experience has added to my KSU career is endless. No matter what you intend to do in life, find a chance to for a moment live life outside your box. Take a jump, a leap into the unknown and in the end you will discover that you can see your box much clearer.

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**NAMA Wins**

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Two K-State students also were chosen for scholarships awarded at the conference. Along with Mayo, K-State participants included:

Katie Morris, senior in agribusiness, Arkansas City; Jeff Pio, junior in agribusiness, Edgerton.

From Franklin: Vincent Hofer, junior in agribusiness, $2,500 National Agri-Marketing Association scholarship recipient, and David Widmar, junior in agricultural economics, $1,000 National Agri-Marketing Association scholarship recipient.

Sarah Coover, senior in agribusiness, Galesburg; Annie Whitehill, senior in agricultural communications and journalism, Latham; and Sam Selee, senior in agribusiness, Manhattan.

From out-of-state: Chelsea Good, senior in agricultural communications and journalism, Parker, Colo.; and Jen Albrecht, junior in agricultural economics, North Platte, Neb.

The National Agri-Marketing Association was formed in 1937 and serves the food and fiber industry, focusing on members’ professional development by providing access to solutions and opportunities in agribusiness.