

Lonnie Hobbs, Jr., Ph.D.

January 2025

Kansas State University
Department of Agricultural Economics
305-D Waters Hall, Manhattan, KS 66506
Email: lhobbs@ksu.edu
Phone: 785-532-4492

EDUCATION

- | | |
|---|-------------|
| Kansas State University (KSU), Manhattan, KS | August 2023 |
| <ul style="list-style-type: none">• Ph.D. Agricultural Economics (Agribusiness Specialty)• Advisor: Aleksan Shanoyan | |
| Kansas State University (KSU), Manhattan, KS | August 2019 |
| <ul style="list-style-type: none">• M.S. Agricultural Economics• Advisor: Aleksan Shanoyan | |
| Prairie View A&M University (PVAMU), Prairie View, TX | May 2017 |
| <ul style="list-style-type: none">• B.S. in Agriculture (Agribusiness Concentration)• Minor: Business Administration• GPA: 3.84 | |

PROFESSIONAL EXPERIENCE

- | | |
|---|---------------------|
| Assistant Professor, Kansas State University, Manhattan, KS | August 2023-Present |
| <ul style="list-style-type: none">• Department of Agricultural Economics | |
| Graduate Assistant, Kansas State University, Manhattan, KS | 2017-2023 |
| <ul style="list-style-type: none">• Department of Agricultural Economics• College of Agriculture Diversity Programs Office (DPO) | |
| Ardent Mills Summer Internship, Chattanooga, TN | Summer 2020 |
| <ul style="list-style-type: none">• Operations Intern | |
| USDA Summer Internship, Washington, D.C | Summer 2014-16 |
| <ul style="list-style-type: none">• Office of the Assistant Secretary for Civil Rights• Program Clerk (GS-3 Step 1, GS-4 Step 1) | |

TEACHING EXPERIENCE

- | | |
|---|--------------|
| 1. AGECE 515: Food and Agribusiness Marketing | 2024-Present |
| ○ Average enrollment: 51 | |
| 2. AGECE 420: Commodity Futures | 2022-Present |
| ○ Average teaching evaluation rating: 4.6 / 5.0 | |
| ○ Average enrollment: 68 | |
| 3. GENAG 210: Human Culture and Diversity | 2019-2023 |
| ○ Average enrollment: 30 | |
| 4. GENAG 200: Cultural Diversity and Scholarship in Agriculture | 2019-2023 |
| ○ Average enrollment: 2 | |

HONORS & AWARDS

- 2025 SciComm Identity Project (SCIP) Fellow 2024-25
- 2024 L.A. Potts Success Story (PAWC) 2024
- 2024 IFAMA Best Communications and Marketing Paper Award 2024
- 2024 IFAMA Best Paper Award Finalist 2024
- Faculty Scholar of the Week, KSU 2024
- 2023 NextGen Under 30 Kansas Honoree 2023
- 2023 KSU Presidential Graduate Teaching Assistant Award for Excellence in Undergraduate Teaching 2023
- 2023 AAEA TLC Graduate Student Teaching Award 2023
- 2023 Richard Elmore Brown Graduate Student Teaching Award 2023
- Gamma Sigma Delta Ph.D. Graduate Student Teaching Award 2023
- NACTA Graduate Student Teaching Award 2023
- 2023 Robinson Family Multicultural Leadership Award 2023
- 2022-23 Commerce Bank Presidential Student Award 2022
- National Science Foundation Research Traineeship (NRT) 2020-22
- 2nd Place, MANRRS Graduate Research Poster Competition 2022
- Seaboard Royal Scholar 2019-20
- 1st Place, PAWC Graduate Oral Competition 2019
- Multicultural Student Affairs Family Recognition Award 2019
- College of Agriculture Deans Fellow 2017-19
- 2018 L.A. Potts Success Story (PAWC) 2018
- 3rd Place, PAWC Graduate Oral Competition 2018
- Multicultural Student Affairs Family Recognition Award 2018
- George Washington Carver Innovation Award 2018
- Magna Cum Laude Honors 2017
- USDA 1890 Scholar 2013-17
- Gates Millennium Scholar 2013-17

GRANTS / GIFTS/ FUNDED PROJECTS

- Cargill Success from the Ground Up, Increasing Awareness of Soil Health Practices for Underrepresented Farmers through Training, Implementing, and Demonstrating, (US\$150,000), with Dr. JohnElla Holmes, *Funded*. 2023
- Center for Principled Business, Pet Obesity and its Causes: Implications for Business Innovation in Pet Food Development and Marketing, (US\$7,500), with Aleksan Shanoyan, *Not funded*. 2022
- Center for Principled Business, Assessing Research Needs for Informing Pet Food Industry Decisions, (US\$7,500), with Aleksan Shanoyan. *Funded*. 2021

PAPERS UNDER REVIEW / FORTHCOMING

1. R. Thomas, Z. Z. Wiley, **L. Hobbs, Jr.**, and S. Santillana. “Increasing the Minority Applicant Pool for Kansas State Extension”, *Journal of Extension (JOE)*, *Accepted*
2. **L. Hobbs, Jr.** and A. Anderson. “Assessing The Implicit Prices of Health and Wellness Product Attributes in Pet Food: A Hedonic Analysis Approach”, *Journal of Agricultural and Applied Economics (JAAE)*, *Revise and Resubmit*
3. B. Peterson-Wilhelm, M. E. Day, P. Sharma, J. Kim, **L. Hobbs, Jr.**, and L. L. Britton. “Teaching Approaches to Ethical Artificial Intelligence Use in Agricultural Economics Classrooms”, *Applied Economics Teaching Resources Journal (AETR)*, *Revise and Resubmit*

WORK IN PROGRESS

1. **L. Hobbs, Jr.**, A. Shanoyan, and V. Hovhannisyan. “An Assessment of Pet Food Demand Structure and the Existence of Pre-committed Demand”
2. **L. Hobbs, Jr.**, Z. Z. Wiley, and R. Thomas. “Navigating Differences: Training Kansas Extension Agents to Embrace Differences”
3. **L. Hobbs, Jr.**, Z. Z. Wiley, S. Santillana, R. Thomas, and A. Barkley. “Assessing Campus Climate for College of Agriculture Students at Kansas State University”
4. **L. Hobbs, Jr.** and J. Teamer. “Assessing Customer Perceptions, Acceptance, and Willingness to Pay for Insect Protein Related Attributes in Pet Food”
5. **L. Hobbs, Jr.**, A. Shanoyan, and A. Bimonte. “Assessing the Desired Attributes Present in Insect Protein Pet Foods to Increase Customers’ Acceptance”

REFEREED JOURNAL ARTICLES

1. **L. Hobbs, Jr.**, A. Shanoyan, and J. Bergtold. “Pet Obesity Causes and Product Differentiation Opportunities in the Pet Food Industry”, *International Food and Agribusiness Management Review (IFAMR)*, (published online ahead of print 2024). [JIF: 1.5]
2. **Hobbs, L., Jr.**, Shanoyan, A., and Aldrich, G. (2024). “Assessing Research Needs for Informing Pet Food Industry Decisions”, *International Food and Agribusiness Management Review (IFAMR)*, 27(5), 903-936. [JIF: 1.5]
3. **Hobbs Jr., L.**, Shanoyan, A., Wiley, Z. Z., and Aldrich, G. (2023). Analysis Of Pet-Food Customer Post Purchase Experience Using Online Customer Reviews:

Implications for Product and Marketing Strategies. *Agribusiness and International Journal (AIJ)*, 1–23. [JIF: 2.1]

4. **Hobbs, L.**, Thomas, R., and Wiley, Z. (2023). The Impact of Multicultural Student Belongingness at 1862 Institutions. *NACTA Journal*, 67(1).
5. **Hobbs Jr., L.**, Z. Z. Wiley, R. Thomas, S. Santillana, and A. Barkley. (2023). An Evaluation of Undergraduate Student Diversity Experience in the College of Agriculture at Kansas State University, *Applied Economics Teaching Resources Journal (AETR)*, 5(1).
6. A. Barkley, Z. Z. Wiley, **L. Hobbs Jr.**, and S. Smades. (2022). Openness to Diversity and Challenge: Assessment of Undergraduate Attitudes and Experiences in The College of Agriculture at Kansas State University. *Midwest Quarterly- A Journal of Contemporary Thought*, 64(1), 25-46.
7. **Hobbs Jr., L.**, Z. Z. Wiley, and R. Thomas. (2021). Assessing the Success of the 2020 Kansas State Research and Extension Summer Research Program: A Virtual Research Experience. *Professional Agricultural Workers Journal*, 8(1), 5.
8. A. Barkley, Z. Z. Wiley, **L. Hobbs Jr.**, and S. Smades. (2021). Openness to Diversity and Challenge: Assessment of Undergraduate Attitudes and Experiences in The College of Agriculture at Kansas State University. *Professional Agricultural Workers Journal*, 8(1), 20-34.
9. Z. Z. Wiley and **L. Hobbs Jr.** (2021). An Evaluation of the Effectiveness of Project Impact: Multicultural Academic Program Success at Kansas State University. *Professional Agricultural Workers Journal*, 7(2), 1-10.
10. T.L. Carter, **L. Hobbs Jr.**, and Z. Wiley. (2019). Growing Our Mindset: A Diversity Summit Assessment. *Natural Sciences Education Journal*, 48(1), 1-5. [JIF: 2.06]

INVITED PRESENTATIONS & WORKSHOPS

1. **Lonnie Hobbs, Jr.** “*Pet Obesity Causes and Product Differentiation Opportunities in the Pet Food Industry*”. Invited Research Seminar. University of Florida. Gainesville, FL. November 1, 2024.
2. **Lonnie Hobbs, Jr.**, and A. Shanoyan. “*Management Insights from Research on Pet Food Demand and Consumer Preference*”, Oral Presentation. 2024 KibbleCon. October 23-24, 2024.

3. **Lonnie Hobbs, Jr.** “*Management Insights from Research on Pet Food Demand and Consumer Preference*”, Oral Presentation. 2024 KibbleCon. October 23-24, 2024.
4. **Lonnie Hobbs, Jr.** “*Creating Classroom Community*”. Oral Workshop Presentation. Fall 2023 KSU College of Agriculture Teaching Workshop. Kansas State University. Manhattan, KS. October 16, 2023.
5. **Lonnie Hobbs, Jr.** “*Pet Obesity and its Causes: Implications for Product and Marketing Strategies in Pet Food*”. Invited Research Seminar. Michigan State University. East Lansing, MI. March 23-24, 2023.
6. Lonnie Hobbs, Jr. “*Customer Perceptions of Pet Food Brands*”. Invited Research Seminar. Master of Agribusiness. Kansas State University. Manhattan, KS. May 25, 2021. ([view video](#))

VIDEOS, WEBINARS, AND MISCELLANEOUS REPORTS

1. “US consumers’ pet food ingredients wants vary by income | PetfoodIndustry” Zhoukou Food Ingredients Co., Ltd Blog. November 1, 2024. ([view blog](#))
2. “Dr. Lonnie Hobbs: Marketing & Pet Food.” The Pet Food Science Podcast. July 4, 2024. ([view podcast](#))
3. “Weight-management pet food lessons from human food diversification.” Petfood Industry News. December 10, 2024. ([view article](#))
4. Research Weekly. November 20, 2024 ([view article](#))
5. “US consumers’ pet food ingredients wants vary by income.” Petfood Industry News. October 28, 2024. ([view article](#))
6. “3 higher priced dog food health claims, 3 lower.” Petfood Industry News. July 10, 2024. ([view article](#))
7. “What Matters to Me and Why: Lonnie Hobbs, Jr.” Staley School of Leadership. Kansas State University. March 13, 2024 ([view video](#))
8. “Online pet food reviews suggest influential attributes.” Petfood Industry News. January 19, 2024. ([view article](#))
9. “Pet food processing, ingredient, claims research gaps seen.” Petfood Industry News. May 22, 2022. ([view article](#))
10. “Have your say: What are your top pet food research needs?”. Petfood Industry News. September 10, 2021. ([view article](#))
11. “‘3 circles’ scientific analysis of pet food brand strategy.” XIMGroup. September 15, 2020. ([view article](#))
12. “‘3 circles’ scientific analysis of pet food brand strategy.” Petfood Industry News. September 9, 2020. ([view article](#))

SELECTED CONFERENCE & WORKSHOP PROCEEDINGS

1. Charles Carpenter, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Jeremy Cowan. “*Perspectives of Minority Youth in Agricultural Conservation Practices Through Experiential Learning*”, Selected Oral Presentation. 82nd Annual

- Professional Agricultural Workers Conference. Montgomery, AL. November 17 – 19, 2024.
2. Zelia Wiley, **Lonnie Hobbs, Jr.**, and April Mason-Taylor. “*Fostering the Harmony of Uniqueness Through a Biannual Diversity Forum at a Predominantly White Institution*”. Oral Presentation. Michael Tilford Conference on Diversity and Multiculturalism, Wichita State University. Wichita, KS. October 3-4, 2024.
 3. **Lonnie Hobbs, Jr.** and Andrew Anderson. “*Assessing Price Premiums of Health and Wellness Product Attributes in Pet Food: Implications for Product Positioning and Marketing Strategies*”, Oral Presentation. 2024 Agricultural and Applied Economics Association (AAEA) Annual Meeting. New Orleans, LA. July 28 – 30, 2024.
 4. Elaheh Rabiee, Aleksan Shanoyan, **Lonnie Hobbs, Jr.**, and Greg Aldrich. “*Examining US Pet Food Buyers Preferences: Implications for Product Development and Marketing Strategies*”, Selected Poster Presentation. 2024 Agricultural and Applied Economics Association (AAEA) Annual Meeting. New Orleans, LA. July 28 – 30, 2024.
 5. Elaheh Rabiee, Aleksan Shanoyan, **Lonnie Hobbs, Jr.**, Greg Aldrich, and Katelyn Bailey. “*Evaluating Sorghum as an Ingredient in Pet Food Insights from U.S. Producers*”, Selected Poster Presentation. 2024 Agricultural and Applied Economics Association (AAEA) Annual Meeting. New Orleans, LA. July 28 – 30, 2024.
 6. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, and Jason Bergtold. “*Pet Obesity Causes and Opportunities for Business Innovation in the Pet Food Industry*”, Oral Presentation. 2024 International Food and Agribusiness Management Association (IFAMA) Conference. Almeria, Spain. June 17 – 20, 2024.
 7. Elaheh Rabiee, Katelyn Bailey, Aleksan Shanoyan, **Lonnie Hobbs, Jr.**, and Greg Aldrich. “*Analysis of Pet Food Buyers’ Perception of Plant-based Ingredients: Evidence from Consumer Survey*”, Oral Presentation. 2024 Petfood Forum. Kansas City, MO. April 29 – May 1, 2024.
 8. Elaheh Rabiee, Katelyn Bailey, Aleksan Shanoyan, **Lonnie Hobbs, Jr.**, and Greg Aldrich. “*Survey Analysis of Pet Food Industry Decision Makers’ Perception of Plant-Based Ingredients*”, Poster Presentation. 2024 Petfood Forum. Kansas City, MO. April 29 – May 1, 2024.
 9. Katelyn Bailey, Greg Aldrich, Elaheh Rabiee, Aleksan Shanoyan, and **Lonnie Hobbs, Jr.** “*Situational Analysis for Use of Sorghum in North American Pet Food*”, Poster Presentation. 2024 Petfood Forum. Kansas City, MO. April 29 – May 1, 2024.
 10. Brandon Green, Zelia Z. Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana. “*Belonginess in K-State MANRRS*”, Poster Presentation. MANRRS 38th Annual Career Fair and Training Conference. Chicago, IL. March 21-23, 2024.
 11. Elaheh Rabiee, Aleksan Shanoyan, Greg Aldrich, **Lonnie Hobbs, Jr.**, and Katelyn Bailey. “*Situational Analysis for Consumer-Focused Sorghum in North American Pet Foods*”, Oral Presentation. 2024 American Feed Industry Association (AFIA) Pet Food Conference. Atlanta, GA. January 3, 2024.

12. Katelyn Bailey, Greg Aldrich, Aleksan Shanoyan, **Lonnie Hobbs, Jr.**, and Elaheh Rabiee. *“Pet Food Producers’ Perception of Sorghum as an Ingredient in Pet Food/Treats”*, Oral Presentation. 2024 American Feed Industry Association (AFIA) Pet Food Conference. Atlanta, GA. January 3, 2024.
13. Zelia Wiley, Summer Santillana, **Lonnie Hobbs, Jr.**, Raymond Thomas, and Me’Laiha Enriquez. *“Reason Together for Success: The Importance of Diversifying the Agricultural Workforce through Partnerships with Universities and Student Organizations”*, Oral Workshop Presentation. 2023 Kansas Farmers Union Convention. Salina, KS. November 30, 2023.
14. Zelia Wiley, JohnElla Holmes, **Lonnie Hobbs, Jr.**, McKenzie Scott, and Summer Santillana. *“A Partnership Initiative for Minority Farmer Success”*, Oral Workshop Presentation. 81st Annual Professional Agricultural Workers Conference. Tuskegee, AL. October 29 – November 2, 2023.
15. Zelia Wiley, Summer Santillana, Raymond Thomas, **Lonnie Hobbs, Jr.**, and Andrew Barkley. *“An Evaluation of Student Perceptions of Diversity in the College of Agriculture”*, Oral Workshop Presentation. 81st Annual Professional Agricultural Workers Conference. Tuskegee, AL. October 29 – November 2, 2023.
16. Zelia Wiley, **Lonnie Hobbs, Jr.**, Summer Santillana, and Raymond Thomas. *“Ten Years of Successful Kansas Partnership: Switzer/KSU JR MANRRS Nicodemus Ag Youth Camp”*, Success Story, Oral Workshop Presentation. 81st Annual Professional Agricultural Workers Conference. Tuskegee, AL. October 29 – November 2, 2023.
17. Keshana Davis, Zelia Wiley, **Lonnie Hobbs, Jr.**, Summer Santillana, Raymond Thomas, JohnElla Holmes. *“Looking Forward: A Decade of Agricultural Programming for Urban and Minority Youth”*, Poster Presentation. 81st Annual Professional Agricultural Workers Conference. Tuskegee, AL. October 29 – November 2, 2023.
18. Andrew Barkley, Zelia Wiley, Summer Santillana, Raymond Thomas, **Lonnie Hobbs, Jr.**, and Robert Lewis III. *“Diversity Climate at Kansas State University College of Agriculture: Survey Results Across Time”*. Oral Presentation. Michael Tilford Conference on Diversity and Multiculturalism, Washburn University. Topeka, KS. October 6, 2023.
19. **Lonnie Hobbs, Jr.** *“Fostering a Learning Classroom Environment”*, Oral Presentation. 2023 AAEA Annual Meeting. Washington, DC. July 23 – 25, 2023
20. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, Vardges Hovhannisyan, and Greg Aldrich. *“An Assessment of Pet Food Demand Structure and the Existence of Pre-Committed Demand”*, Selected Paper. Oral Presentation. 2023 AAEA Annual Meeting. Washington, DC. July 23 – 25, 2023
21. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, and Greg Aldrich. *“Assessing Research Needs for Informing Pet Food Industry Decisions”*. Oral Presentation. 2023 International Food and Agribusiness Management Association (IFAMA) Conference. Christchurch, New Zealand. June 19 – 21, 2023.
22. Selena Gilyot, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana. *“Project Impact MAPS Scholar Program”*, Poster Presentation. MANRRS 37th Annual Career Fair and Training Conference. Atlanta, GA. April 13-16, 2023.

23. Brandon Green, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana. *"Belongingness in K-State MANRRS"*, Poster Presentation. MANRRS 37th Annual Career Fair and Training Conference. Atlanta, GA. April 13-16, 2023.
24. Jordan Napier-Johnson, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana. *"What is Junior MANRRS at Kansas State University"*, Poster Presentation. MANRRS 37th Annual Career Fair and Training Conference. Atlanta, GA. April 13-16, 2023.
25. Sydney Marie Bruce, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana. *"Inclusion & Diversity: A K-State Research & Extension Training Assessment"*, Poster Presentation. MANRRS 37th Annual Career Fair and Training Conference. Atlanta, GA. April 13-16, 2023.
26. Zelia Wiley, Raymond Thomas, Summer Santillana, **Lonnie Hobbs, Jr.**, and Andrew Barkley. *"Bridging Differences Through Understanding in the KSU College of Agriculture"*, Oral Presentation. 2022 KSUnite. Kansas State University. November 14-16, 2022.
27. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, and Greg Aldrich. *"Assessment of Research Insight Needs of Pet Food Decision Makers"*, Oral Presentation. 80th Annual Professional Agricultural Workers Conference. Tuskegee University. November 13-15, 2022.
28. Zelia Wiley, **Lonnie Hobbs, Jr.**, Summer Santillana, Raymond Thomas, and Andrew Barkley. *"Assessing Campus Climate for College of Agriculture Students at Kansas State University"*, Poster Presentation. 80th Annual Professional Agricultural Workers Conference. Tuskegee University. November 13-15, 2022.
29. Zelia Wiley, **Lonnie Hobbs, Jr.**, Summer Santillana, and Raymond Thomas. *"1862 and 1890 Land Grant Universities Partnerships for Student Success"*, Oral Presentation. 80th Annual Professional Agricultural Workers Conference. Tuskegee University. November 13-15, 2022.
30. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, and Greg Aldrich. *"Perceived Needs for Research Insights to Inform Decisions in Pet Food"*, Poster Presentation. KibbleCon 2022. Manhattan, KS. October 19-21, 2022.
31. Zelia Wiley, Summer Santillana, Raymond Thomas, **Lonnie Hobbs, Jr.**, and Andrew Barkley. *"Bridging Differences Through Understanding in the KSU College of Agriculture"*, Oral Presentation. 2022 Michael Tilford Conference. Washburn University. October 6-7, 2022.
32. Summer Santillana, Zelia Wiley, and **Lonnie Hobbs, Jr.** *"Building Coalitions for a Changing World through Underrepresented Youth Education Programs"*, Poster Presentation. Urban Food Systems Symposium. Kansas City, MO. September 26-28, 2022.
33. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, and Greg Aldrich. *"Assessing Research Needs for Informing Pet Food Industry Decisions"*, Oral Presentation. Petfood Forum 2022. Kansas City, MO. May 2-4, 2022.
34. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, and Greg Aldrich. *"Defining the Need for Research Insights to Inform Decisions in Pet Food"*, Poster Presentation. MANRRS 36th Annual Career Fair and Training Conference. Jacksonville, FL. March 23-26, 2022.

35. Sydney Marie Bruce, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana. *"Inclusion & Diversity: A K-State Research & Extension Training Assessment"*, Poster Presentation. MANRRS 36th Annual Career Fair and Training Conference. Jacksonville, FL. March 23-26, 2022.
36. Brandon Green, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana. *"Growing Our Mindset: A Diversity Series Assessment"*, Poster Presentation. MANRRS 36th Annual Career Fair and Training Conference. Jacksonville, FL. March 23-26, 2022.
37. Melissa Gaona, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana. *"What is Junior MANRRS at Kansas State University?"*, Poster Presentation. MANRRS 36th Annual Career Fair and Training Conference. Jacksonville, FL. March 23-26, 2022.
38. Raymond Thomas, Zelia Wiley, and **Lonnie Hobbs, Jr.** *"The Effectiveness of Virtual VS Hybrid Graduate Recruitment Programs at an 1862 Institution"*, Poster Presentation. MANRRS 36th Annual Career Fair and Training Conference. Jacksonville, FL. March 23-26, 2022.
39. Zelia Z. Wiley, Andrew Barkley, **Lonnie Hobbs, Jr.**, Raymond Thomas, and Summer Santillana. *"Assessment of Undergraduate Diversity Attitudes and Experiences during COVID-19 in the College of Agriculture at Kansas State University"*, Oral Presentation. 2021 Michael Tilford Conference. Lawrence, KS. October 17-18, 2021.
40. Zelia Z. Wiley, Andrew Barkley, **Lonnie Hobbs, Jr.**, Raymond Thomas, and Summer Santillana. *"Assessment of Diversity Experience of Kansas State University College of Agriculture Undergraduates During the COVID-19"*, Oral Presentation. KSUnite. Kansas State University. October 12, 2021.
41. R. Thomas, Z. Wiley, and **L. Hobbs Jr.** *"The Impact of Virtual Vs. Non-Virtual Summer Research Programs"*, Oral Presentation. 78th Annual Professional Agricultural Workers Conference. Tuskegee University. December 6-8, 2020.
42. B. Green, Z. Wiley, and **L. Hobbs Jr.** *"An Assessment of the Success of the MAPS Program: College of AG Cohorts"*, Oral Presentation. 78th Annual Professional Agricultural Workers Conference. Tuskegee University. December 6-8, 2020.
43. **Lonnie Hobbs, Jr.**, and A. Shanoyan. *"Pet Food Customer Perceptions of Product Attributes: Implications for Marketing and Product Strategy"*, Oral Presentation. 2020 Petfood Forum Connect 2020. Virtual Conference. September 9-10, 2020.
44. **Lonnie Hobbs, Jr.**, and A. Shanoyan. *"Customer Perception and Marketing Strategies: Analysis of Online Customer Review Data"*, Oral Presentation. 2020 Western Agricultural Economics Association Conference. Virtual Conference. June 29 - July 1, 2020.
45. **Lonnie Hobbs, Jr.**, and Z. Wiley. *"A Diversity Summit: Growing Our Mindset for One World, One Family"*, Poster Presentation. 77th Annual Professional Agricultural Workers Conference. Tuskegee University. December 8-10, 2019.
46. **Lonnie Hobbs, Jr.**, and A. Shanoyan. *"Implications for Marketing Product Attributes in the Pet Food Industry"*, Oral Presentation. 77th Annual

Professional Agricultural Workers Conference. Tuskegee University. December 8-10, 2019.

47. Zelia Wiley, and **Lonnie Hobbs, Jr.** “*Essentials for Diversity Programming and Recruitment Success*”, Professional Workshop Session. KSUnite – Moving Forward Together. Kansas State University. November 6, 2019
48. Zelia Wiley, Tiffany Carter, and **Lonnie Hobbs, Jr.** “*Changing Agricultural Demographics in Kansas: Innovative Diversity Programming for Student Success and Recruitment*”, Oral Presentation. 76th Annual Professional Agricultural Workers Conference. Tuskegee University. December 2-4, 2018
49. **Lonnie Hobbs, Jr.**, and Z. Wiley. “*Inclusion & Diversity: A K-State Research & Extension Training Assessment*”, Poster Presentation. 76th Annual Professional Agricultural Workers Conference. Tuskegee University. December 2-4, 2018
50. **Lonnie Hobbs, Jr.**, and A. Shanoyan. “*Pet Food Customer Perceptions vs. Company Marketing*”, Oral Presentation. 76th Annual Professional Agricultural Workers Conference. Tuskegee University. December 2-4, 2018.
51. **Lonnie Hobbs, Jr.**, Zelia Wiley, Linda Lamb, Charlotte Olsen, Melinda Daily, Deryl Waldren, Nozella Brown, Stacey Warner, Paula Peters, Wayne Moore, and Gregg Hadley. “*Diversity: A Key Core Competency in Practice*”. Selected Poster. 2018 KSRE Annual Conference. Manhattan, KS. October 16, 2018
52. **Lonnie Hobbs, Jr.**, and A. Shanoyan. “*Analysis of Consumer Perception of Product Attributes in Pet Food: Implications for Marketing and Brand Strategy*”, Selected Paper. 2018 AAEE Annual Meeting. Washington, DC. August 5-7, 2018.
53. **Lonnie Hobbs, Jr.**, and Z. Wiley. “*KSRE Diversity Training Initiative for New and Seasoned Agents*”, Selected Poster. MANRRS 33rd Annual Career Fair and Training Conference. Greensboro, NC. April 4-7, 2018

SEARCH COMMITTEE EXPERIENCE

- Agricultural Economics ARISE Post-Doc 2024
- Agricultural Economics Tenure-track Assistant or Associate Professor 2021
- Director of Diversity Multicultural Student Life 2021
- College of Agriculture Associate Dean for Academic Programs 2019-20
- College of Agriculture Coordinator for Recruitment & Retention Events 2018-19

PROFESSIONAL SERVICE & MEMBERSHIP

- Co-advisor, KSU National Agri-Marketing Association (NAMA) Chapter 2024-Present
- KibbleCon Conference Planning Committee, KSU 2024-Present
- Parliamentarian, Black Faculty Staff Alliance, KSU 2023-Present
- Member, International Food and Agribusiness Management Association (IFAMA) 2023-Present
- Member, Black Faculty Staff Alliance, KSU 2019-Present

- Member, Agricultural & Applied Economics Association (AAEA) 2018-Present
 - AAEA Sections Membership:
 - Agribusiness Economics & Management (AEM)
 - Committee on the Opportunities & Status of Blacks in Agricultural Economics (COSBAE)
 - Teaching, Learning, & Communications (TLC)
- Member, Kansas Black Farmers Association 2018-Present
- Co-advisor, KSU MANRRS Chapter 2017-Present
- Member, Agricultural Economics Case Study Club, KSU 2021-23
- Co-Coordinator, KSRE Summer Research Fellowship Program 2017-23
- Member, Clarksville Alumni Community Outreach 2018-23
- DPO Undergraduate Supervisor 2017-20
- Region IV Graduate Vice-President, Nat. Society of MANRRS 2018-19
- Vice-President, PVAMU MANRRS Chapter 2016-17
- Member, Panther Advisory Leaders (PALS) 2016-17
- Telework & Interns, Point of Contact, USDA-ASCR 2016-17
- Career Development Event, FFA 2016-17
- Panther Camp, PALS 2016
- Volunteer Deputy Registrar, Waller County 2016
- Leadership Development Event, FFA 2015-16

GRADUATE ADVISING

| <i>Student Name</i> | <i>Degree</i> | <i>My role</i> |
|----------------------------------|---------------|-------------------------------|
| 1. Elaheh Rabiee | PhD | Dissertation Committee Member |
| 2. Judith Sempa (Food Nutrition) | PhD | Dissertation Committee Member |

UNDERGRADUATE RESEARCH ADVISING

| <i>Student Name</i> | <i>Program</i> | <i>My role</i> |
|-----------------------------------|--------------------------------------|-----------------|
| 1. Gillian Mae Villa (F24-pres.) | Developing Scholars Program (DSP) | Faculty Mentor |
| 2. Delaney New (F24-pres.) | Undergraduate Research | Research Mentor |
| 3. Christopher Fuller (F24-pres.) | Undergraduate Research | Research Mentor |
| 4. Jaden Teamer (Su24) | KSRE Summer Research Fellows Program | Faculty Mentor |