

Lonnie Hobbs, Jr.

Kansas State University
Department of Agricultural Economics
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Education

- Kansas State University, Manhattan, KS Anticipated: Spring 2022
- Ph.D. Agricultural Economics
 - Advisor: Aleksan Shanoyan
- Kansas State University, Manhattan, KS August 2019
- M.S. Agricultural Economics
 - Advisor: Aleksan Shanoyan
 - GPA: 3.5
- Prairie View A&M University, Prairie View, TX May 2017
- B.S. in Agriculture (Agribusiness Concentration)
 - Minor: Business Administration
 - GPA: 3.84

Research Experience

- Graduate Research Assistant, Kansas State University, Manhattan, KS* 2017-Present
- Agricultural Economics: An Analysis of Customer Perception of Product Attributes in Pet Food: Implications for Marketing and Product Strategy (*Thesis*)
 - Identified most prominent product attributes in Pet Food Industry.
 - Generated primary data from online customer reviews and company product descriptions using R statistical software.
 - Developed graphs, tables, and diagrams highlighting key similarities and differences between customer perceived and company marketed benefits.
- KSRE Summer Research Fellowship, Kansas State University* 2017
- Agricultural Economics: The Brazilian Beef Scandal
 - Developed a proposal highlighting key areas to investigate, and possible models to use when examining the economic effects of the scandal on the beef supply chain.
 - Produced a report highlighting the events which took place, major players, short-term and expected long-term effects, and the effects of similar food scandals/scare highlighting the methodology used during the research on the scandals.
 - Analyzed the research methods used to assess the effects of previous scandals to apply them to the Brazilian Beef Scandal.
 - Utilized Zotero software to save, organize and cite internet sources.

Teaching Experience

- Graduate Teaching Assistant, Kansas State University, Manhattan, KS*
- Human & Cultural Diversity in Agriculture (Gen Ag 210) Spring 2018 - Present
 - Co-teach course material
 - Develop course modules
 - Secure course speakers
 - Create and manage assignments in K-State Canvas
 - Grade assignments
 - Data Analysis & Optimization (Econ 501) Fall 2019
 - Assist students with in-class problems and activities.

- Conduct weekly tutoring session
- Grade assignments
- Cultural Diversity & Scholarship in AG (Gen Ag 200) Fall 2018 – Present
 - Develop course modules
 - Conduct weekly meetings with students
 - Create and manage assignments in K-State Canvas
 - Grade assignments

Professional Experience

Graduate Assistant, Kansas State University, Manhattan, KS 2017- Present

- College of Agriculture Diversity Programs Office (DPO)
 - Assist in recruitment & retention of multicultural students
 - Analyze success of recruitment & retention efforts
 - Co-coordinate diversity awareness programs
 - Supervise undergraduate assistants
 - Greet new and prospective students
 - Manage DPO website
 - Co-coordinate programs and event marketing
 - Co-Advisor, Minorities in Agriculture Natural Resources & Related Sciences (MANRRS)
 - Advise, mentor & support student members
 - Reconcile treasury books
 - Develop budgets for Regional & National Conference
 - Co-coordinate fund-raiser and recruiting events
 - Assist in event planning and logistics
 - KSRE Summer Research Fellowship Program Co-Coordinator
 - Assist in recruitment efforts
 - Orchestrate interview process
 - Aid in selection of fellows
 - Develop program budget
 - Offer mentorship & guidance to fellows
 - Assist in program operations, planning and management

USDA Summer Internship, Washington, D.C 2014-2016

- Office of the Assistant Secretary for Civil Rights
- Program Clerk (GS-3 Step 1, GS-4 Step 1)
 - Reconcile reimbursable accounts for FY2013-FY2015
 - Secure partnerships for Community Garden Project
 - Assist team in transitioning to new conference/training reporting system
 - Design and consolidate “Monthly Report Book”
 - Update Interagency Agreements
 - Serve as employee telework and intern point of contact

Refereed Journal Articles

1. T.L. Carter, **L. Hobbs, Jr.**, and Z. Wiley* (2019), Growing Our Mindset: A Diversity Summit Assessment. *Natural Sciences Education Journal*, 48(1).

Peer Reviewed Conference Proceedings

1. 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. Dec. 2 - Dec.4, 2018
2. **Lonnie Hobbs, Jr.**, and Z. Wiley, “Inclusion & Diversity: A K-State Research & Extension Training Assessment”, Professional Poster. 76th Annual Professional Agricultural Workers Conference. Tuskegee University. Dec. 2 - Dec.4, 2018

3. **Lonnie Hobbs, Jr.**, and A. Shanoyan. “Pet Food Customer Perceptions vs. Company Marketing”, Graduate Oral. 76th Annual Professional Agricultural Workers Conference. Tuskegee University. Dec. 2 - Dec.4, 2018.
4. **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. Oct. 16, 2018
5. **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 AAEA Annual Meeting. Washington, DC. Aug. 5-Aug.7, 2018.
6. **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. Apr. 4 – Apr. 7, 2018

Awards

• Seaboard Royal Scholar	2019-2020
• 2018 PAWC Selected Success Story	2018
• 3 rd Place, PAWC Graduate Oral Competition	2018
• George Washington Carver Innovation Award	2018
• College of Agriculture Deans Fellow	2017-Present
• Magna Cum Laude Honors	2017
• USDA 1890 Scholar	2013-2017
• Gates Millennium Scholar	2013-2017
• Academic Excellence Award	2013-2017
• Dean’s List	2013,2014,2016
• Top Ten % Scholarship Recipient	2014-2015
• Houston Livestock & Rodeo Scholar Recipient	2014
• W.T. Dennis Jr. Scholarship Recipient	2013
• Johnson Space Center Alumni Scholarship Recipient	2013
• PVAMU Agricultural Scholarship Recipient	2013
• PVAMU Opportunity Scholarship Recipient	2013
• EF Gene Howlet Scholarship Recipient	2013
• Red River County Brotherhood Scholarship Recipient	2013

Professional Training

• 34 th Annual Career Fair and Training Conference, MANRRS	2019
• 2019 Region IV Cluster Meeting, MANRRS	2018
• 33 rd Annual Career Fair and Training Conference, MANRRS	2018
• Content Management System Training	2018
• 32 nd Annual Career Fair and Training Conference, MANRRS	2017
• Distance Learning Workshop, USDA-ERS	2017
• Difficult Dialogue Summit, Texas A&M University	2017
• 31 st Annual Career Fair and Training Conference, MANRRS	2016
• 19 th Annual Student Leadership Institute (SLI)	2016
• Telework Coordinator Training (Ag-Learn)	2016
• Excel Pivot Tables (Ag-Learn)	2016
• Ag-Learn Administrative Course	2016

Leadership Experience

• DPO Undergraduate Supervisor	2017-Present
• Co-advisor, KSU MANRRS Chapter	2017-Present
• Co-Coordinator, KSRE Summer Research Fellowship Program	2017-Present

- Region IV Graduate Vice-President, National Society of MANRRS 2018-2019
- Vice-President, PVAMU MANRRS Chapter 2016-2017
- Member, Panther Advisory Leaders (PALS), 2016-2017
- Telework & Interns, Point of Contact, USDA ASCR 2015-2016
- Team Captain, Intramural Basketball 2014
- Team Captain, Intramural Football 2013

Service & Membership

- MANRRS (National Society) 2018-Present
- Kansas Black Farmers Association 2018-Present
- Clarksville Alumni Community Outreach 2018-Present
- MANRRS (KSU Chapter) 2017-Present
- MANRRS (PVAMU Chapter) 2014-2017
- Panther Advisory Leaders (PALS) 2016-2017
- Panthers at Work, (PAW) 2015-2016
- Career Development Event, FFA 2016, 2017
- Panther Camp, PALS 2016
- Volunteer Deputy Registrar, Waller County 2016
- Leadership Development Event, FFA 2015, 2016
- Ag Policy Class Project Leader/Kingmaker 2015
- Intramural Basketball 2014
- Intramural Football 2013