

Lonnie Hobbs, Jr.
Kansas State University
Department of Agricultural Economics
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Education

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

Research Experience

- National Research Trainee, National Science Foundation, KSU,* 2019-Present
- Graduate Research Assistant, Diversity Programs Office, KSU* 2017-Present
- *Research Topics: Diversity & Inclusion, Diversity Programming, Student Success*
 - Administered and examined Likert scale survey to program participants.
 - Organized and analyzed Likert scale data
 - Provided feedback and implications for academic and industry programming success
- Graduate Research Assistant, Agricultural Economics, KSU* 2017-Present
- *Research Topics: Marketing, Customer Perception, Pet Food, Online Customer Review Analysis*
 - Examined and identified points of parity, differentiation, and unfulfilled marketed attribute value in pet food.
 - Generated primary data from online customer reviews and company product descriptions using R statistical software.
 - Provided feedback and implications on customer perception of product value to align marketing strategy and capture industry profit potential.
- KSRE Summer Research Fellowship, Agricultural Economics, KSU* 2017
- *Research Topics: Agribusiness, Supply Chain, Industry Structure,*
 - Examined and identified key areas to investigate, and possible models to use when examining the economic effects of the Brazilian Beef scandal on the beef supply chain.
 - Developed a pre-proposal for future research to examine scandal effects on the beef industry structure.

Teaching Experience

Graduate Teaching Assistant, Kansas State University, Manhattan, KS

- Human & Cultural Diversity in Agriculture (Gen Ag 210) 2018-Present
 - Co-teach course material
 - Develop course modules
 - Secure course speakers
 - Design and manage assignments in K-State Canvas
 - Grade assignments
- Cultural Diversity & Scholarship in AG (Gen Ag 200) 2018-Present
 - Develop course modules
 - Conduct weekly meetings with students
 - Design and manage assignments in K-State Canvas
 - Grade assignments
- Food & Agribusiness Management Strategies (AGEC 599) Spring 2020
 - Assist students with in-class problems and activities.
 - Grade assignments
- Food & Agribusiness Management (AGEC 318) Spring 2020
 - Assist students with in-class problems and activities.
 - Grade assignments
- Data Analysis & Optimization (AGEC 501) Fall 2019
 - Assist students with in-class problems and activities.
 - Conduct weekly tutoring session
 - 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

Ardent Mills Summer Internship, Chattanooga, TN

2020

- Operations Intern
 - Set up Feed Mill Project in GuideTI
 - Created assets and spare part inventory
 - Developed operational OPL's for feed truck drivers

- Dialogued with the engineer onsite regarding operational and structural plans
- Incorporated plans from other sites to assist in Chattanooga site structure
- Designing and implementing ideas for our Safety Kickoff event
- Developing OPL's for routine machine maintenance
- Organizing 5S stations and applying 5S to warehouse and storage locations
- Assisting in training for new hires (lock tag try, trailer sealing, etc.).

USDA Summer Internship, Washington, D.C

2014-16

- 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 teleworking and intern point of contact

Search Committee Experience

- College of Agriculture Associate Dean for Academic Programs 2019-20
- College of Agriculture Coordinator for Recruitment & Retention Events 2018-19

Refereed Journal Articles

- Z. Wiley, **L. Hobbs, Jr.** (in press), An Evaluation of the Effectiveness of Project Impact: Multicultural Academic Program Success at Kansas state University. *Professional Agricultural Workers Journal*
- T.L. Carter, **L. Hobbs, Jr.**, and Z. Wiley (2019), Growing Our Mindset: A Diversity Summit Assessment. *Natural Sciences Education Journal*, 48(1).

Conference Proceedings

- 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. Dec. 6 - Dec.8, 2020.
- 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. Dec. 6 - Dec. 8, 2020.
- **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. Sep. 9 - Sep. 17, 2020.
- **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.

- **Lonnie Hobbs, Jr.**, and Z. Wiley, “A Diversity Summit: Growing Our Mindset for One World, One Family”, Professional Poster. 77th Annual Professional Agricultural Workers Conference. Tuskegee University. Dec. 8 - Dec.10, 2019.
- **Lonnie Hobbs, Jr.**, and A. Shanoyan. “Implications for Marketing Product Attributes in the Pet Food Industry”, Graduate Oral. 77th Annual Professional Agricultural Workers Conference. Tuskegee University. Dec. 8 - Dec.10, 2019.
- Zelia Wiley, and **Lonnie Hobbs, Jr.**, “Essentials for Diversity Programming and Recruitment Success”, Professional Workshop Session. KSUnite – Moving Forward Together. Kansas State University. Nov. 6, 2019
- 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
- **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
- **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.
- **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
- **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.
- **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

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| • National Science Foundation Research Traineeship (NRT) | 2020-Present |
| • Seaboard Royal Scholar | 2019-20 |
| • 1 st Place, PAWC Graduate Oral Competition | 2019 |
| • Multicultural Student Affairs Family Recognition Award | 2019 |
| • College of Agriculture Deans Fellow | 2017-19 |
| • PAWC Selected Success Story | 2018 |
| • 3 rd 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 |

- Academic Excellence Award 2013-17
- Dean's List 2013, 14, 16
- 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

- Annual Career Fair and Training Conference, MANRRS 2016-19
- Region IV Cluster Meeting, MANRRS 2017-20
- Content Management System Training 2018
- Distance Learning Workshop, USDA-ERS 2017
- Difficult Dialogue Summit, Texas A&M University 2018
- 19th 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

- Co-advisor, KSU MANRRS Chapter 2017-Present
- Co-Coordinator, KSRE Summer Research Fellowship Program 2017-Present
- 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
- Team Captain, Intramural Basketball 2014
- Team Captain, Intramural Football 2013

Service & Membership

- MANRRS (KSU Chapter) 2017-Present
- Kansas Black Farmers Association 2018-Present
- Clarksville Alumni Community Outreach 2018-Present
- MANRRS (National Society) 2018-19
- MANRRS (PVAMU Chapter) 2014-17
- Panther Advisory Leaders (PALS) 2016-17
- Panthers at Work (PAW) 2015-16
- Career Development Event, FFA 2016-17
- Panther Camp, PALS 2016
- Volunteer Deputy Registrar, Waller County 2016
- Leadership Development Event, FFA 2015-16
- Ag Policy Class Project Leader/Kingmaker 2015
- Intramural Basketball 2014
- Intramural Football 2013