

# Lonnie Hobbs, Jr.

Kansas State University  
Department of Agricultural Economics  
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## Education

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- Kansas State University, Manhattan, KS Anticipated: May 2019
- M.S. Agricultural Economics
  - Advisor: Aleksan Shanoyan
  - GPA: 3.67
- Prairie View A&M University, Prairie View, TX May 2017
- B.S. in Agriculture (Agribusiness Concentration)
  - Minor: Business Administration
  - GPA: 3.84

## Research Experience

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- Graduate Research Assistant, Kansas State University, Manhattan, KS* 2017-Present
- Agricultural Economics: An Analysis of Consumer Perception of Product Attributes in Pet Food: Implications for Marketing and Brand Strategy (*Thesis*)
    - Identified most prominent product attributes in Pet Food Industry.
    - Generated primary data from consumer reviews and company product descriptions using R statistical software and online consumer review analysis.
    - Developed graphs, tables, and diagrams highlighting key similarities and differences between consumer 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 questions and methods used to evaluate the effects of previous scandals to apply them to the Brazilian Beef Scandal.
    - Developed a table highlighting the methods used in previous research which could be helpful in analyzing the impacts of the BBS on the beef industry.
    - Utilized Zotero software to save, organize and cite internet sources.

## Professional Experience

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- Graduate Assistant, Kansas State University, Manhattan, KS* 2017- Present
- College of Agriculture Diversity & Programs Office
    - Analyze recruitment & retention efforts
    - Greet new and prospective students
    - Create memos, flyers, and posters
    - Co-Advisor, Minorities in Agriculture Natural Resources & Related Sciences (MANRRS)
      - Advise, mentor & support student members
      - Reconcile treasury books
      - Develop budgets for Regional & National Conference
      - Assist with fund-raiser and recruiting events

- 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
- Teacher Assistant (Gen Ag 210 course)
  - Develop course syllabus
  - Secure course speakers
  - Create assignments in K-State Canvas
  - Grade Assignments

*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)
  - Reconciled and cleared the reimbursable accounts for FY2013-FY2015
  - Secured partnerships for Community Garden Project
  - Assisted team in transitioning to new conference/training reporting
  - Designed & consolidated “Monthly Report Book”
  - Updated Interagency Agreements
  - Served as telework and intern point of contact

Conference Presentations

- 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. 76<sup>th</sup> 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 AAEP 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

- 2018 PAWC Selected Success Story 2018
- 3<sup>rd</sup> 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

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- 33<sup>rd</sup> Annual Career Fair and Training Conference, MANRRS 2018
- Content Management System Training 2018
- 32<sup>nd</sup> Annual Career Fair and Training Conference, MANRRS 2017
- Distance Learning Workshop, USDA-ERS 2017
- Difficult Dialogue Summit, Texas A&M University 2017
- 31<sup>st</sup> Annual Career Fair and Training Conference, MANRRS 2016
- 19<sup>th</sup> 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

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- Region IV Graduate Vice-President, National Society of MANRRS 2018-Present
- Co-advisor, KSU MANRRS Chapter 2017-Present
- 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

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- MANRRS (National Society) 2018-Present
- Kansas Black Farmers Association 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