

# Pearls & Rubies

THE MAGAZINE OF FARMHOUSE FRATERNITY

YEAR 114 / SPRING 2020



## From the desk of . . .



**IT IS AMAZING TO THINK ABOUT HOW MUCH TECHNOLOGY HAS CHANGED** since our fraternity was founded in 1905. The changes have affected nearly every aspect of life; how we communicate, learn, conduct business, travel, and more. While it is easy to identify how changes to technology have affected us personally, we may not have considered how our fraternity has been affected as well.

FarmHouse is embracing technology. Take for example the way we now use social media, particularly with the Excelsior awards program, which encourages chapters to share news and highlights. The program has resulted in a significant increase in FarmHouse's social media presence and expanded opportunities for alumni to learn about the positive impact of the fraternity. It has also created an engaging narrative about how our fraternity is helping members grow intellectually, spiritually, physically, socially, and morally, while at the same time making a positive difference on the campuses and

“While it is easy to identify how changes to technology have affected us personally, we may not have considered how our fraternity has been affected as well.”

communities where our chapters exist. I encourage you to follow more than just your chapter of initiation on social media to see the great work FarmHouse is doing throughout North America.

FarmHouse also recently made another important technological step forward by launching a new database system. My Herd Book, powered by OmegaFi, has helped streamline data tracking, chapter reporting, and more. The online platform also enables all members, including alumni, to customize their profile, search for and connect with other members, and donate to the FarmHouse Foundation.

If you haven't already experienced the new system, go to <http://farmhouse.org/myherdbook> and check it out. On your first visit, click the Get Access link below the password field to get started.

The FarmHouse Foundation has long supported the technological needs of our chapters by providing grants for computers and other technology. These grants ensure our chapter members have access to the technology they need to excel academically. Additionally, the Rabb Technology Endowment Fund, established through the generosity of Dwight D (PU '80) and Marcia C Rabb, provides ongoing financial support to the FarmHouse International office for technological needs. FarmHouse Foundation donors can contribute funds to the endowment to expand the foundation's ability to provide for future technology needs.

Lastly, the fraternity and foundation have partnered together to leverage technology in providing a new benefit for FarmHouse Foundation Chairman's Club Donors. Fraternity and foundation leaders engage in an audio and video call with Chairman's Club Donors around topics related to the higher education landscape, fraternity services, student impact, and other topics. To participate in the next call, I invite you to join me in becoming a Chairman's Club Donor to the FarmHouse Foundation.

These are just a few of the many ways FarmHouse is embracing technology. In this issue of the magazine, you'll learn more about how our members are leveraging technology in significant ways. ★

Fraternally,

Gabriel P. Eckert (Kansas State 95), CAE  
*President, International Executive Board*

PRESIDENT@FARMHOUSE.ORG

# Pearls & Rubies

FarmHouse Flashback

Year 102, No. 1 • The Magazine of FarmHouse Fraternity • Winter 2007

## Calendar

### July 30-Aug. 2, 2020

51st Biennial Conclave  
Louisville, Ky.

### March 12-15, 2020

Foundation Trustees Meeting  
Indianapolis, Ind.

### November 20-22, 2020

To Be and Become  
Kansas City, Mo.

### January 7-10, 2021

FarmHouse Leadership Institute  
Kansas City, Mo.

### March 18-19, 2021

Foundation Trustees Meeting  
Washington D.C.

### March 19, 2021

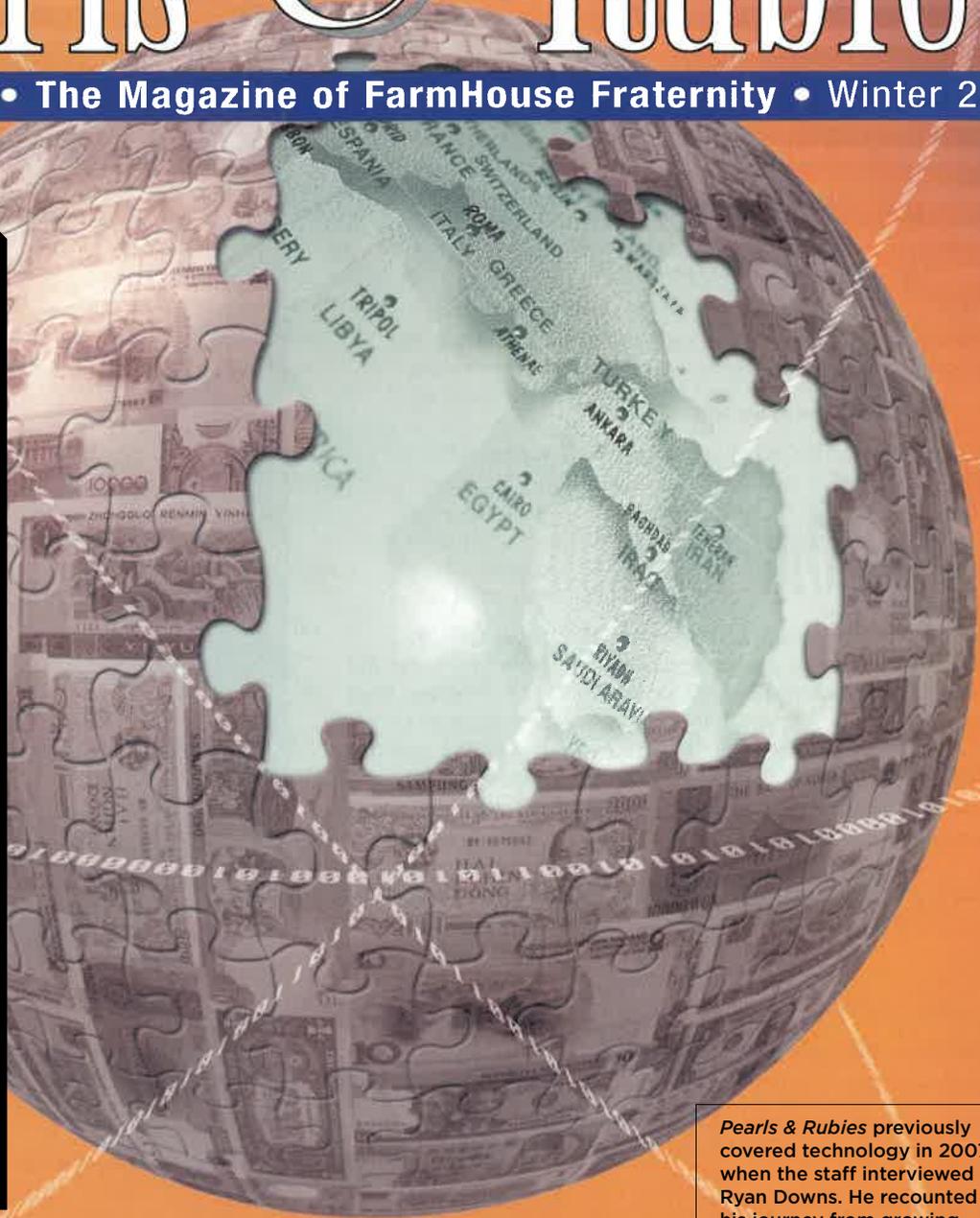
IEB Meeting  
Washington D.C.

### March 18-21, 2021

Power of Seven Seminar  
Washington D.C.

### July 21-24, 2022

52nd Biennial Conclave  
Oklahoma City, Okla.



Pearls & Rubies previously covered technology in 2007 when the staff interviewed Ryan Downs. He recounted his journey from growing up on a farm in Nebraska to Senior Vice President of Worldwide Operations for PayPal. Today he is CEO of Proxibid in Omaha, Neb. This cover illustrated the currencies (then 17) PayPal supported. In 2020, this number has grown to 26 currencies.

## Ryan Downs (NE '88)

connecting our digital world



# Pearls&Rubies

SPRING 2020

# Friends & Fellowship

## IN FARMHOUSE

*Pearls & Rubies* is a collaborative tradition about friends and fellowship. If you, or another FarmHouse man you know want to be featured in an upcoming issue, please submit to [Cody@FarmHouse.org](mailto:Cody@FarmHouse.org)

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**FARMHOUSE MEMBERSHIP IS NOTED FOLLOWING THE MEMBER'S NAME BY THE SCHOOL AND YEAR OF INITIATION (NOT GRADUATION) IN PARENTHESIS**

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## Features

### 6 What Gen Z can teach us about technology

Generation Zers are unfamiliar with a world without technology. They've provided tips to be well versed in the technology word.

### 14 Understanding Our Digital Footprint

Former FBI agent, Mike Kirkpatrick talks easy cyber security measures.

### 18 A Quick Guide to Staying Connected

Social media is here to stay, we're offering a quick guide of how to get started.

### 28 Using Tech to Drive Business

Tim Handorf founded G2, a software review website. He tells us about the journey.

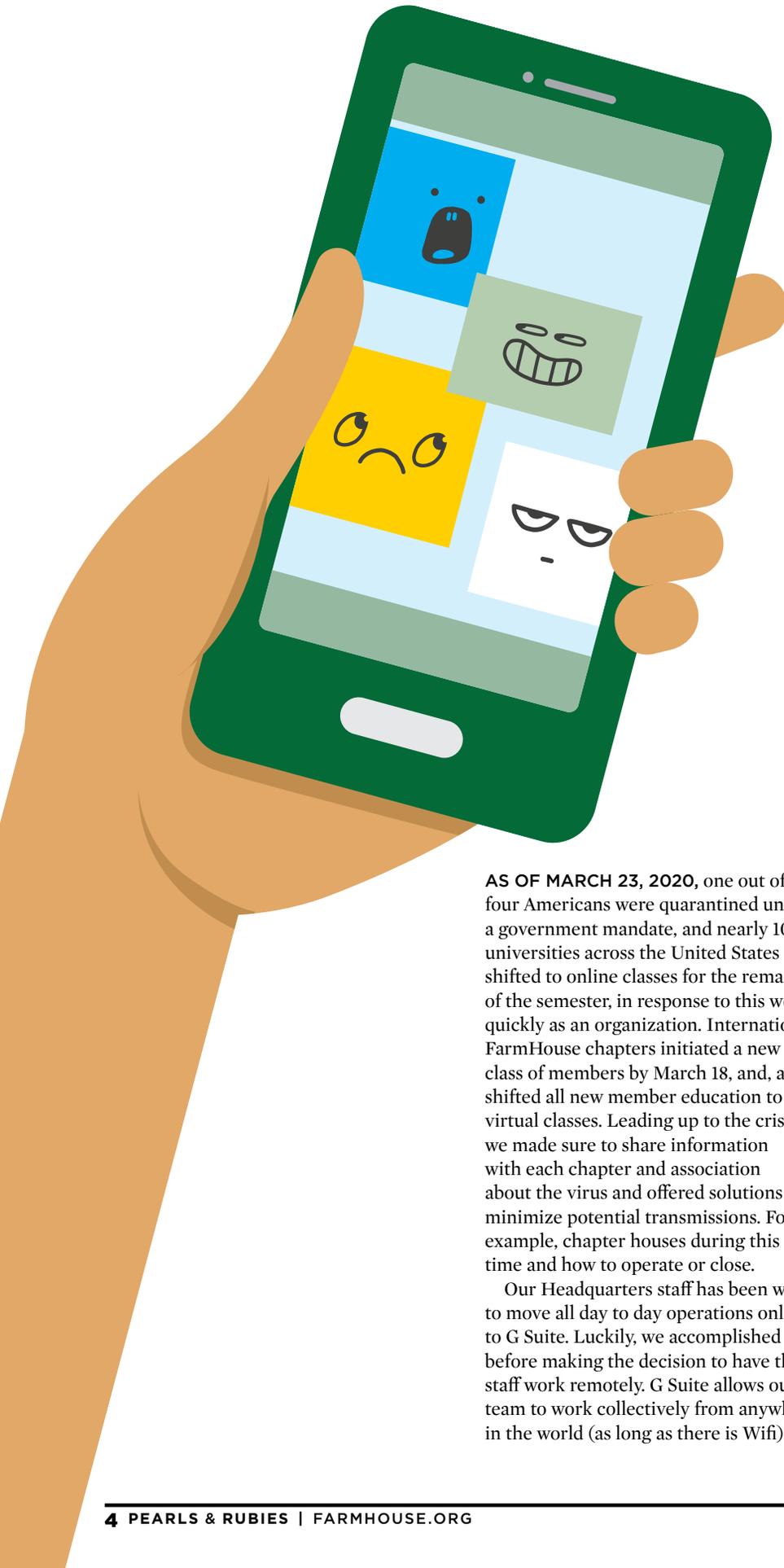
### 38 Building Your Brand

A strong online brand is like a firm handshake. Jake Jacobson explains how to build one.



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## Brotherhood in the time of COVID-19

The evolving coronavirus, or COVID-19, pandemic has forced major changes to our organization in order to ensure the safety of our members and our staff. While it may feel like the whole country is at a standstill, we'd like to reassure our alumni FarmHouse is anything but static.

**AS OF MARCH 23, 2020**, one out of every four Americans were quarantined under a government mandate, and nearly 100 universities across the United States have shifted to online classes for the remainder of the semester, in response to this we acted quickly as an organization. Internationally, FarmHouse chapters initiated a new class of members by March 18, and, and shifted all new member education to virtual classes. Leading up to the crisis, we made sure to share information with each chapter and association about the virus and offered solutions to minimize potential transmissions. For example, chapter houses during this time and how to operate or close.

Our Headquarters staff has been working to move all day to day operations online to G Suite. Luckily, we accomplished this before making the decision to have the staff work remotely. G Suite allows our team to work collectively from anywhere in the world (as long as there is Wifi).

This issue was written, illustrated and edited by our staff from the safety of their homes. We will continue to work this way until the end of this crisis.

Beyond this, we encourage all FarmHouse men to keep their bonds strong while also practicing appropriate social distancing. FaceTime allows up to 32 participants at once and emulates really face-to-face interaction. Other apps like MarcoPolo and Google Duo offer similar services for free.

In our Fraternity's long history, FarmHouse has witnessed several world crises and each time we not only survived but thrived. We, as Fraternity men, are united by a common bond that makes us stronger.

In uncertain times, we encourage our alumni to remember their brotherhood and the core values of being a FarmHouse man—Faith, Ambition, Reverence, Morality, Honesty, Obedience, Unity, Service and Excellence. ★



**FARMHOUSE**  
FRATERNITY

ONLINE  STORE

SHOP AT THE OFFICIAL ONLINE STORE AND  
**SHOW OFF YOUR FARMHOUSE PRIDE!**



**VISIT US ONLINE AT [FHGEAR.COM](http://FHGEAR.COM)**

“As technology chair of my chapter, I spend my time during meetings each week to educate my brothers. Presentations I’ve done range from tips to improve productivity all the way to how to live better along side tech by explaining the benefits and possible dangers of excessive blue light from our screens.”

What

# GEN Z

can teach us  
about Technology

## FUN STATS



### Gen Z device usage per week\*

**Smart Phone** 15.4 hrs  
**TV** 13.2 hrs  
**Laptop** 10.6 hrs

### TV usage by generation per week\*

**Millennials** 14.8 hrs  
**Gen X** 19.7 hrs  
**Boomers** 24.1 hrs



### Attention span\*

**Gen Z** 8 Seconds  
**Millennials** 12 Seconds

\*Stats from Marketing to Gen Z  
by Jeff Fromme and Angie Read

Generation Z refers loosely to those born between 1996–2010. In the coming years, this generation will fill colleges and subsequently, enter the workforce. Statistically, this generation is the largest since the Baby Boomers as they make up approximately 27% of the population in the United States. They are also the most ethnically diverse generation our country has ever seen.

**THE OLDEST AMONG GEN Z**, now age 24, were born on the cusp of the technological boom, while the youngest, age 10, were fully immersed in the changing social environment sparked by the new era. This generation has been at the forefront of a changing world. Technology to them is a staple of all aspects of their life and they have learned to navigate and utilize it without missing a beat. They are an untapped resource for older generations.

Gen Z's online presence makes them the perfect proving ground for websites, apps and ways technology can help all generations connect. The level of connection and online exploration gives an average Gen Z a better idea of what makes an online space safe, entertaining or useful. Whether it is social media, phone apps, or browsing the web, choices made online

can either guide or hinder. We collected from current undergraduate FarmHouse members a range of technology our undergraduate members use and find helpful. See how they connect, what apps they use and their views on it.

By understanding how those at the forefront of technology are using tech, we can better understand what tools are the best for everyone. If we learn how students and younger generations are connecting and engaging, we can better connect with them.

Undergraduate members may be using technology differently and in new ways but they still represent FarmHouse. Taking a note from them, we can learn to better connect with all of our members and continue to have progress mark our every step. ★

WHAT DO OUR UNDERGRADUATES THINK ABOUT TECHNOLOGY?  
WHAT DO OUR UNDERGRADUATES THINK ABOUT TECHNOLOGY?  
WHAT DO OUR UNDERGRADUATES THINK ABOUT TECHNOLOGY?

*How do you work smarter with technology?*

“I use technology to organize my class notes efficiently on the cloud without having to use multiple notebooks.”



“I use it to connect and centralize all the information I need for my life. Everything from scheduling my various involvements and tracking assignments to submitting papers, all can be done from my phone and laptop.”

*How has your classroom experience changed with tech?*



“The classroom has strayed away from textbooks and leaned more to online books. The same could be said with test, more online tests opposed to the traditional pencil and paper.”

“I use my computer more than I use a notebook when I am in class. I can type faster than I can write, so there is not reason I should not use my computer.”



**What is one app you couldn't live without?**

- 1) SNAPCHAT
- 2) GOOGLE
- 3) YOUTUBE



**59%**

18 to 20-year-old Gen Zers in college in 2017\*

**53%**

similarly aged millennials in 2002

# FARMHOUSE AND CROWDCHANGE



## SUPPORT A FUNDRAISER

+ START A FUNDRAISER

Q Search SEARCH Most Raised ▾ Show All ▾

Fundraiser Name	Location	Amount Raised	Donors	Event Date
Crawfish Boil 2019 In support of Leukemia and Lymphoma Society	Troy	\$ 15,000	50	APR 11 5:00 PM
Greek Goddess 2020 In support of The Leukemia Lymphoma Society	Purdue	\$ 5,794	99	JAN 24 6:00 PM
Coffee House 2019 In support of Leukemia and Lymphoma Society	Troy	\$ 4,500	47	NOV 21 5:00 PM

CrowdChange is an online fundraising platform built specifically for Greek life philanthropy events. Visit [farmhouse.crowdchange.co](https://farmhouse.crowdchange.co) to see the impact other FarmHouse chapters are making.

### MAKING A DIFFERENCE

Greek life chapters are consistently making a positive impact by raising more than \$20 million annually for philanthropic causes.

Due to the rapid adoption of technology, 60% of donors now prefer to donate online. Also, crowdfunding in North America has grown to \$17.2 billion in 2019.

Through FarmHouse's partnership with CrowdChange, your chapter can leverage these trends to raise even more for the amazing causes you support. Chapters on CrowdChange have raised on average 235% of what they raised the year before.

### CROWDCHANGE BENEFITS



**Raise more money** with features such as tickets, personal pages, apparel, registration & more built to help your events thrive



**Simplify fundraising** with customizable fundraising pages that you can create in under 5 minutes



**Earn Bonus Dollars:** Donors can send CrowdChange a Snapchat and earn a bonus \$1 each for your fundraiser





**Jeremy Settles (New Mexico State 94)**

**FORMER FOUNDATION CHAIR - COFOUNDER AND PARTNER, OROSOLUTIONS**

## Leadership Spotlight

Jeremy Settles (New Mexico State 94) is cofounder of OroSolutions, located in Austin, Texas. OroSolutions aggregates, reconciles and reports on financial data for its' clients, their departments, regulators and auditors. He credits his time in FarmHouse and working with different personality types with his ability to listen and communicate between employees. Although technology has changed, Jeremy continues to use the skills he learned as a FarmHouse member and volunteer to shape the future of his company. He was Chairman of the Foundation for two years and Trustee from 2012-2018. Jeremy and his family reside in Las Cruces, New Mexico.

### Talk to us about what your company does and how it got started.

Located in downtown Austin, Texas, OroSolutions' clients are large corporations with billions of dollars in financial assets (stocks, bonds, mutual funds, etc.) held in banks all around the United States and Canada.

OroSolutions aggregates, reconciles and reports on that data back to the client, their departments, regulators and auditors.

Just 18 years ago my business partner and I were working for another company. Late one night we had an epiphany, "What if we took all this data and made it available 'on the internet' for the client to run reports on?" (remember it's 2002).

With what I'm sure was an annoying amount of energy, exclamation marks and excessive hand waving, we took our idea to our boss. He wasn't as excited as we were.

Not long after we decided it was too good of an idea to pass up. We left our stable income, started OroSolutions, retained an unreasonable level of optimism, worked hard and made mistakes. Potential clients began to see the value of our idea and by the second year we had a handful of clients, were in the black and had the luxury of hiring employees. It's gone very well since.

### How has technology changed your work since starting the company?

The most significant change is the introduction of AI into almost every aspect of what we do for our clients. We have been able to incorporate AI into almost all of our quality control processes, shortening the time it takes to validate our clients' data while increasing accuracy.

As an added bonus, we've developed an AI to give the client a real-time heads up if something looks wrong with their financial data (asset allocation variances, potential tax issues, regulatory compliance, etc.). While we rely on our accounting team to ultimately review and sign off on each deliverable, there would be no way we could have handled the scale of our clients' data without deploying artificial intelligence systems to assist them.

### What trends are you seeing in data security and personal identity security?

The paranoid survive (just kidding...kind of). Most companies have decentralized their offices; employees can log in from anywhere. The average company has at least dozens of cloud-based and other online software and services they rely on. All of these are potential points of entry for hackers and their legions of bots.

It is impossible to overstate the risk that every individual and company will be hacked at some point. We are way beyond the days of buying a fancy firewall and slapping on some virus protection software. There are three relatively new trends in IT security that every company should consider. First, engage with a vendor who will intrusion test your systems daily (attempt to hack you). This will provide real time feedback if any holes open up in your security infrastructure.

Second, in addition to relying on virus protection software (which only finds known viruses), use security software that looks for suspicious behavior within your network (like a port opening up).

The idea is that if you do get hacked, it provides an early warning system and shuts down the potential hacker.

Third, identify a vendor who will help train your employees to be on the look out for suspicious content. Given enough time and opportunities, humans (yes that includes me) can be tricked into clicking the wrong email, going to the wrong website or sharing their logins. This vendor will then test your employees by sending them "hacked" emails. Harmless, but lets you know if your employees need further training.

### What advice can you give to someone who wants to pursue a career in financial tech?

I would focus on classes, internships or jobs related to database management and artificial intelligence. More and more, these two backgrounds are merging and feeding off of each other. The 'financial' part of the data is just data. It could just as easily be data on healthcare, widgets or bushels of corn. AI will be a critical tool to be able to use in any field trying to process mountains of data.

### How did being a member of FarmHouse impact your career?

My FarmHouse brothers and I came from all types of backgrounds and personality types. I learned the value of really listening to a person, not just waiting for them to stop talking so I could have my say. This is easily my most important tool I use daily.

I often say my unofficial position at my company is 'interpreter'. OroSolutions is roughly 50% accountants and 50% programmers. These are incredibly intelligent people, but accountants and programmers do not speak the same language. Similarly, our clients often have significantly different processes and terminology. Making sure we understand them and they understand us has been one of our greater challenges and successes. I draw a direct line to this important skillset from my time at FarmHouse.

### What is your leadership philosophy?

Remove your ego and listen first. Make sure people know they are heard and their work matters. ★



### Update Available: The Changing Face of How We Learn

#### WORDS BY SHANE JACQUES

My grandfather once sparked an argument with my mother, when he accused her of, “wasting a phone call.” To preface, it was the early 1990s, and she’d dialed 4-1-1. At the time, my family went to the movies almost every Saturday. It was a short drive away and there were a dozen theaters, so my parents never failed to find entertainment for my sister and me. My mom called 4-1-1 and asked to be connected to the movie theater, she then had to rattle off the city, state and zip code.

My grandfather labeled this as a new type of laziness and pointed to the untouched phonebook we regularly used as a doorstop. My mother called it progress — she didn’t have to drive to the theater to find a schedule, or somehow worse, bother to memorize the theater’s phone number.

His scowl from that day flashed through my mind when I spoke to my buttonless phone, “Hey Siri,” and asked her to find the closest theater, then bought my ticket by having my face scanned in place of a pin number.

Today’s college men are a part of the first generation to have this type of unlimited and unassisted access to information. Some may not even recall the 4-1-1 days. This poses a new type of challenge for educators and others who are in the business of sharing information. This new generation and those that follow are generally unfamiliar with a world where they are reliant on others to learn.

In the first months of living alone, I frequently called home with my quandaries. Nowadays, YouTube offers channels from cooking on a budget to fixing a leaky faucet.

In the same way, card catalogs and library cards have been replaced by Google and community-sourced knowledge hubs like Wikipedia and Reddit. Even complex concepts from an organic chemistry course are made simple through sites like Khan Academy, which students seem to prefer to attending their professors’ office hours. Simply put, the learning opportunities of today’s college students are more abundant and diverse than ever.

This new paradigm also offers an opportunity for progress. Professionals in the learning and development industry have created a significant buzz around the term, “micro-learning.”

This new approach breaks down information into short, bite-sized chunks delivered over time rather than in one fell swoop. Studies have shown when a student is presented with manageable bits of information over time, with an opportunity to apply the material between learning sessions, the students ability to recall information in moments of need increases dramatically.

Chunking content also allows for greater flexibility in the delivery mechanism. Rather than requiring learners to attend an in-person seminar (and accruing costs of travel and time), learning can happen “on the go” through digital platforms accessible by desktop and mobile devices. More than ever, the student has choice and control over how, where and when they learn.

Beginning next year, FarmHouse will adopt a micro-learning strategy for its new member education initiative. On their own schedule and at their own pace, new members will complete a series of short, online learning modules focused on topics such as fraternal values, Ritual, FarmHouse history, organizational

civics and Fraternity policies.

On a regular basis, men will come together as a new member class to discuss the content and share their individual experiences and perspectives before applying the material to the choices they make both on and off-campus.

Think of this approach as “on-the-job” training for fraternity men. Chapter leaders will be equipped with training and resources to guide discussion and ensure new members are reflecting on their experiences.

The Fraternity’s goal is to create a means of educating a new generation about FarmHouse most effective for them. We believe this change will create a greater sense of cohesion at valuable in-person events like the FarmHouse Leadership Institute, To Be and Become

and Conclave where brothers can network and share ideas, because of their better understanding of the Fraternity as a whole.

Adopting micro-learning is a way to reach learners where they are. Just as the method for getting movie showtimes has evolved, so too must our method for educating college men. If our programs go the way of the Yellow Pages, we’re likely to find ourselves obsolete. As the adage goes, “if you don’t like change, you’re going to like irrelevance even less.” ★



**“Beginning next year, FarmHouse will adopt a micro-learning strategy in its New Member Education initiative.”**

# Claiming Your myHerdBook Account



## CLAIM YOUR MYHERDBOOK ACCOUNT TO ACCESS FARMHOUSE'S MEMBER PORTAL POWERED BY OMEGAFI

Through myHerdBook you can update your contact and profile information, stay up-to-date on announcements from FarmHouse, check the calendar for important dates, register for events, search for brothers, make a donation, view your giving history to the Foundation, have access to valuable resources provided by the Fraternity and much more!

As an alumnus, you can use these steps as a guide for claiming your myHerdBook account. Contact FarmHouse at 816.891.9445 or [jeanine@farmhouse.org](mailto:jeanine@farmhouse.org) for further login assistance.

1

### GO TO FARMHOUSE.ORG

Click “myHerdBook” under the “Connect” tab in the top right-hand corner of your screen.

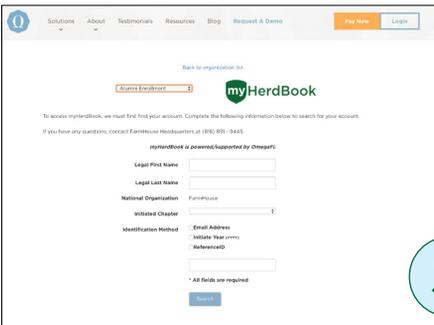
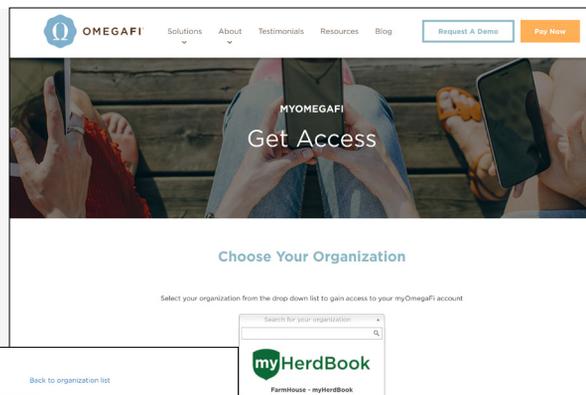
A new window will open for the login box.

Click “Get Access.”

2

### SELECT “FARMHOUSE - MYHERDBOOK” FROM THE LIST.

Select your enrollment type as “Alumni Enrollment.”



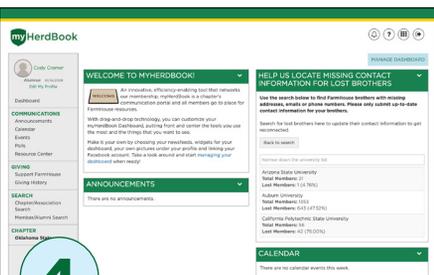
3

### ENTER THE REQUIRED INFORMATION

*Legal First Name, Legal Last Name, Initiated Chapter*

**Identification Method:** Email Address, Initiation Year or Reference ID (you will only need to provide one of the three).

Contact FarmHouse Headquarters if you do not know your Reference ID.



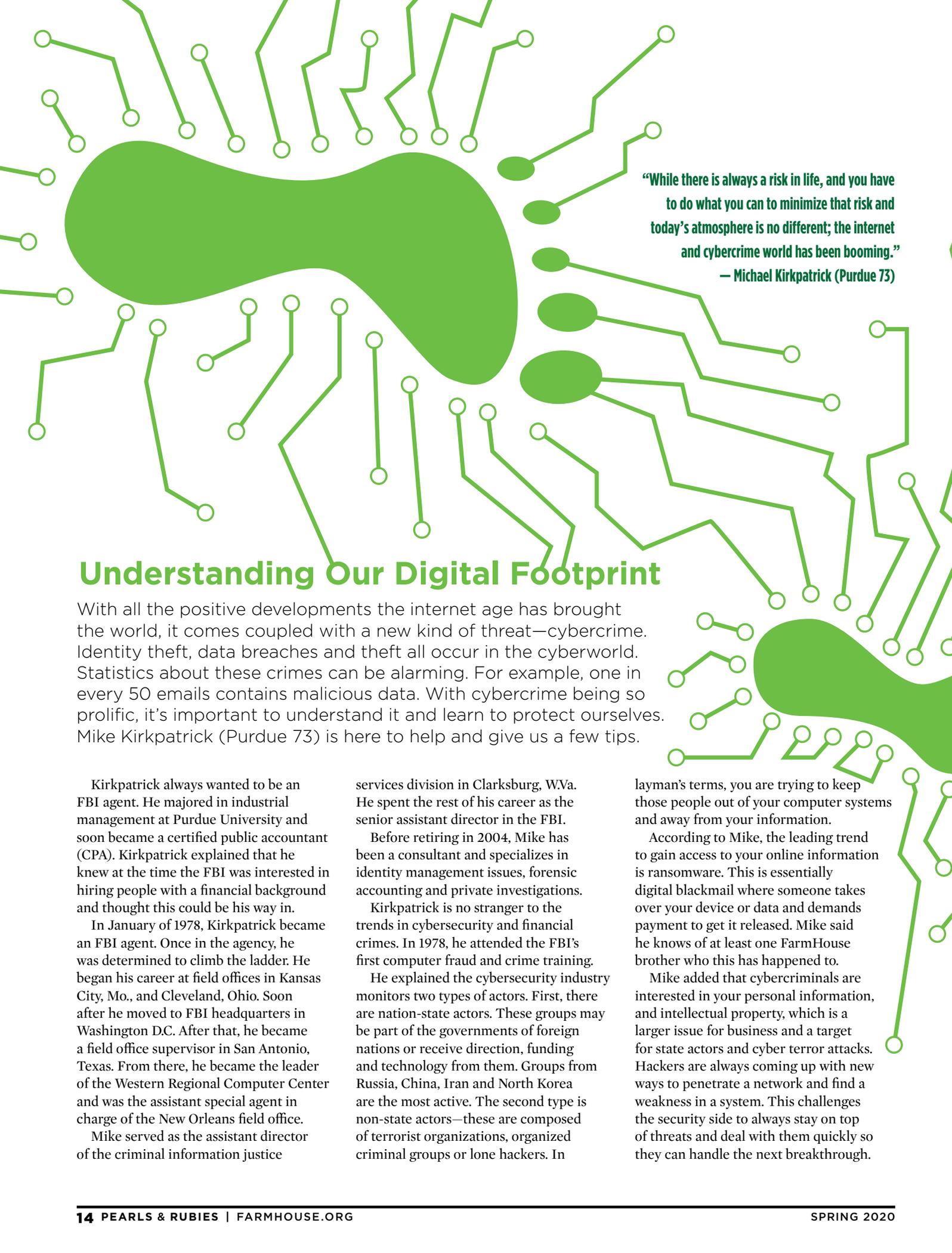
4

### SEARCH

Once you click “Search,” you will set up your login information (email and password).

## WELCOME TO MYHERDBOOK!

Once you've claimed your myHerdBook account, you can manage your Dashboard and take advantage of everything your member portal has to offer.



**“While there is always a risk in life, and you have to do what you can to minimize that risk and today’s atmosphere is no different; the internet and cybercrime world has been booming.”**  
— Michael Kirkpatrick (Purdue 73)

## Understanding Our Digital Footprint

With all the positive developments the internet age has brought the world, it comes coupled with a new kind of threat—cybercrime. Identity theft, data breaches and theft all occur in the cyberworld. Statistics about these crimes can be alarming. For example, one in every 50 emails contains malicious data. With cybercrime being so prolific, it’s important to understand it and learn to protect ourselves. Mike Kirkpatrick (Purdue 73) is here to help and give us a few tips.

Kirkpatrick always wanted to be an FBI agent. He majored in industrial management at Purdue University and soon became a certified public accountant (CPA). Kirkpatrick explained that he knew at the time the FBI was interested in hiring people with a financial background and thought this could be his way in.

In January of 1978, Kirkpatrick became an FBI agent. Once in the agency, he was determined to climb the ladder. He began his career at field offices in Kansas City, Mo., and Cleveland, Ohio. Soon after he moved to FBI headquarters in Washington D.C. After that, he became a field office supervisor in San Antonio, Texas. From there, he became the leader of the Western Regional Computer Center and was the assistant special agent in charge of the New Orleans field office.

Mike served as the assistant director of the criminal information justice

services division in Clarksburg, W.Va. He spent the rest of his career as the senior assistant director in the FBI.

Before retiring in 2004, Mike has been a consultant and specializes in identity management issues, forensic accounting and private investigations.

Kirkpatrick is no stranger to the trends in cybersecurity and financial crimes. In 1978, he attended the FBI’s first computer fraud and crime training.

He explained the cybersecurity industry monitors two types of actors. First, there are nation-state actors. These groups may be part of the governments of foreign nations or receive direction, funding and technology from them. Groups from Russia, China, Iran and North Korea are the most active. The second type is non-state actors—these are composed of terrorist organizations, organized criminal groups or lone hackers. In

layman’s terms, you are trying to keep those people out of your computer systems and away from your information.

According to Mike, the leading trend to gain access to your online information is ransomware. This is essentially digital blackmail where someone takes over your device or data and demands payment to get it released. Mike said he knows of at least one FarmHouse brother who this has happened to.

Mike added that cybercriminals are interested in your personal information, and intellectual property, which is a larger issue for business and a target for state actors and cyber terror attacks. Hackers are always coming up with new ways to penetrate a network and find a weakness in a system. This challenges the security side to always stay on top of threats and deal with them quickly so they can handle the next breakthrough.

## Understanding Our Digital Footprint

### How at risk is our personal or business information?

Back in the 1920s and '30s, there was a rash of bank heists. The bad guys had more firepower and faster cars than the good guys. In the '30s, new law enforcement practices and banking methods came into play to make banks safer and bad guys robbing banks less prevalent.

"While there is always a risk in life, and you have to do what you can to minimize that risk and today's atmosphere is no different; the internet and cybercrime world has been booming," Kirkpatrick said.

Mike explained that in 2020 there is money in cybercrime and it's often low risk, and for some that's justification enough. When asked why he robbed banks, bank robber Willie Sutton famously said, "Because that's where the money is."

website is unsafe. If you have children use parental controls. Use robust passwords and change them regularly. Don't use the same passwords on all your accounts, and don't write down a password on a sticky note and leave it on a computer screen.

Another thing many people forget about is their routers. Make sure your routers or wireless networks are encrypted and you change the password on your router after you get it, and passwords are required to access the router.

Don't forget another big area of vulnerability: public Wi-fi hotspots.

"We all use them, I'm as guilty as anyone else," said Mike. I don't do any banking or buy anything, but I look at email and things like that. Understand you are more vulnerable on a public hotspot."

To be more secure you could look to a VPN (virtual private network) software to encrypt your data while you are on Wi-fi.

Scan any media, like flash drives or email downloads you introduce to your device, system or network. Even if it comes from a trusted source, it never hurts to double-check.

a month. Businesses, it may be daily or hourly. Backups should be stored externally from a system to prevent contamination.

He also encourages users to be alert for phishing and spear-phishing emails. These emails may look legitimate, but they may want you to click on a link. If you click on the link, it may take you somewhere to allow ransomware to get on your system or ask you for passwords and user IDs. Double-check email addresses and know most service providers will not ask for personal information over email.

"While this is a 50,000-foot approach, doing research and taking a look at ways to better secure your information can save a lot of hassle on the back end," Kirkpatrick said.

Making it more difficult to obtain your information may not be a guarantee it will not be stolen, however, it can prepare you to deal with the situation and ensure you can resume life as normal.★

### What are some ways to be more secure?

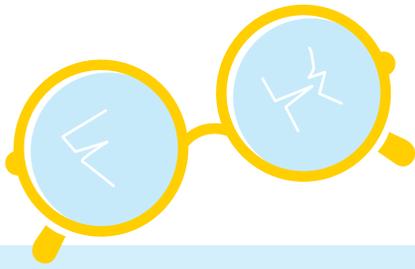
According to Mike, while there are many ways to protect yourself, the first and easiest step is to simply monitor your personal information available online. Don't offer information unless it's absolutely necessary. For example, home addresses are often listed on social media profiles without good reason.

Next, it's vital to install a firewall and make sure it stays up-to-date and activated. Use a comprehensive, reliable and reputable security suite, which includes virus protection, spam filter and malicious website blocking. This will block pesky pop-ups and alert you when a

### What is the best way to back data?

Many people do not consider how important backing up data can be. With the prevalence of ransomware. Kirkpatrick encouraged users to think about how valuable their data is to them, and ask themselves if they'd be willing to lose it. Those who hold data hostage know how precious data is.

If your data is important to you, it should be reflected in your backups. For some, it might be once a week or once



## Vision 2020: Strategic Plan Survey

Do you want to have your thoughts heard about the direction of FarmHouse? Before we enter Conclave, FarmHouse Fraternity is looking for input from dedicated members and alumni.

As Dyad completes their assessments, it becomes imperative that the entire FarmHouse organization takes the outcomes into consideration to help shape the next chapter of our Fraternity. To do this completely and honestly, input from all stakeholders is necessary. We need your perspective so together we can mold the next generation of FarmHouse.

Now is the time for us to guide our Fraternity, together. Take this short survey by April 30th to help us continue the FarmHouse legacy. Complete the survey today at [bit.ly/FHplan](http://bit.ly/FHplan)

Simply type this link into your internet browser and take responsibility for the direction of FarmHouse.



## FarmHouse partners with Dyad for a deeper look at chapter data

In years past, we've monitored a few variables to gauge the health of each FarmHouse chapter. These numbers include average GPAs, chapter size and retention rates. And while these numbers will always hold value, our partnership with Dyad Strategies has introduced a new means of assessing our chapters.

**DYAD STRATEGIES** is a consulting firm based in the Pensacola Bay area. Their goal is to help organizations tell their story. Dyad looks beyond the data collected in the past, to illustrate the culture of their clients. Their services will help FarmHouse ensure that each chapter is performing in a positive manner, and help our staff collect both anecdotal and quantitative data about the organization as a whole.

Each undergraduate FarmHouse member will be required to take the confidential online survey. Dyad's standard assessment measures six different points of interest. The first is the Fraternal Brotherhood questionnaire, which gauges an individual's sense of belonging in the group. The second and third are the Hazing Tolerance Scale and Hazing Rationale Scale, which could provide valuable insight, and help prevent any potential cases of

potential hazing. Hazing is not tolerated in our organization. Next is the Sexual Assault Mentalities Scale, which is important for us to understand and address. Fifth is the Alcohol Use/Consequence Scale which can help us gauge healthy self-regulation habits. Finally, the assessment measures organizational commitment. This will not only speak to retention rates, but allow us to provide assistance to chapters who may be underperforming.

We believe this partnership with Dyad Strategies will be a valuable tool to enhance our goal as a Fraternity—to be Builders of Men. Dyad will give us a 360 degree view of our organizational performance. Not only will we be able to identify potential issues, but we will be able to celebrate the stories of current FarmHouse men. ★



## Technology & How We Shop

WORDS BY: ROBBIE HABLE, (IOWA STATE 09), BASF PH.D. STAFF

After graduating, I faced a rude awakening. For the first time, I was entirely responsible for all of my shopping. I was entering the professional workforce and knew my days of wearing homecoming t-shirts and sweats were numbered. I was also quickly growing tired of fast-food lunches and carry-out dinners. I had to start shopping.

I should make it clear—there are two kinds of shopping as indicated by the *Journal of Retailing*. The first is hedonic, which is solely about the pleasure and enjoyment of spending money. The second is utilitarian, where shopping is useful, practical and designed to get a task done. I was doing the latter.

Like people all across the globe, my first instinct was to go online. According to a 2019 report done by First Insight, men are embracing technology and the e-commerce world more so than women and men are now making as many purchases from mobile devices as women.

Soon after starting my internet perusing, I discovered subscription services. Don't get me wrong, I've had Netflix, Hulu and Spotify for all my streaming needs for years. Those purchases were hedonic—only for enjoyment.

I'd discovered something different. I found Dollar Shave Club first, which, for a low cost sent me all the basic hygiene products I'd need all month long. Then, I found Stitch Fix, which

sent me outfits to suit my work's dress code and let me return pieces I didn't like. Best of all. I found Fresh, a meal service that sends recipes and ingredients to my doorstep on a weekly basis.

From personal hygiene and styling, to food and meals, my subscriptions cover nearly all my expenses making them easier to track and budget.

The greatest benefit these subscriptions provide is time savings. Grocery shopping, cooking and style-choices are some of my least favorite chores.

One reason I stayed active and paid my dues my senior and super-senior years in FarmHouse was for the

meal plan and free apparel from events. These subscriptions were an easy way to try to recreate that.

They also surprised me with their quality. I also learned what it was like to not be forced to make a razor last as long as a can of shaving cream.

**Grocery shopping, cooking, and style-choices are some of my least favorite chores.**

Similar to a fraternity, a key component of a subscription service is member satisfaction and retention. Technology and social media have also increased the transparency of not only products and service quality but a company's values, integrity and commitment to its customers. The digital age has reverted a great deal of power back to the consumer and created a greater consumer-centric marketplace both in and out of the retail market.

Digitalization and customer-focused

initiatives have come to the forefront of many industry's corporate strategies.

While it could never substitute my fraternal experience,

my subscriptions have helped smooth the transition into the next phase of my life. In this sense, I've experienced a fundamental change in the way I thought shopping was done. For this FarmHouse alumnus shopping no longer feels like a sacrifice of time, pleasures and comforts. ★



## A QUICK GUIDE TO STAYING *Connected*

### FarmHouse and Social Media

Not only does FHHQ have social media accounts, so do our chapters! A few years ago, The International Fraternity initiated a new process to track a chapters progress and encourage our membership to share the incredible things they did each semester through social media accounts.

This program, Excelsior, rewards chapters for posting to social media. Some of the accomplishments most commonly shared are philanthropy events, social events, GPA achievements and other awards.

To check out their latest news, look for our chapters on your preferred social media platform, and give them a follow! (If you have trouble finding an account, try searching within the list of who FHHQ “follows” to find local chapters).

 [@FarmHouseFraternity](#)

 [@FarmHouseFraternity](#)

 [FarmHouse International Fraternity](#)

Over the last decade, we’ve become increasingly more connected to one another. Friends who travel together can instantly share their photos, conversations can occur between people on different continents and we never have to wait to get the news. Social media has a hand in all of these developments. While many people express how simple each platform is to use, it can still seem convoluted. Here’s a quick introduction into the world of social media.

The first step to creating a social media account, whether you are a tech guru or a hesitant internet explorer, is to understand your purpose. We outlined three different reasons why people may want to join social media because each will vastly change your viewpoint.

#### **Personal connection.**

Your spouse, kids, grandchildren, or even the FarmHouse brother you helped recruit have asked, “why don’t you have a ‘so and so’ social media account yet?” You are looking to connect with people in your everyday life or reconnect with old friends.

#### **Business.**

While it sounds simple, there are a litany of ways to run a business through social media. You can sell products, recruit employees, engage clients, find a job, or reach untapped markets. Some business

use social media as a way to further express the personality of their brand. This could be anything from sharing a trade article to posting a funny photo.

#### **Curiosity!**

There is a whole new world evolving at our fingertips. Much of what is out there may not interest you, but there are also dozens of online forums, communities and websites dedicated to providing the best resources, information and opportunities for progress.

It is always okay to ask for help. Social

*There is a whole new world  
evolving at our fingertips.*

media is meant to be fun. Feel free to ask questions to your FarmHouse brothers (or younger family members and friends). Even if their patience appears to run thin, they will enjoy helping you.

## A Quick Guide to Staying Connected

First, let's dip into the basics. The three major social media platforms today are Facebook, Instagram and Twitter. Creating a profile for each of these requires an email or phone number. You will be asked to confirm these, which is vital.

This acts as a safety net if passwords are forgotten or the platform senses suspicious activity. If you already have your accounts, great! Let's dive in.



**Facebook** is arguably the most popular outlet for Millennials, Gen X and Boomers. Its goal is to help connect people. These could be family and friends or people with the same hobbies and interests as you. The layout is simple. Each user creates a profile, which becomes a collection of their photos and statuses they've shared. When you add new friends, or like pages, you'll see their photos and statuses. Facebook offers great features like events, so users can show interest in or RSVP to events. Facebook also offers marketplace, which allows users to shop or sell things online. Business pages look slightly different and are run through a separate app (Facebook Pages), but they're a great resource that tracks data for the user for free!



**Instagram** is most popular with Gen Z and ranks second for Millennials, Gen X and Boomers. Imagine creating a scrapbook of your best photos and sharing that scrapbook with your friends—that's Instagram. Users can share photos or videos and caption them for their followers to see. If you've ever heard the word "hashtag," or seen people put "#" before a word, and questioned why they've done that, it's because hashtags are used to organize photos. So every photo with "#FarmHouse" in the caption will be grouped together, like they're being put in the same file folder. Every caption can use up to 30 hashtags.



**Twitter** is used by 39% of adults 18-29 years old and lets users share their thoughts 280 characters at a time. It's been dubbed, "microblogging," which is all about short but frequent posts. Sharing your thoughts in this way is called a "tweet." Users have the option to "Retweet," an existing tweet which shares it to their followers, quote a tweet which allows them to add their thoughts to an existing tweet, or reply to a tweet which starts a conversation with the original poster. Hashtags are also used on Twitter as well.

All three of the platforms share similar features. You can direct message friends to have a private conversation. You can limit your account settings so strangers cannot see your content, and you can add or remove friends at your leisure. Each platform certainly has its own niche, but all have similar privacy and content sharing options. Start with one, and if you feel comfortable moving to another, go for it!

*The important thing  is to use social media how you want to and not let it use you.*

### **SOCIAL MEDIA TIPS:**

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**1. Stay connected,** but don't overwhelm your friends. Try not to post more than once or twice a day. Certainly let people know the exciting things you are doing in your community at least once every few week.

**2. Enjoy it.** There is so much to explore, whether you want to watch funny videos, or connect with people with similar hobbies or careers.

Social media is a great tool, if used properly, you can better connect with others.

**3. Be conscientious of what you post online.** The internet has plenty of hate speech and people who seek out arguments. Don't be sucked in by negative posts and videos. Think about what you want to see online. Highlight the good and the laughable, the kind and the friendly. Your online presence is not just some online site, it is an extension of you. Treat it as such.

**4. Keep up with FarmHouse on social media.** By following FarmHouse, you not only have more direct access

for questions and information, you also show your support for the good things FarmHouse stands for and accomplishes. Give us a follow, click "Like," and feel free to reach out to us.

While there are many about social media, the important thing is to use it how you want to and not let it use you.

Be yourself and keep your network as small or as large as you feel comfortable. Use it to explore new hobbies, to ask questions to a broader base and to follow the things you love. Most importantly, get connected! ★



# A Quick Guide to Staying Connected



<b>Alberta</b>	<ul style="list-style-type: none"> <li>fh_alberta</li> <li>@FH_Alberta</li> <li>UALberta Farmhouse Fraternity</li> </ul>	<b>Arkansas</b>	<ul style="list-style-type: none"> <li>uarkfarmhouse</li> <li>@uarkFarmHouse</li> <li>Arkansas FarmHouse</li> </ul>	<b>Auburn</b>	<ul style="list-style-type: none"> <li>aufarmhouse</li> <li>@FHAuburn</li> <li>Auburn FarmHouse (the old guys)</li> </ul>
<b>Central Missouri Colony</b>	<ul style="list-style-type: none"> <li>farmhouse_centralmissouri</li> </ul>	<b>Clemson</b>	<ul style="list-style-type: none"> <li>clemsonfarmhouse</li> <li>@FHClemson</li> <li>Clemson FarmHouse Fraternity</li> </ul>	<b>Colorado State</b>	<ul style="list-style-type: none"> <li>csufarmhouse</li> <li>@FarmHouseCSU</li> <li>Colorado State University FarmHouse Fraternity</li> </ul>
<b>Idaho</b>	<ul style="list-style-type: none"> <li>farmhouse_fraternity_idaho</li> <li>@FarmHouse1957</li> <li>FarmHouse Fraternity at the University of Idaho</li> </ul>	<b>Illinois</b>	<ul style="list-style-type: none"> <li>farmhouse_ill</li> <li>FarmHouse Fraternity at the University of Illinois</li> </ul>	<b>Illinois State</b>	<ul style="list-style-type: none"> <li>isu_farmhouse83</li> <li>@ISUFarmHouse83</li> <li>Illinois State FarmHouse</li> </ul>
<b>Iowa State</b>	<ul style="list-style-type: none"> <li>isu_farmhouse</li> <li>@ISUFarmHouse</li> <li>FarmHouse Fraternity Iowa State Chapter</li> </ul>	<b>Kansas State</b>	<ul style="list-style-type: none"> <li>farmhouseksu</li> <li>@FarmHouseKSU</li> <li>K-State FarmHouse</li> </ul>	<b>Kentucky</b>	<ul style="list-style-type: none"> <li>kyfarmhouse</li> <li>@UKFarmHouse</li> <li>University of Kentucky FarmHouse Fraternity</li> </ul>
<b>Michigan State</b>	<ul style="list-style-type: none"> <li>farmhouse_msu</li> <li>@MSU_FarmHouse</li> <li>Michigan State FarmHouse Fraternity</li> </ul>	<b>Minnesota</b>	<ul style="list-style-type: none"> <li>umn.farmhouse</li> <li>@MNFarmHouse</li> <li>Minnesota FarmHouse Fraternity</li> </ul>	<b>Mississippi State</b>	<ul style="list-style-type: none"> <li>msu_farmhouse</li> <li>@MSUFH1936</li> <li>Mississippi State Farmhouse</li> </ul>
<b>Morehead State</b>	<ul style="list-style-type: none"> <li>farmhouse_moreheadstate</li> </ul>	<b>Nebraska</b>	<ul style="list-style-type: none"> <li>farmhouse_unl</li> <li>@FarmHouseUNL</li> <li>FarmHouse Fraternity University of Nebraska-Lincoln</li> </ul>	<b>North Carolina State</b>	<ul style="list-style-type: none"> <li>farmhouse_ncsu</li> <li>@NCSU_FarmHouse</li> <li>NCSU Farmhouse</li> </ul>
<b>North Dakota State</b>	<ul style="list-style-type: none"> <li>nds_u_farmhouse</li> <li>@ndsufarmhouse</li> <li>NDSU FarmHouse Fraternity</li> </ul>	<b>Ohio State</b>	<ul style="list-style-type: none"> <li>farmhouseatz</li> <li>@FarmHouseATZ</li> <li>FarmHouse ATZ Chapter at Ohio State</li> </ul>	<b>Oklahoma State</b>	<ul style="list-style-type: none"> <li>osu_farmhouse</li> <li>@osu_farmhouse</li> <li>FarmHouse Fraternity Oklahoma State</li> </ul>
<b>Oregon State</b>	<ul style="list-style-type: none"> <li>oregonstate_farmhouse</li> <li>N/A</li> <li>FarmHouse Fraternity- Oregon State</li> </ul>	<b>Purdue</b>	<ul style="list-style-type: none"> <li>farmhousepurdue</li> <li>@PFarmHouse</li> <li>FarmHouse Fraternity Purdue Chapter</li> </ul>	<b>South Dakota State</b>	<ul style="list-style-type: none"> <li>farmhouse_sdstate</li> <li>@SDStateFH</li> <li>FarmHouse Fraternity - South Dakota State</li> </ul>
<b>Southern Illinois</b>	<ul style="list-style-type: none"> <li>farmhouse_siu</li> <li>@SIU_FH</li> <li>FarmHouse Fraternity Southern Illinois University Carbondale</li> </ul>	<b>Tarleton State</b>	<ul style="list-style-type: none"> <li>tsufarmhouse</li> <li>@TSUFarmHouse</li> <li>FarmHouse Fraternity Tarleton State University</li> </ul>	<b>Tennessee</b>	<ul style="list-style-type: none"> <li>farmhouse_tennessee</li> <li>@UTFarmHouse</li> <li>Tennessee FarmHouse</li> </ul>
<b>Texas A&amp;M</b>	<ul style="list-style-type: none"> <li>tamufarmhouse</li> <li>@FarmHouseTAMU and @TAMUFarmHouse</li> <li>Texas A&amp;M FarmHouse Fraternity</li> </ul>	<b>Texas Tech</b>	<ul style="list-style-type: none"> <li>ttu_farmhouse</li> <li>@TTUFarmHouse</li> <li>FarmHouse Fraternity at Texas Tech</li> </ul>	<b>Troy</b>	<ul style="list-style-type: none"> <li>farmhousetroy</li> <li>@FarmHouseTroy</li> <li>FarmHouse - Troy University</li> </ul>
<b>Virginia Tech</b>	<ul style="list-style-type: none"> <li>vt_farmhouse</li> <li>@VPiFarmHouse and @VTFarmHouse</li> <li>FarmHouse Fraternity - Virginia Tech</li> </ul>	<b>Washington State</b>	<ul style="list-style-type: none"> <li>wsu_fh</li> <li>@WSUFH</li> <li>FarmHouse Fraternity at WSU</li> </ul>	<b>Western Kentucky</b>	<ul style="list-style-type: none"> <li>wku_farmhouse</li> <li>@WKU_FarmHouse</li> <li>WKU FarmHouse Fraternity</li> </ul>
<b>Wichita State</b>	<ul style="list-style-type: none"> <li>wichitastate_farmhouse</li> <li>@FH_WSU</li> <li>FarmHouse Fraternity at Wichita State</li> </ul>	<b>Wilmington College</b>	<ul style="list-style-type: none"> <li>wilmingtonfarmhouse</li> <li>@wilmingtonfarm1</li> <li>FarmHouse Fraternity - Wilmington College</li> </ul>	<b>Wisconsin-Platteville</b>	<ul style="list-style-type: none"> <li>uwpfarmhouse</li> <li>@UWPFarmHouse</li> <li>Wisconsin-Platteville Chapter of FarmHouse Fraternity</li> </ul>



# ONLY IN FH

# TECHNOLOGY

**THE IDEA OF PROGRESS** is often allusive. The word “progress” has always been important to the men of FarmHouse. To most, it implies a step forward in a meaningful, impactful and moral manner. To live without progress is to live in the past. It implies stagnancy. The following pages feature two young alumni who are deeply devoted to making steps into the future.

Often, new updates or modifications bring both tremendous challenges and opportunities. While we can only imagine how technology will continue to solve problems both big and small, we do know it won't stay stagnant. By nature, it will continue to change. This is something all FarmHouse men know. Our seven Founders sowed seeds of change by standing out on the University of Missouri campus and

continued to institute change and progress through their lives. Our Founders witnessed the technological revolution happen personally, professionally and in agriculture in the 1900s we can only imagine what they'd think of our technology today despite being a part of our history, their values are still shaping our future.

This section, Only in FH, is dedicated to the diverse range of action by FarmHouse men. Defined not by one category, one value or one moral marker, FarmHouse men are able to differentiate themselves through their experiences and actions.

John D. Ohloft (North Dakota 14) and Ryan Raguse (North Dakota 10) have each shown remarkable intuition and passion in engaging with the technological world.

## Only in FH

# Only in FH: John D. Olhoft

This past year, the world saw its first 3D printed bridge, house, and human skin. The technology is on the minds of doctors, architects, engineers and FarmHouse men. In particular, John Olhoft (North Dakota State 14) was born in Barrett, Minn. Today, he resides in Fargo, N.D., and is proud to be the new President of LulzBot 3D Printers as well as part-owner of Fargo 3D Printer Repair. He graduated from North Dakota State University with a degree in agricultural and biosystems engineering and is now pursuing a master's in business administration.

**OLHOFT** is very proud of 3D Printer Repair as he should be. The company works with a wide array of clients to fulfill warranty guarantees as well as perform necessary maintenance on the equipment after the warranties expire. Not only is the technology at the forefront of advances in several fields, but 3D Printer Repair employs a number of FarmHouse undergraduate members part-time while they pursue their degrees.

Olhoft now has an exciting new business venture—FAME 3D, Inc. FAME, an acronym for Fargo Additive Manufacturing Equipment, was formed from the Colorado-based company Lulzbot. When the principals of Lulzbot announced their closing in October 2019, John saw a unique opportunity. Since 2011, Lulzbot had been manufacturing a number of models of 3D printers.

John quickly sought counsel from Rick Berg (North Dakota State 78). This led to a conversation with Ron Bergan (North Dakota State 62) and the wheels took off. With the wisdom and experience of these two outstanding businessmen, an acquisition plan was put together, including the name, trademark and infrastructure.

John, Rick and Ron along with a number of investors wanted to move quickly, not only for the business opportunity but also not to interrupt employment for the Lulzbot employees.

By the end of 2019, the assets of the company moved to Fargo under the leadership of John Olhoft as President. Lulzbot's 120 employees will continue with the transition until that time, and will have the opportunity to continue with FAME 3D in Fargo, if they choose. If they prefer not to move, John and his team plan to

employ their skills on a contract basis.

FAME 3D will focus their initial energies on four models; Min 2, TAZ Pro, TAZ Workhorse and the soon to be released BIO.

"The horizon of bioprinting is just coming into focus. It has been around since the early 2000s and now scientists are moving from printing tiny sheets of tissue to entire 3D organs," Olhoft said, "The possibilities are fascinating and endless."

Olhoft is proud the new business venture took only seven days to work out.

"In today's business environment, timing and the ability to be fluid is a distinct advantage," Olhoft said. "Our FarmHouse networking and connections allowed this to come to fruition in an amazingly short time."

John credits FarmHouse not only for the brotherhood, fond memories and stories but also for molding his leadership skills. As an upperclassman, John headed the recruitment team. He credits the value of learning to work together as a team, working with his brothers to solve problems and the bonds that came along with lots of great memories and fun.

"The leadership experiences in FarmHouse apply to business—any business," John said. "The opportunities to network, a brotherhood of kindness and support, and the environment to grow and learn, are invaluable." ★

*For more information please visit [lulzbot.com](http://lulzbot.com)*

**"The leadership experience in FarmHouse applies to business—any business," John said. "That along, with the networking opportunities, the kindness and support within the brotherhood and the environment to grow and learn is invaluable."**

**— JOHN D. OLHOFT  
(NORTH DAKOTA  
STATE 14)**

## Only in FH

**“FarmHouse was truly a turning point for me—joining as an individual to working as a group and functioning as a community.”**

**— RYAN RAGUSE  
(NORTH DAKOTA STATE 10)**



## Only in FH: Ryan Raguse

Ryan Raguse (North Dakota State 10) started a gopher trapping business as a child. Like any business, it was complete with spreadsheets, records and studies. Back then and now, Ryan was a critical thinker and problem-solver. He prides himself on his farming roots and constantly pushes himself to explore new ideas and places.

**TODAY**, Ryan builds innovative software to enable grain retailers and growers to do business better and more profitably. Digital infrastructure for farmers is a relatively new field and is enabling farmers to better communicate, expand and profit.

“Bushel provides the strength of community as both operational and logistical platforms are addressed,” Raguse said. Who is Executive Chairman of the company. He also serves as chief product and strategy officer.

Outside of work, Ryan spends his time hunting, fishing, motocross and rally racing. He also enjoys being a DJ, DJ Sugarbeets. You can usually hear Electronic Dance Music (EDM) playing across the office at 7 a.m. Raguse represents something rare in our nation—a sixth-generation farmer. After earning an accounting degree from North Dakota State University, he stayed in Fargo and shortly thereafter cofounded Bushel.

Raguse’s family has farmed since the 1800’s in Wheaton, Minnesota. They currently farm 1,100 acres. Typically,

corn and soybeans, but they also harvest wheat, sugarbeets and oats. Each spring and fall, Ryan returns to his roots as a hands-on farmer.

Ryan’s favorite college memory was living in the chapter house. He credits his FarmHouse experience with a huge impact on his career. Those relationships, both in the chapter and with alumni, have been a constant in his adult life.

“I am fortunate to have the mentoring and advice of talented, passionate FarmHouse brothers by both the men I lived with and by our alumni,” Raguse said. “My hope is to give back to this community.”

Ryan joined FarmHouse as a junior and still remembers initiation as one of his most impactful moments.

“It was truly a turning point for me, joining as an individual, to working as a group and functioning as a community,” he said.

“Technology enables farms to be more profitable—allowing them to stay with families. It is an enabler of life, all

life and technology, is the overriding presence in my life,” he said.

To Raguse, farming and his love for the outdoors are a constant theme. He’s always working to better himself. For example, public speaking was a personal shortcoming for him and he sought to fix it. Now he seeks out talented public speakers, and pushed himself to seek a speaking engagement each month, and to research the subject. He sought the advice of those talented in public speaking.

Ryan has always had a creative and curious spirit. His advice to others looking to start an endeavor is simple.

“Just start,” he advised. “Find one small thing that will move your agenda forward and do it, then take the next step. Do not let the ultimate goal overwhelm you.” ★

For more info: [bushelpowered.com/](https://bushelpowered.com/)

THE ART OF

# BROTHERHOOD

## FARMHOUSE

»» AGED 115 YEARS ««



*After 115 years, our Fraternity has fine-tuned our craft into something unique.*

We deliver an experience beyond that of our counterparts. This year's Conclave theme is designed to celebrate that fact. Join us in Louisville, Ky. to experience, "The Art of Brotherhood," in the hometown of baseball bats, dignified whiskey, and the Kentucky Derby.

Alumni and guests are invited to attend our 51st Biennial Conclave in Louisville, Ky., for education, networking and fellowship.

Join the conversation July 30–Aug. 2, of where FarmHouse and the fraternal movement is headed. Together, we'll continue to not only build men, but build FarmHouse.

Alumni can register today at [bit.ly/FHconclave2020](https://bit.ly/FHconclave2020)

*Online registration closes July 24, 2020. In-person event registration will take place at Conclave. Alumni and guest cancellations will be accepted until July 10, 2020.*



### Louisville Marriott Downtown

**A special room rate of \$170/night is offered to Conclave guests. Book your room by July 8 to receive this rate.**

For safety and security all Conclave attendees are expected to stay at the host hotel.

Alumni and guest attendees are responsible for booking their own accommodations at the Louisville Marriott Downtown.





# SCHEDULE



## THURSDAY, JULY 30

**1 P.M.-5 P.M.**

Student Leadership Experience  
Muhammad Ali Center

**5:30-8 P.M.**

Opening Event Tavern on Fourth

**8:30-9:30 P.M.**

Honorary Member Installation

**9:30 P.M.**

Free Night Downtown Louisville

**9:30-10:30 P.M.**

VIP Reception



## FRIDAY, JULY 31

**8-9:15 A.M.**

Breakfast and Leadership Keynote

**10:45-11:45 A.M.**

Fraternity Business Session I

**12-1:30 P.M.**

Fraternity Awards and Volunteer  
Recognition Luncheon

**1:30-3:00 P.M.**

Fraternity Business Session II

**2-3:15 P.M.**

Education Sessions: Volunteer Track

**3:30-5:00 P.M.**

Fraternity Business Session III

**2-5:00 P.M.**

Education Sessions: Volunteer Track

**6-8:30 P.M.**

Group Night Out  
at Churchill Downs

**8:30-9:00 P.M.**

Vespers and Memorial Service





**SATURDAY, AUGUST 1**

- 8-9:15 A.M.**  
Master Builder Breakfast Panel
- 9:30-11:45 A.M.**  
Education Sessions: Volunteer and Association Tracks
- 10:45-11:45 A.M.**  
Ruby Society Networking Session
- 12-1:15 P.M.**  
Leadership Luncheon
- 1:30-2:30 P.M.**  
Education Sessions: Volunteer and Association Track
- 2:45-4 P.M.**  
"Future of FarmHouse"  
Strategic Plan Presentation
- 4:15-5:15 P.M.**  
Education Sessions: Volunteer and Association Track
- 5:45-7 P.M.**  
Chapter Receptions
- 7:30-9:30 P.M.**  
Closing Banquet

**RATES & REGISTRATION**

**WEEKEND PASS**

- Chapter Delegate + Alternate Delegate**  
*(includes all events, meals, lodging and transportation)*  
\$2,100/pair
- Additional Student Attendees**  
*(includes all events, meals and lodging)*  
\$600/person
- Association Delegate**  
*(includes all events, meals and lodging)*  
\$1,200/person
- Alumni Attendees & Spouse/Guest**  
*(includes all events and meals)*  
\$450/person

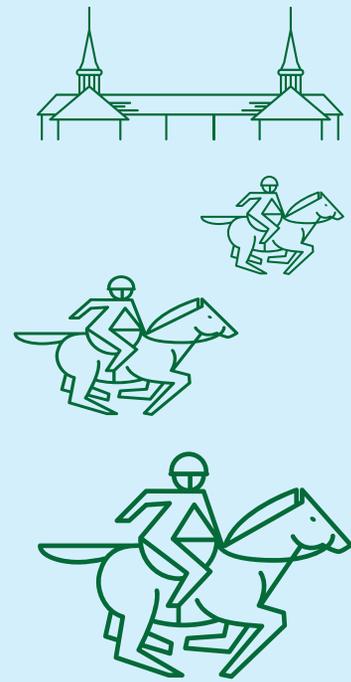
**DAY PACKAGES**

*(Includes all events and meals for that day):*

- Thursday, July 30**  
\$55
- Friday, July 31**  
\$200
- Saturday, Aug. 1**  
\$195

**A LA CARTE**

- |                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li><b><u>Thursday</u></b><br/>Opening Networking Night<br/>\$55</li> <li><b><u>Friday</u></b><br/>Breakfast and Leadership Keynote<br/>\$45</li> <li><b>Fraternity Awards and Volunteer Recognition Luncheon</b><br/>\$55</li> <li><b>Group Night Out</b><br/>\$100</li> </ul> | <ul style="list-style-type: none"> <li><b><u>Saturday</u></b><br/>Master Builder Breakfast Panel<br/>\$50</li> <li><b>Luncheon</b><br/>\$55</li> <li><b>Closing Banquet</b><br/>\$90</li> </ul> |
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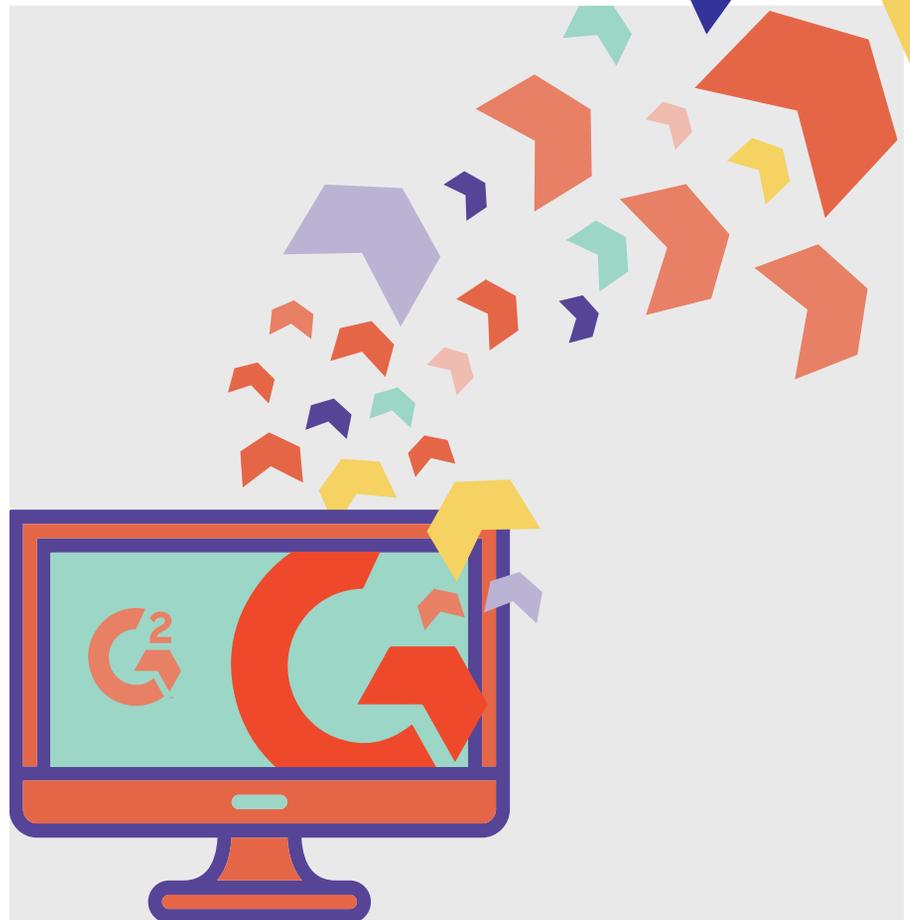


# Using Tech to Drive Business

Tim Handorf (Iowa State 91) and the other founders of G2 realized the software buying process was broken. They formed their company, G2, in Chicago, Ill., with the goal of helping businesses select the right products based on peer feedback. Handorf is now President, and the company is now the largest tech marketplace around, guiding how thousands of businesses engage and use softwares from around the globe. The company reached over 1 million reviews on a wide range of softwares. Handorf has built a thriving business on tech reviews and product management.

Handorf grew up on his family farm, with a knack for math and science. He was drawn to the engineering field, and believed agricultural engineering was the right fit for him. He went to Iowa State University, where he joined FarmHouse. He had a passion for leadership and landed in a leadership training program for The Red Tractor Company.

Through this experience, Tim was able to get a job developing technologies for a supply chain company. It was through this unique leadership training program Handorf was able to develop his passion for software technology and connected with a small tech startup.



While working for this company, it was sold and Handorf saw a need.

He determined during the sales process, companies wanted to hear from existing customers. They wanted to know what worked and what needed improvement.

Fast forward to today, G2 has approximately 100,000 softwares up for review, allowing existing customers can share their opinions. G2 is able to rank the softwares based on these reviews. Potential customers can see these reviews to make the best purchasing decision.

In order to launch G2, Tim and the founders knew they had to start collecting reviews. First, they started with a grassroots approach. They went to conferences, talked to friends, handed out gift cards and spread the word every way they could. Eventually, after countless hours, they got the momentum they needed.

Vendors had to be proactive, whether they were getting positive or negative reviews they encouraged their customers

to engage with G2. Both sides, buyers and sellers, were engaging with G2.

Handorf explained the positive nature of G2.

“Technology is no longer one size fits all,” Handorf explained. “G2 has over 100,000 different softwares on our site and that number is accelerating. Because of softwares and service, it has gotten so much easier to build and distribute software. This is a great thing because now you can buy softwares which are very custom to what you are doing. Small businesses that used to not be able to afford anything more than Microsoft Word now can have systems specifically designed for them to run their business. There is detailed software for any problem out there.”

G2 has made it possible for small businesses to purchase software years ago only Fortune 500 companies could afford. G2 lets the best software shine and doesn't let the oversaturated market overwhelm buyers.

## Using Tech to Drive Business

“There are so many more softwares out there it is actually harder to decide what is right for the buyer. It can be overwhelming to see over 100,000 softwares on the G2 website,” Handorf said.

“The first step is to find people with similar businesses to you and find out

level of convenience to the process, it also makes it easy to buy software. These programs renew automatically, so feasibly a company could be paying for a service they haven’t utilized. Or even, they could pay licenses on software for half the company when only a small team needs it. “When I ask people how many softwares

to FarmHouse brothers in similar businesses and asking what technological tools they use. You can also go to websites like G2 and see a company you admire or see a competitor and view what technology they are using.

The G2 website provides information about how your company shapes

**If there is a problem you face, there is probably a software out there to help you fix it, you just have to go looking.**

what they are using. G2 highlights this as a focus, connecting you to people like you to see what they are using and seeing their reviews.”

The next issue G2 has started to tackle is the management of those softwares. Most companies don’t realize how many softwares they use. Handorf explained, by rule of thumb, that a 100-employee company is likely using 100 different softwares and spending \$10,000 a year on them. G2 offers a product to track what softwares are being used and whether they’re being renewed on an annual basis.

As a trend, people are switching to softwares of service. Meaning, instead of installing tech to your laptop, most new softwares are being run through a web browser, hosted remotely and being updated in real time. While this adds a

they think they use, they are usually off by about a factor of 2x,” Handorf said.

On the other hand, there are companies who are behind the curve.

“If you are not using 100 softwares with a 100-person business, you may need to think about digital transformation for your business. The businesses of the future will have to use technology better than their competition to stay competitive,” Tim said.

To get updated and ahead of the curve, he advises to learn what tools are out there for your business. If there is a problem you face, there is probably a software out there to help you fix it. You just have to go looking.

“I recommend learning from companies like you. Look at what other companies are using,” Handorf said.

He suggests you can do this by going

up against the competition.

“I would like to think the G2 platform as a whole is a catalyst for software innovation,” Handorf said.

“When you raise the voice of the customer it makes people focus on what the customers really want. It pushes those companies to get better because we have made those flaws transparent. They can’t hide behind a good sales team anymore. It really pushes the customer voice and pushes innovation in the software world.”

Reading reviews is 100 percent free on the G2 website. It was founded by one of our own who saw a need and had a spirit of innovation. Tim is a shining example of how to utilize technology as a tool of progress. ★



**“I HAD A WONDERFUL EXPERIENCE IN FARMHOUSE.** I was not really even considering a fraternity, and didn’t even know what one was. I was lucky enough to be a part of the state level leadership within 4-H Club and FarmHouse reached out to me. I really got the sense of this community of learning from each other and having that initial belonging when you got to school with people who were really like-minded. FarmHouse taught me at a very early age the value of having a mentor. It really developed me not only because of opportunities I had to get involved with leadership within the Fraternity but it also developed me as a leader because it was so strongly encouraged to get involved with

leadership opportunities on campus, as well. I think if I hadn’t joined FarmHouse I wouldn’t have been positioned to get into the leadership training program, which developed my passion for software, which ultimately gave me the opportunity to connect with someone who was starting a company in the technology space and be an entrepreneur. I think my agriculture background bred me to be an entrepreneur because I grew up on a farm, but FarmHouse; the people there and the culture I was in enhanced my college experience and made me who I am today.”

—Tim Handorf (Iowa State 91)



Michael Barrington

Rick Berg

David Boyne

Mark Butler

Matt Calavan

Craig Clement

Jeffrey Dillow

Jon Dobson

Michael Dykes

James Elmer

Stanley Ferris

Daniel Fox

Greg Gardiner

Matthew Gardiner

Daniel Goodenberger

Lawrence Hammond

Thomas Hoegemeyer

Donald Irwin

Ronald Taylor

Cale Kassel

Joshua Lewis

Robert Longenbaugh

Brian McCann

Ryan McKenna

Michael Miller

Daniel Monaghan

H. Robert Penner

Leland Poppe

Timothy Real

Joel Reiman

Randy Rich

Tim Smith

Michael Soutullo

Eldon Tessman

Ching-wei Tzen

Dean Urick

Richard Vathauer

Lynn Webster

Timothy Wheeler

James Wieland



Brian Woolley

## 67 Alumni Join Top Honor Roll Clubs

THE FARMHOUSE FOUNDATION welcomed 67 members into its highest giving societies between July 1, 2019 to January 31, 2020. We thank these very generous donors.

### ORDER OF THE CREST

*Accumulative gifts of \$250,000 to \$499,999*

**James Wieland** (North Dakota State 72) is co-founder, president and managing partner of Goldmark Commercial Real Estate Services. He served as a FarmHouse Foundation Trustee, from 2013-2019. Jim lives in Fargo, N.D.

### Century Club

*Accumulative gifts of \$100,000 to \$249,999*

**Rick Berg** (North Dakota State 78) is president and owner of the Berg Group and

Alliance Management. A former United States Congressman and FarmHouse Master Builder, Berg is serving his second stint on the FarmHouse Foundation Board of Trustees and was an International Executive Board member from 1986-1994, including President for two years. Rick and his wife, Tracy, live in Fargo, N.D.

**Matthew Calavan** (Oklahoma State 84) is partner of Beaver Toyota of Cumming in Cumming, Ga, and has been a partner of a number of Toyota dealerships during his 30-year career in the automotive industry. He is a former Foundation Trustee and his son Spencer (Auburn 19) is a member of the Auburn chapter. Matt and his wife, Katie, reside in Alpharetta, Ga.

**Craig Clement** (Auburn 88) is president

of The Clement Group, LLC, which specializes in federal, healthcare, retail and design-build construction work. Craig and his wife, Robyn, reside in Prattville, Ala.

**Robert Knief** (Illinois 89) is president of Bartlett Grain Company. He is Chairman of the FarmHouse Foundation, serving as a Trustee since 2015. He is on the National Grain and Feed Board of Directors. He and his wife, Annette, live in Kansas City, Mo.

**Randy Rich** (Kansas State 1964) is retired after a career in engineering. He and his wife, Linda, reside in Scroggins, Texas.

**Dick Wittman** (Idaho 68) is board chairman and former manager of Wittman Farms, a 20,000-acre dry land crop, range cattle and timber operation in northern Idaho. He is also a professional

## Foundation Honor Roll

speaker, consultant, writer, an adjunct faculty member of Texas A&M University and on the faculty for the TEPAP Ag Executive Program. He and his wife, Dawn, live in Culesac, Idaho.

### Doane Club

*Accumulative gifts of \$50,000 to \$99,999*

**Michael Dykes** (Kentucky 74) is president and CEO of the International Dairy Foods Association. He is a long-time government affairs strategist, agricultural policy expert and veterinarian. He is a Foundation Trustee. Michael and his wife, Donna, live in Vienna, Va.

**Gary Hansen** (South Dakota State 72) is an attorney and arbitrator, and is retired after a career as a risk management officer with AgriBank. He is serving his fourth term on the Eagan, Minn., City Council, is Acting Mayor and represents the city on numerous regional boards. He is a FH Foundation Trustee. He and his wife, Kathy, live in Eagan, Minn.

**Leslie Howard** (Minnesota 75) is a farmer and owner and operator of Les Howard Farms, Inc. He and his wife, Patty, live in Grand Forks, N.D.

**Andy Jacobitz** (Nebraska 85) is Senior Vice President and financial advisor for RBC Wealth Management. He served as a Foundation Trustee from 2012-18 and is a member of the Foundation's Investment Committee. He and his wife, Lilian, live in Omaha, Neb.

**Mark Jirik** (North Dakota State 95) is Director of the Northern Crops Institute in Fargo, N.D. He lives in Detroit Lakes, Minn.

**John Konkle** (Purdue 74) is retired after a long career in banking and was Senior Vice President and Indiana Market Manager at Independent Bankers' Bank. He and his wife, Linda, live in Carmel, Ind.

**Blair Kotkowski** (Ohio State 75) owns and operates a dairy farm and works for the U.S. Postal Service. He and his wife, Karen, live in Mantau, Ohio.

**Ronald Taylor** (Auburn 77) is Senior Managing Director for Beecher Evergreen Managed Care in Atlanta. He lives in Mableton, Ga.

### H.K. Wilson Club

*Accumulative gifts from \$25,000 to \$49,999*

**Jerry Adams** (Nebraska 68) is owner and CEO of Adams Land & Cattle Company, one of the largest premium beef feedlot operations in the world. He and his wife, Linda, live in Broken Bow, Neb.

**William Adams** (Nebraska 69) is owner and Chairman of the Board of Adams Land & Cattle Company, which is the largest cattle research and development facility in the world. He and his wife, Connie, live in Broken Bow, Neb.

**Zach Adams** (Nebraska 04) is President & CEO of Adams Industries, a family-owned supply chain service company specializing in trucking, warehousing, logistics and transloading. Zach resides in Sidney, Neb.

**Eric Bymaster** (Purdue 90) is Associate Vice Chancellor for Finance at Vanderbilt University. He serves as Treasurer of FarmHouse International Executive Board. Eric lives in Nashville, Tenn.

**Scott Cormack** (Oklahoma State 77) is a farmer, has a cattle operation and owns a hunting lodge with a retreat center. He is vice president of the Alfalfa County Farm Bureau. Scott and his family live near Byron, Okla.

**Gabriel Eckert** (Kansas State 95) is Executive Director of the Building Owners and Managers Association of Georgia. He is also an author, consultant and speaker about association management. He is President of the FarmHouse International Executive Board, a role he assumed in July 2016. Gabriel lives in Atlanta, Ga.

**James Elmer** (Illinois 54) is retired Colonel of the U.S. Air Force, serving in the military for 30 years, including in Vietnam and had more than 800 combat hours. He now teaches a flag literacy program to students at more than 70 schools in Arkansas. James and his wife, Ruth, live in North Little Rock, Ark.

**Stanley Ferris** (Nebraska 67) owns and operates Ferris Farms, Inc. Stanley and his wife, Gail, live in Central City, Neb.

**Daniel Goodenberger** (Nebraska 67) is a pulmonologist and chief of medical services at the St. Louis Veterans Affairs Medical Center and is a professor of medicine at Washington University. He

and his wife, Christine, live in Festus, Mo.

**Lawrence Hammond** (Nebraska 61) is retired from Stirling Associates, where he specialized in regulatory affairs. He lives in Carmel, Ind.

**Thomas Hoegemeyer** (Nebraska 67) is adjunct professor of practice in the department of agronomy and horticulture at the University of Nebraska-Lincoln. Prior, he was a corn breeder and CEO of Hoegemeyer Hybrids for over 32 years. Thomas and his family live in Lincoln, Neb.

**Cale Kassel** (Iowa State 05) is an anesthesiologist and assistant professor at the University of Nebraska Medical Center. Cale and his wife, Katie, live in Omaha, Neb.

**Joshua Lewis** (Kansas State 01) is a financial advisor for V Wealth. He is secretary of the Kansas State FarmHouse Association and lives in Leawood, Kan.

**Michael Miller** (Kentucky 65) recently retired as CEO of Nolin Rural Electric Cooperative Corporation, after 45 years with the company. Mickey and his wife, Barbara, live in Elizabethtown, Ky.

**Daniel Monaghan** (Nebraska 73) is a senior wealth advisor for Allen Capital Group. He is a certified financial planner, practicing for over 30 years. Daniel and his wife, Susan, live in Central City, Neb.

**Joel Reiman** (Minnesota 96) is a senior food scientist for Hormel Foods. He mixes cooking with science to study large food production. He served on the Minnesota FH Association for many years, including as president. He and his husband, Craig, live in Albert Lea, Minn.

**Dale Shaw** (Michigan State 63) is a retired agriculture economist and cotton specialist with Texas Tech University. Dale and his wife, Wanda, live in Lubbock, Texas.

**Michael Soutullo** (Auburn 77) is Chief Technology Officer for Myneric, a laser communication company, which enables fast and secure wireless data transmission between aircraft, drones and satellites. Michael and his wife, Becky, live in Huntsville, Ala.

**Eldon Tessman** (Minnesota 47) is a retired potato farmer and community leader. Eldon and his wife, Addie, live in Brooklyn Park, Minn.

**Richard Vathauer** (Illinois 57) is emeritus professor of animal sciences with

## Foundation Honor Roll

the University of Wisconsin-Madison, where he specialized in rotational grazing and sustainable agriculture. He and his wife, Virgene, reside in Middleton, Wis.

**Ray A. Zimmerman** (Kansas State 55) is retired after spending his career with Ralston-Purina. He and his wife, Anna, live in St. Louis, Mo.

### 1905 Club

*Accumulative gifts from \$10,000 to \$24,999*

**Michael Barrington** (Oklahoma State 77) is Senior Vice President and General Manager for Cox Automotive, a technology provider for the auto finance industry. He lives in New York City, N.Y.

**David Boyne** (Michigan State 54) is professor emeritus of The Ohio State University, where he worked for 30 years, including as Associate Provost for the University. He was National FFA President and served on the FH Foundation Board from 1970-78, including two years as Chair. He and his wife, Linda, live in Chandler, Ariz.

**Mark Butler** (Nebraska 85) is a family medicine doctor for Family Health Physicians. Mark lives in Lincoln, Neb.

**Leo Damkroger** (Nebraska 54) is retired after a career with DeKalb Genetics Corporation. He and his wife, Nancy, live in Pinetop, Ariz.

**Jeffrey Dillow** (Nebraska 85) is a surgeon for Monarch Plastic Surgery. Jeffrey and his wife, Beth, live in Mission Hills, Kan.

**Jon Dobson** (South Dakota State 87) is an attorney, associate general counsel and corporate secretary for TransCanada Corporation. Jon lives in Houston, Texas.

**Daniel Fox** (Mississippi State 04) is a lecturer in the department of physics and astronomy at Mississippi State University. Prior, he worked as a research physicist at the Naval Research Laboratory. Daniel lives in Starkville, Miss.

**Greg Gardiner** (Kansas State 77) and his family operate Gardiner Angus Ranch, spanning 21,000 acres in southwest Kansas. Greg and his wife, Debra, reside in Ashland, Kan.

**Mark Gardiner** (Kansas State 79) and his family operate Gardiner Angus Ranch. Mark's son, Ransom, (Kansas State

12) is a FarmHouse alumnus. Mark and his wife, Eva, reside in Ashland, Kan.

**Donald Irwin** (Iowa State 65) is a retired psychology professor. He also formerly worked as a park ranger at Rocky Mountain National Park. Don and his husband, Carl, live in Yucca Valley, Calif.

**Gary Krieger** (North Dakota State 72) is owner of Krieger Welding. He and his wife, Doris, live in White Earth, N.D.

**Jason Kubik** (Nebraska 94) is a managing director for Koch Industries. He and his wife, Carey, live in Wichita, Kan.

**Eric Lee** (Minnesota 86) is Vice President of United Farmers State Bank, is a crop insurance agent and owner of Lee Family Farm. He and his wife, Sara, reside in Dexter, Minn.

**Robert Longenbaugh** (Colorado State 54) is retired, after a career as Assistant State Engineer for the state of Colorado. Prior, he served in the U.S. Air Force and spent 19 years on the civil engineering faculty at Colorado State University. He and his wife, Eulalia, live in Fort Collins, Colo.

**Jeff Luebbe** (Nebraska 93) farms near Seward, Neb., where he and his wife, Melissa, live.

**Brian McCann** (Mississippi State 95) is professor of geophysics at Western Governors University. He has been the Foundation's website administrator for over 25 years. He resides in Mableton, Ga.

**Ryan McKenna** (Iowa State 96) is director of acute care for Cerner Corporation. He and his wife, Sarah, live in Kansas City, Mo.

**Robert Penner** (Nebraska 86) is Vice President of Asset Management and a senior financial analyst for HomeFed Corporation. He lives in La Jolla, Calif.

**Leland Poppe** (Nebraska 81) is Market President of Agribusiness with Great Western Bank. He is Chairman of the Great Plains Health Care Foundation. Leland and his wife, Cathy, live in North Platte, Neb.

**Timothy Real** (Auburn 79) is a family medicine doctor in Birmingham, Ala., practicing for over 30 years. Timothy lives in Indian Springs, Ala.

**Norman Rohlffing** (Nebraska 57) is a retired farmer and owner of Rohlffing Seeds. His son, Paul (Nebraska 83) is also a FH alumnus and his grandson, Pierce (Clemson 19), is a FH new member. He and his wife, Alma, live in Talmage, Neb.

**Kevin Schultz** (Kansas State 83) leads his family-owned and operated Hereford livestock and grain farming business. He and his wife, Vera, live in Haviland, Kansas.

**Tim Smith** (Iowa State 77) is senior vice president of commercial banking with Hills Bank and Trust, where he has worked since 1980. Tim lives in Iowa City, Iowa.

**Ching-Wei David Tzeng** (Auburn 96) is associate professor of surgical oncology with MD Anderson Cancer Center. He has received numerous awards for his work and his research appears in several industry publications. He and his wife, Jenny, reside in Bellaire, Texas.

**Dean Urick** (Illinois 41) is a retired farmer and community leader, who served in the United States Navy during World War II. Dean resides in Geneseo, Ill.

**Lynn Webster** (Nebraska 69) is an anesthesiologist and Vice President of Scientific Affairs for PRA Health Sciences. He is an author, past president of the American Academy of Pain Medicine and lectures extensively on preventing opioid abuse. He lives in Salt Lake City, Utah.

**Tim Wheeler** (Nebraska 83) is an oncology account specialist with Pfizer, where he has worked for over 21 years. Tim and his wife, Ellen, live in Appleton, Wis.

**Gerald Wilkins** (Nebraska 62) is emeritus physician with University Health Center at the University of Nebraska-Lincoln. He lives in Lincoln, Neb.

**Brian Woolley** (Iowa State 75) is an attorney and partner with Lathrop GPM LLP. He is the newest Trustee of the FarmHouse Foundation. Brian and his wife, Patricia, resides in Kansas City, Mo. ★

### OTHER FOUNDATION Giving Levels

**Foundation Club**  
\$5,000-\$9,999

**Foundation Fellow**  
\$1,000-\$4,999

**Foundation Builder**  
\$500-\$999

**Foundation Member**  
\$100-\$499



# New Retirement Plan, Laws And Your Philanthropy: What Changed And What Didn't

## THE SETTING EVERY COMMUNITY UP FOR RETIREMENT ENHANCEMENT

(SECURE) Act was enacted January 1, 2020, and with it came the most significant changes to retirement plans since 2006. Here is what changed and what stayed the same.

### WHAT CHANGED

#### 1. You can contribute to your IRA longer.

You can now continue to contribute to your IRA past the age of 70 1/2, allowing you more time to save.

#### 2. The required minimum distribution (RMD) age changed.

The SECURE Act changed the age at which you must start taking RMDs from your retirement account, from 70 1/2 to 72 for those born July 1, 1949, or later. This change gives your account additional time to grow.

#### 3. Non-spousal IRA beneficiary rules changed.

If you name someone other than your spouse as the beneficiary of your IRA, they now have to withdraw the entire amount within 10 years (whereas previously, they could stretch this over their lifetimes).

### WHAT STAYED THE SAME

#### 1. You can still withdraw funds starting at age 59 1/2 with no penalty.

You may access your retirement savings prior to age 59 1/2, however, there is a 10% early-withdrawal penalty.

#### 2. Spouses can still take distributions throughout their lifetimes.

When you name your spouse as the beneficiary of your IRA, they can continue to take distributions from the account throughout their lifetime.

3. If you are 70 1/2 or older, you can still make a tax-free gift to a qualified charitable organization. You can transfer any amount up to \$100,000 per year directly to a qualified charitable organization, such as the FarmHouse Foundation, without paying income tax on the distribution. The transfer generates neither taxable income nor a tax deduction, so you benefit even if you do not itemize your deductions. Your gift will also be put to use today, allowing you to see the difference you're making.

### AMPLIFY YOUR IMPACT AFTER YOUR LIFETIME

Regardless of your age, you can give from your IRA by naming the FarmHouse Foundation as a beneficiary of your account. This is a great option for extending support from your IRA beyond your lifetime.

### NEXT STEPS

If you have questions about the impact the SECURE Act will make on your retirement plans, be sure to consult with your financial advisor. They can review your plans, including your beneficiary designations, and ensure it accomplishes what you want.

### WE CAN HELP

There are many ways you can continue to use your IRA to support the FarmHouse Foundation. To learn more, contact Allison Rickels, Foundation Executive Director and CEO, at [Allison@FarmHouse.org](mailto:Allison@FarmHouse.org) or 816.891.9445. Or visit [farmhouse.planmylegacy.org](http://farmhouse.planmylegacy.org) to learn more. ★

### WHY CONSIDER THIS GIFT?

- You can make a difference today, allowing you to see your impact immediately.
- Your gift does not count as income, so you benefit whether you itemize on your taxes or not.
- If you are at least 72 years old and have not yet taken your required minimum distribution for the year, your gift can satisfy all or part of that requirement.
- Since your gift doesn't count as income, it can reduce your annual income level. This may help lower your Medicare premiums and decrease the amount of Social Security that is subject to tax.
- There's opportunity to leverage your most highly taxed assets. When IRAs are passed on to individuals, distributions from these accounts are subject to income taxes at the beneficiary's ordinary income tax rate, which can be as high as 37%.

### HOW TO MAKE A GIFT FROM YOUR IRA

You will need to contact your IRA administrator and have them send a check directly to The FarmHouse Foundation (Tax ID# 36-6111880), 7306 NW Tiffany Springs Pkwy, Suite 310, Kansas City, Mo. 64153. It is wise to consult tax professionals if you are contemplating a gift under this law.



# EXCELLENCE FUND

## BEGINNING WITH THE END IN MIND

This is a crucial time for the Fraternity and a collaborative approach is required for our shared challenges.

That is why the FarmHouse Foundation has partnered with the International Fraternity to address the tough environment on college campuses today by raising new unrestricted financial resources to double the grant to the Fraternity this fiscal year and into the future.

Your unrestricted support makes this possible through the FarmHouse Excellence Fund.

## YOUR EXCELLENCE FUND INVESTMENT MAKES THIS AND MORE POSSIBLE . . .

- \$50,000 funds an educational staff position for one year to work with eight chapters
- \$25,000 funds one year of research to better inform our programs to meet our values and today's student's needs
- \$10,000 gives you an exclusive opportunity to attend the Power of 7 Seminar and mentor a rising leader.
- \$5,000 provides an increased level of hands-on support for one chapter
- \$2,500 gives one chapter, like yours, access to enhanced risk management education training.
- \$1,000 impacts future generations of young men through your membership in the Chairman's Club.
- \$800 sponsors one undergraduate from your chapter to attend the FarmHouse Leadership Institute.
- \$500 sends one new member to the Emerging Talent Retreat.
- \$350 underwrites an educational session at the 2020 Conclave.
- \$100 provides a CliftonStrengths training workshop for one FH undergraduate or volunteer

\* *per academic year*



## EXCELLENCE FUND

**Goal:** Raise \$1,300,000 per year

**Outcome:** \$5.2 million over four years

## HOW YOUR CHAPTER WILL BENEFIT FROM THE FH EXCELLENCE FUND:

- Provide more **health and safety education programs** to take care of the young men in your chapter and **protect the asset you invested in.**
- Enable the professional Fraternity staff to provide **enhanced and relevant in-person training, coaching and support** to students and volunteers throughout the academic year.
- Send **seven chapter officers** from your chapter to the FarmHouse Leadership Institute for **hands-on training and personal development.**
- Create curriculum and resources to provide consistent, values-based member education, to **ensure the same, positive FH experience** for all chapters and young men.
- Advance premier leadership training and personal development programs **accessible to all members.**
- Offset educational expenses for FH conferences so **registration fees are affordable** for attendees.
- Enhance **risk management education** for chapter advisors, association leaders and undergraduate members.
- Ensure staff and resources to implement **values-based programs and educational opportunities.**
- Strengthen every chapter and every member through investments in **growth and innovation.**
- Provide **relevant research** chapters can use to make **informed decisions** about the experience they provide

## HOW THEY WILL BENEFIT:



“In FarmHouse, I have found brothers who love me unconditionally and inspire me to strive for the things that are highest and noblest each day. I would not be in college without FarmHouse, and **I would not be the man I am today without all the positive influence from my brothers, both current and alumni.**”

—Jacob Walter (Colorado State 15)



“The FarmHouse Leadership Institute allows a normally isolated chapter, like mine, to experience the kind of community that is so vital to our brotherhood. FLI inspired me, through the stories of others, to bring fresh ideas and enthusiasm back to our chapter. **This experience was not just about building better men, but about bringing great men together.** The relationships I’ve built have cemented my faith in FarmHouse.”

—Etienne de Jongh (Alberta 19)



“Being in FarmHouse has given me confidence I didn’t have before I was a member. FarmHouse has also **given me good morals and guidelines to live by to be the best man I can be.**”

—Benjamin Korniak (Purdue 19)



# FARMHOUSE DAY OF GIVING

APRIL 15, 2020

**YOU** can be a part of the movement!

Join your FarmHouse brothers from around North America on April 15, 2020 for the 5th Annual FarmHouse Day of Giving and 115th FarmHouse Founders' Day.

Get involved! Participate. Promote. Provide.

## **Participate.**

Sign up to be a 2020 FH Day of Giving Ambassador and receive a toolkit giving you resources to involve your FarmHouse brothers.

## **Promote.**

Share the impact FarmHouse has made on you with your friends on social media and invite others to join you in making a gift.

## **Provide.**

All gifts in the month of April will count toward the FarmHouse Day of Giving. Watch for gift-matching opportunities and exclusive incentives for donors on April 15.

For more information on becoming an ambassador for FarmHouse, making a matching challenge and giving, email [Austin@FarmHouse.org](mailto:Austin@FarmHouse.org).



**Adam Ford** (Virginia Tech 10) shared on Facebook why he gives:

*“The problem solving skills, interpersonal relationship abilities and connections that I made through FarmHouse continue to pay dividends to this day and will continue to for the rest of my professional career.”*

The FarmHouse Foundation's

# Chairman's Club

## **YOUR MEMBERSHIP:**

The Chairman's Club for the FH Excellence Fund is reserved for those who provide the strongest unrestricted support to FarmHouse. Your investment ensures we can meet the top priorities of our growing, progressive and successful International Fraternity and support all FarmHouse chapters.

## **MEMBERSHIP INCLUDES:**

- Exclusive Chairman's Club pin for new members
- Special FarmHouse gift as a token of our appreciation
- Printed Foundation Annual Report
- Members-only conference call with FarmHouse Fraternity and Foundation leadership
- Who's Who Chairman's Club Directory
- Recognition in *Pearls & Rubies*, e-newsletters, Foundation website and the Annual Report

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## **NEW LEVELS OF MEMBERSHIP:**

*for FY 2019-20 to the FH Excellence Fund*

### **CHAIRMAN'S CLUB**

*(\$1,000-\$2,499)*

You will receive the Chairman's Club benefits listed above.

*Young alumni (30 and under) can join the Chairman's Club with a gift of \$500 or more to the FH Excellence Fund.*

### **FOUNDERS' CIRCLE**

*(\$2,500-\$4,999)*

In addition to the above benefits, you will be invited to attend special Foundation dinners and alumni events.

### **THE SOWER SOCIETY**

*(\$5,000-\$9,999)*

Your support as a Sower Society donor ensures an increased level of hands-on staff support for one chapter.

### **THE POWER OF 7 SOCIETY**

*(\$10,000-\$24,999)*

In addition to the above benefits, you will receive an exclusive invitation to attend the Power of 7 Seminar, which includes sponsorship of student mentee, as well as your two-night hotel stay and meals for you and a guest.

### **THE CRESCENT SOCIETY**

*(\$25,000 or more)*

Join Master Builders, Doug Sims (Illinois 65) and Jim Herbert (Tennessee 61), as a donor and member of this premiere giving society. You will receive all of the above benefits, Power of 7 Seminar invitation and special recognition.

***Add your name to our growing list of Chairman's Club members for the FY 2019-20 FH Excellence Fund and move FarmHouse forward to our goal of 300 members by June 30, 2020!***



# Building Your Brand

**WITH JAKE JACOBSON**

## Building Your Brand

Think back to the last time you shook a hand in a business setting. Now, consider the assertions you made about the person based on the subtleties of their handshake. Perhaps, their grip was too firm or too soft. Maybe they were apprehensive to extend their hand, or failed to look you in the eyes. Or maybe, they surprised you with their unexpected confidence, and offered you a friendly greeting with a smile. Each of these scenarios invokes a different impression. Most simply, Jake Jacobson's (Iowa State '93) job is to train companies to have the best possible online handshake. One to grab

attention without being overwhelming. He is a public relations expert, who specializes in building an online brand whether it be for business or personal use. Jacobson is the vice president of growth and partnerships for Native Digital, a full-service marketing and design firm in Kansas City, Mo., dedicated to launching brands. In his career, he focuses on utilizing personal relationships, good storytelling and authenticity to drive products he and his team are passionate about. In his free time, he is a philanthropist, who raises money for causes like the Ronald McDonald House.



**JACOBSON ATTENDED IOWA STATE** University, where he obtained a bachelor's in art and design/advertising and a master's in professional communication. After graduating, Jake was drawn to Kansas City, Mo. and started his professional career at *The Kansas City Star*, the city's primary source of print news. He was assigned to the sports beat during what he fondly called, "the bad years," when the Royals had a 100 loss season.

This position planted the seeds for his long storytelling career.

"If you can make good, compelling content even when every sports team is awful, then you're onto something," Jacobson said.

After working in *The Kansas City Stars'* sports department, he moved into a leadership position, where he managed the copy desk. Copy editors work nights, weekends and holidays. Their long hours don't result in a byline. It was Jake's job to make the reporter's lives easier.

## Building Your Brand

From there, Jake decided to make a career shift into public relations with Garmin. He worked with the reporters in the outdoor sports and activities realm. Jacobson explained the story the company needed to tell wasn't simply about their sophisticated technology.

"If all you talk about is battery life or high sensitivity GPS receivers, it is not as interesting," Jacobson said.

Instead, he found and shared stories of how Garmin's products helped their customers achieve their goals. Whether that was run their fastest marathon or explore a desert with their friends. His goal was to tell human stories.

It was in this position he chanced into social media marketing. He was in rural France working for Garmin, but there was no Wi-Fi for him to write his blog about the race he was covering. He knew he had to produce something, and worried he'd lose his job if he came home empty-handed. That's when a cyclist encouraged Jake to use Twitter. The social media platform was only a year old at the time but had made a huge breakthrough in the cycling community. All of the cyclists competing used Twitter and many of them had large followings of fans. Thus, Garmin's Twitter

account was born in the backseat of a van.

The success of social media forced Jacobson to choose whether to continue his current dream job with Garmin or take over their budding social media operations. He chose social media.

When not working, Jacobson started volunteering with nonprofits. At the time, Children's Mercy Hospital needed help telling their story effectively and Jacobson jumped at the opportunity. This led to his next career move and a full-time role with Children's Mercy Hospital. He worked with teams throughout the hospital to develop a strong branded identity.

Authenticity was his most powerful tool at Children's Mercy.

"We could have the most compelling social media content or a beautiful TV spot but if someone walked in and a doctor was a jerk, it shatters all of that," Jacobson said. "Luckily, for everyone of the 8,000 employees, the first focus is on the kids. That authenticity has to streamline and that's what we did."

Through his professional, and volunteer experiences, it became clear to Jacobson the most important pieces to building a brand are as follows: relationship building, storytelling and authenticity.

"If the relationship building is mutually beneficial and not transactional, everyone truly wins," Jacobson explained. "Some people think relationship building is the same thing as building out their list of contacts. That's not relationship building. It's maybe building a network or racking up LinkedIn contacts but if you are not interested in helping someone and only interested in how they can help you, then it is not a relationship."

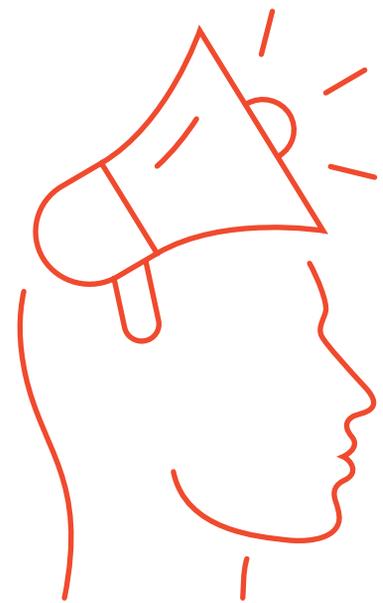
Jacobson explained relationships should be mutually beneficial. The primary goal is to leave business interactions with a new advocate.

To couple this, storytelling relies on universal message.

"Storytelling is trying to convey a message or experience," Jacobson said. "A good story needs to be relatable to whoever is listening, memorable enough they retain it and shareable enough they pass it along. Whether it is a story about the college days shared among friends or as a marketer trying to tell it—if a story ends after being told just one time it hasn't had an impact. However, relatable, shareable and memorable only matter as long as it is also authentic. Know who it is you are talking to and how you can

"A good story needs to be relatable to whoever is listening, memorable enough they retain it and shareable enough they pass it along."

—Jake Jacobson



# How to Build Your Personal Brand

**“BRANDS  
DON'T DIE  
FROM  
STARVATION,  
THEY DIE  
FROM  
INDIGESTION.”**

help. Don't forget: have fun doing it.”  
At this point, the question still remains.  
*How do you get a brand to market?*

## 1. Understand what the brand is trying to do.

It's important to fully define both the message and the market fit. Each is equally vital. “Brands don't die from starvation, they die from indigestion,” Jacobson said. Having a universally understandable story is different than muddying down your message in attempts to, “be all things to everybody.” Trying to absorb too much will cause the company's message to bloat and eventually die. Define the message, understand the market and decide how to execute. Then ask—how are we best going to reach our audience with our message?

## 2. Is your message authentic?

If an employee cannot talk about the values you have on the walls, your values and message may not best reflect what you are really about. There are a lot of moving parts to get a brand to market, but by defining the message and the audience it can be much easier to reach a clearly defined goal.

## 3. Take a surround-sound approach when you do reach out.

Don't just do a press release or a Facebook announcement, make a blog post and a Facebook announcement

and do an Instagram live video.

While getting a brand to market is more nuanced than a three-step program, outlining the key ingredients allows a unique perspective on building a brand. By guiding a team through this formula, you can better address issues in brand communication and messaging. You may still be wondering though how to apply this information when building a personal brand.

It is important to understand what a personal brand is. Much like a firm handshake and strong eye contact, a personal brand is the amalgamation of information, someone views as ‘you’. However, today's personal brand can be accessed in so many formats, it can be difficult to know where to start and how to balance it.

Engaging in an online space may seem intimidating if you are not used to it. However, in today's technological environment, building a personal brand takes more than a strong face to face interaction. There seems to be a barrier where some people think you have to be fluent to engage with social media. However, no one is going to understand it right out of the gate.

“No one is born to be a techie but if you assume because you don't know it now you will never know it, that can be a really sheltered life,” Jacobson said.

There is a professional value to a social media presence.

“Being active on social media made me a better in-person PR guy and being a really good in-person PR guy made me better at social media,” Jacobson said. “It can't just be tech, there has to be some heart and soul behind it too.”

Pick and choose how you are going to enter those different areas. Jacobson encourages engagement.

“I still have so much to learn but I am surrounded by smart people, so I ask them. Fake it until you make it drastically under emphasizes what it takes to be agile and adaptable. If you are able to enter some of that tech and say, ‘what am I going to learn today or what am I going to try?’ Who is a

smart person I can shadow or emulate? If you do it right you are never in it alone.”

Don't be intimidated by technology. There is a lot to learn but also plenty of access roads leading to helpful tools.

“My friends who work on their family farms have more tech at their fingertips than I could even imagine 20 years ago when I was in college,” Jacobson said. “Any perception there is a low tech field out there is out the window now. Don't be intimidated by the tech and give it a try. And truly, talk to the people who are doing the things you want to do. If you wait until you have experience until you get an experience you're never going to get it.”

While all of the advancements in technology can be intimidating, tech isn't some wizardry. Jacobson says he enjoys getting tech questions and expressed people shouldn't be intimidated to ask them.

“I have people come up to me and ask what they thought were silly questions but those were questions I wasn't brave enough to ask from time to time I wish I would have taken advantage of,” Jacobson said. “Now, I turn to my peers and my mentors all the time. Whether it is technology or any aspect of a vocation, you need to learn from somebody.”

Building a brand starts with real human interaction. By building relationships and talking about the things you are engaged in, you can expand your circle of influence and be better prepared to reach out to the world around you. Find your audience and tell your story.

Despite how much technology has changed the world around us, Jake makes it clear a good story is more important than a new feature. With authenticity, tell your story on a platform you feel comfortable with. Engage in a positive way; ask questions and be willing to help others with questions they may have.

A brand is a compilation of all the things you choose to either put into or keep from the world. Using technology effectively is like having a strong, firm handshake, one that impresses and makes them remember your name. ★

# Alumni

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# NEWS

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## Agricultural Educators

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The National Association of Agricultural Educators awarded several FarmHouse men with awards this past year. **Rockie Ernst** (Colorado State 81) was presented with an award for his performance as an outstanding aged teacher. **Steve Wilder** (Idaho 15) was presented with an outstanding service citation. **Cameron Earlywine** (Kentucky 14) and **Justin Hall** (Tennessee 01) were presented with teacher turn the key awards.



**Rockie Ernst** (Colorado State 81) was presented with an award for his performance as an outstanding aged teacher. **Steve Wilder** (Idaho 15) was presented with an outstanding service citation. **Cameron Earlywine** (Kentucky 14) and **Justin Hall** (Tennessee 01) were presented with teacher turn the key awards.

## Illinois

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**Ruel 'Buzz' Iliff, DVM** (Illinois 72) was appointed as president of the Illinois Beef Association in January 2019. As a long-time veterinarian, Buzz cares about both the animals and the products entering the food supply. "We have the safest, most wholesome products in the world," he said. His practice is in Wyoming, Ill.



## Nebraska

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The Nebraska Bankers Association recognized brothers, **Bill Adams** (Nebraska 63) and **Jerry Adams** (Nebraska 68) of Adams Land & Cattle, LLC, with the NBA Agri-business Recognition Award for their outstanding service to agriculture. Their



company provides careers for 160 employees in Broken Bow, Neb., and has a long tradition of family and community. It is the largest cattle research and development facility in the world.

**Grant Suddarth** (Nebraska 16) and team built an all-in-one software platform to streamline the agricultural appraisal process, called Terrace Ag. Prior, the appraisal process took certified general appraisers around 20 hours and five or six software platforms to complete. Now the time-frame has been cut in half. "We have been so blessed to have appraisers use our product and it has been a rewarding feeling to have people spend money on something we created," Grant said.



## North Dakota

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**Greg Lardy, Ph.D.** (North Dakota State 88) is now the Vice President for Agricultural Affairs for North Dakota State



University (NDSU). President, Dean Bresciani made the announcement in December 2019. "Dr. Lardy has an impressive record of leadership and advancement in his career and has earned the respect of the many key stakeholder groups," Bresciani said. "We are fortunate to have had a very strong pool of highly-qualified candidates and even more fortunate to have Dr. Lardy accept the role." Greg's two sons are FarmHouse members,

Jacob (North Dakota State 14) and Jarrett (North Dakota State 16). Greg resides with his wife, Lynae and family in Fargo, N.D. ★

# IN Memoriam

The following are notices received by the FarmHouse International Office between August 10, 2019 and March 3, 2020.

Listed by—Name (Initiation year); Death; 0/0/0000; Age at time of death; Resided in

## Arkansas

**CHARLEY B. DAVIS ('57);**  
5/23/2019; 83;  
Berryville, Ark.

## Auburn

**GANT M. ADAMS ('91);**  
7/18/2019; Smyrna,  
Ga.

## Colorado State

**NORMAN D. SIMPSON;**  
(**'71**); 9/7/2019; 69;  
Greeley, Colo.

**JAMES D. JOHNSON ('56);**  
El Dorado,  
Calif.

**RICHARD A. SIEGFRIED ('80);**  
12/27/2014;  
55; Holly, Colo.

**KENDALL L. SMITH ('79);**  
5/14/2014; 56;  
Fleming, Colo.

**RICHARD D. SEMIN ('81);**  
4/2019; 54; Parker,  
Colo.

**DON FREEMYER ('61);**  
2/23/2018;  
76; Durango, Colo.

**RICHARD L. DALTON ('68);**  
5/19/2016; 69;  
Eaton, Colo.

## Idaho

**CHARLES M. THOMAS ('57);**  
8/22/2019; 87;  
Moscow, Idaho

## Illinois

**HAROLD D. WALLACE ('41);**  
8/13/2019;  
97; Gainesville, Fla.

**DANIEL K. RAHE ('06);**  
9/28/2019; 32;  
Chatham, Ill.

**DAVID L RAHE ('76);**  
2/16/2012;  
56; Auburn, Ill.

**ROGER C.H. MOHRMAN ('50);**  
4/6/2019;  
89; Quincy, Ill.

**MAURICE D. LEMAN ('59);**  
5/5/2019; 78;  
Venice, Fla.

**RICHARD A. MEYER ('74);**  
1/7/2019; 63; Byron,  
Ill.

**KENNETH M. MCKEE ('55);**  
3/26/2019; 82;  
Varna, Ill.

**ROBERT CAUGHEY ('59);**  
12/23/2019;  
79; Pontiac, Ill.

## Iowa State

**DAVID L. WILLIAMS ('51);**  
8/26/2019;  
87; Villisca, Iowa

**CLAUDE W. GIFFORD ('40);**  
2/17/2019; 100;  
Muscatine, Iowa

**RICHARD E. FORD ('54);**  
11/20/2019; 86;  
Lacon, Ill.

**JOHN W. SCHMALENBERGER ('69);**  
12/27/2019; 69; Fort  
Dodge, Iowa

**EDWIN R. REDDINGTON ('51);**  
5/5/2019; 88;  
Genesee, Wis.

**FRED MORFORD ('77);**  
7/19/2019;  
98; Earlham, Iowa

## Kansas State

**DALE M. DAVIES ('49);**  
8/20/2019; 93;  
Reading, Kan.

**LLOYD W. ROONEY ('59);**  
6/23/2019; 80;  
Bryan, Texas

**DONALD W. HUNT ('54);**  
5/3/2019; 84;  
Arkansas City, Kan.

**WILLIAM M. PHILLIPS ('42);**  
12/2/2018;  
95; Manhattan,  
Kan.

**GARY J. NEILAN ('54);**  
9/29/2019; 83; Las  
Cruces, N.M.

**GERALD L. KARR ('57);**  
12/8/2019; 83;  
Emporia, Kan.

**BOYD E. BURHOOP ('58);**  
12/30/2019;  
81; Aurora, Neb.

## Kentucky

**MIKE W. CARTER ('67);**  
8/19/2019; 72;  
Lancaster, Ken.

**WILLIAM TOADVINE ('58)**  
11/3/2019 82  
Cynthiana, Ken.

**MERLE L. HOWES ('58);**  
5/8/2018; 93;  
Laytonville, Md.

**JOSEPH W. DEAREN ('53);**  
1/14/2020; 85;  
Louisville, Ken.

**DAVID V. CALVERT ('56);**  
3/17/2019; 85; Fort  
Pierce, Fla.

## Richard Ford (Iowa State '54), Master Builder



**BORN ON MAY 25, 1933,** in Des Moines, Iowa. Richard Ford received his bachelors of science in botany in 1956 from Iowa State University in Ames and his Ph.D.

in virology from Cornell University in 1961.

With the discovery of corn blight in the '60s, Ford was a leader in the effort to solve this problem affecting our nation's food supply.

During his 20-year tenure as professor and head of the plant pathology department at the University of Illinois, Dr. Ford expanded the department while continuing his virology research and teaching. He served on and chaired numerous national and international committees and professional societies, and was an integral part of the Green Revolution in feeding the world.

Ford served as president of the American Phytopathological Society (APS). He was president of FarmHouse Fraternity from 1970-1973 then served as FarmHouse Foundation Trustee from 1974-1986. At the 1978 Conclave, he was presented with the Master Builder Award.

Growing up on a farm in Iowa gave Dick his strong work ethic and talent for do-it-yourself projects. He and his twin brother played their share of practical jokes by switching identities around family and associates. Dick was an avid handball player much of his life, loved salmon fishing and most of all loved to play on the floor with his kids and grandchildren. His legacy will live on long after his passing, both as family man and a FarmHouse man. Richard Ford (Iowa State '54) passed away Nov. 20, 2019, at the age of 86. ★



## Roy Arnold (Nebraska 59), Master Builder

**BORN ON FEB. 20, 1941** on a farm near Lyons, Neb., Roy was the youngest of the four children

and attended a one-room school through his elementary years. After surviving polio, education became his passion. He was the first in his family to attend college, completing his undergraduate studies at the University of Nebraska and his Ph.D. at Oregon State University (OSU) in food science and technology.

Roy spent the first 20 years of his career at the University of Nebraska in Lincoln, eventually serving as the Vice Chancellor for the Institute of

Agriculture and Natural Resource.

In 1987, he returned to Oregon State University, first as Dean of the College of Agricultural Sciences and then as Provost & Executive Vice President from 1991-2000. His career highlights included receiving two distinguished teaching awards, helping to launch the OSU Cascades Campus in Bend, Ore. serving as the National President of the Institute of Food Technology, and the first recipient of an OSU award recognizing commitment to social justice.

After retiring in 2006, he continued to mentor young faculty and worked with the Kellogg Foundation.

He was known as a great listener and

problem-solver, always humble and kind, with a dry wit and love of the outdoors. Ever generous, he volunteered for many years at Stone Soup and First United Methodist Church, among other places. In retirement, Roy and his wife Jane, traveled extensively, enjoyed snorkeling in Maui and spent as much time as possible with their grandchildren. He remained young at heart playing games and making sandcastles with his grandchildren. Roy left behind a large extended family. Roy Arnold was presented with the Master Builder award in 2010. His devotion to education, and the ideals of FarmHouse Fraternity will never be forgotten. Roy passed away Sept. 22, 2019, at the age of 78. ★

### Michigan State

**THOMAS L. IRMEN ('47);** 10/16/2019; 91; Sylvania, Ohio

**GARY R. KELLY ('70);** 6/23/2018; 67; Slidell, La.

**RICHARD P. ANDERSON ('49);** 3/1/2020; 90; Maumee, Ohio

**JAY S. KOTH'S ('47);** 9/9/2018; 92; Elkins Park, Penn.

### Minnesota

**DANIEL A. SCHWALBE ('58);** 12/23/2019; 81; High Point, N.C.

**WARREN T. WIER ('51);** 12/11/2019; 88; Lakewood, Wash.

**JOHN AKINS ('84);** 1/26/2019; 84; Plymouth, Minn

**RONALDEAN PAWLISCH ('51);** 7/24/2019; 94; Brodhead, Wis.

### Mississippi State

**LARRY S. MCQUARY ('91);** 11/26/2019; 49; Myrtle, Miss.

### Missouri

**MAX W. SUMMERS ('53);** 11/9/2019; 86; Hammond, La.

### Nebraska

**WESLEY W. GRADY ('60);** 8/23/2019; 78; North Platte, Neb.

**ROY G. ARNOLD ('59);** 9/22/2019; Corvallis Ore.

**KENNETH G. MESSER-SMITH, PHD; ('67);** 3/3/2018; 96; Alliance, Neb.

**WAYNE F. KEIM ('42);** 2/11/2020; 96; Fort Collins, Colo.

**JOHN L. SCHURR ('59);** 1/4/2020; 79; Kearney, Neb.

**LYNN G. WULF ('64);** 11/30/2019; 75; Orlando, Fla.

**STANLEY LUX ('47);** 11/29/2019; 92; Lincoln, Neb.

### North Carolina State

**ROBERT WARD W. BRESLER ('63);** 9/17/2014; 70; Atlanta, Ga.

**HUEY P. WEAVER ('54);** 8/2/2019; Garner, N.C.

### North Dakota State

**NEAL S. HOLLAND ('65);** 6/14/2019; 90; Fargo, N.D.

### Ohio State

**D. HOWARD DOSTER ('55);** 2/13/2020; 86; Waynesville, Ohio

### Oklahoma State

**ROBERT F. CARVER ('51);** 12/28/2017; Granbury, Texas

**STANLEY J. MURDOCK ('47);** 2/9/2018; 92; West Des Moines, Iowa

**JAMES R. STANFORD ('52);** 1/2/2018; 85; Plainville, Texas

### Purdue

**STEPHAN W. KOBLE ('82);** 8/7/2019; 56; Carmel, Ind.

**HARRY F. HODGES ('53);** 12/30/2019; 86; Starkville, Miss.

**C. LAWRENCE BEYMER ('52);** 3/23/2018; 86; Terre Haute, Ind.

**WAYNE E. SMITH ('65);** 1/13/2020; 74; Greenfield, Ind.

### South Dakota State

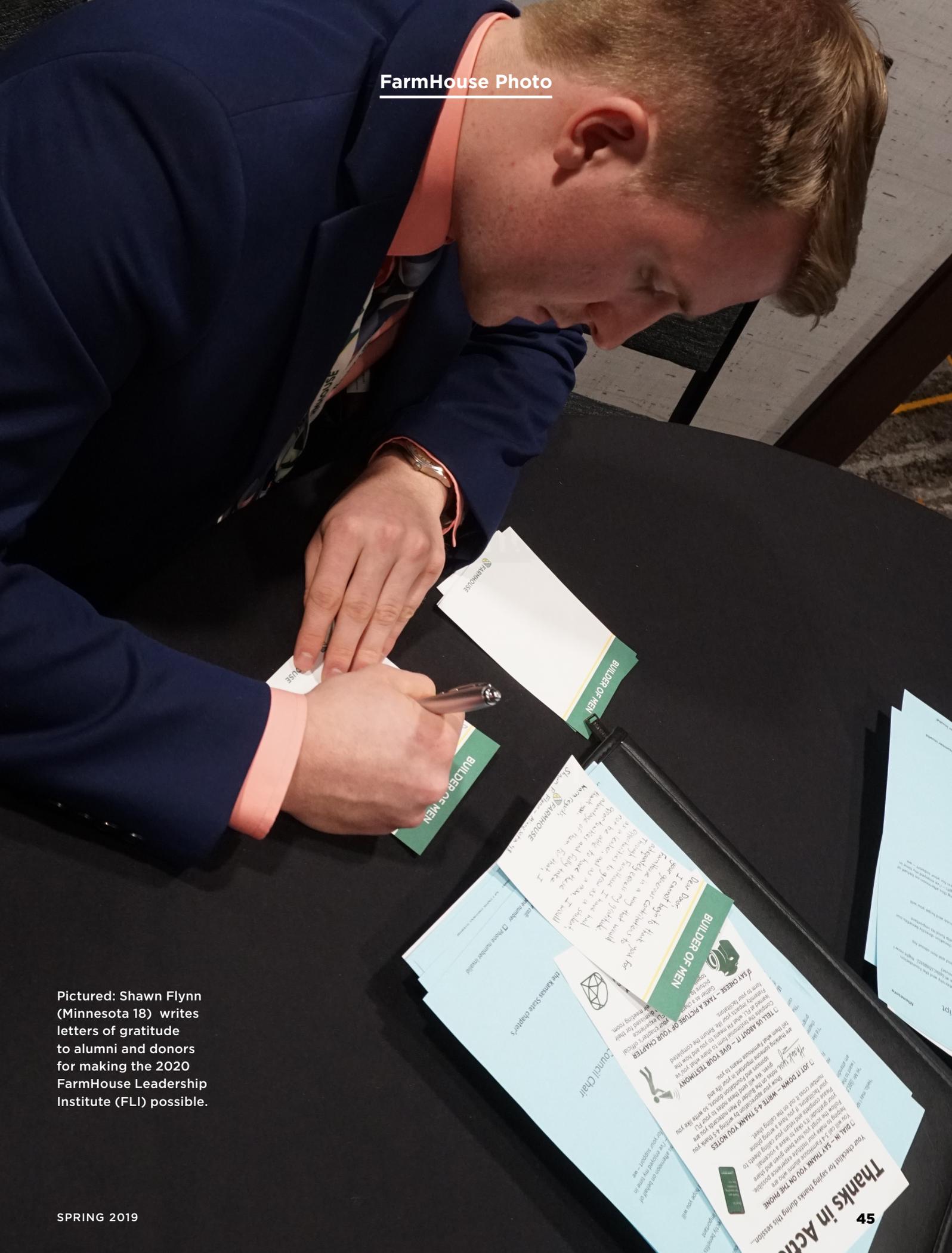
**JAMES B. STAFSLIEN ('55);** 5/7/2018; 82; Makoti, N.D.

**ANDREW SEASE ('06);** 12/21/2019; 32; Hartley, Iowa

### Tennessee

**LEWIS S. PIPKIN ('59);** 11/3/2018; Knoxville, Tenn.

FarmHouse Photo



Pictured: Shawn Flynn (Minnesota 18) writes letters of gratitude to alumni and donors for making the 2020 FarmHouse Leadership Institute (FLI) possible.

**FARMHOUSE FRATERNITY**  
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FARMHOUSE  
**DAY OF GIVING**  
APRIL 15, 2020

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#FHDayOfGiving

**You Make FarmHouse Shine**  
115TH FOUNDERS' DAY



**Celebrate. Engage. Give.**

During this unprecedented and challenging time, we believe important celebrations must continue, like FarmHouse's 115th Founders' Day. While we can't gather in person for Founders' Day, let's gather together virtually on April 15. Join us on social media, on our Google meet-ups, by calling a brother and by giving to the FarmHouse Excellence Fund.

*Share your FarmHouse story and help ensure FarmHouse Fraternity's bright future.*