

Keeping Track

PURDUE
UNIVERSITY
AGRICULTURAL ECONOMICS

Vol. VI, No. 1

Fall 2004

Generous gift from James F. and Lois Ackerman



Lois and James F. Ackerman

James F. (Jim) and Lois Ackerman of Indianapolis, Ind., have generously given \$1.5 million to Purdue University to endow the James and Lois Ackerman Professorship in Agricultural Economics. Jim is a 1947 graduate of the Department of Agricultural Economics. He is a principal of Cardinal Ventures, LLC, a privately-owned partnership that seeks to acquire businesses that can be grown both internally and through acquisitions. Prior to forming Cardinal Ventures, Jim was the CEO and principal stockholder of Cardinal Communications,

Inc., the 70th largest U.S. cable television company at that time. That company was sold in 1993 after 21 years of operation. In addition to his responsibilities at Cardinal Communications, Jim was the executive director of Becker Communications Associates, a venture capital firm that specialized in making investments in the communications industry. Jim also served as vice chairman of Communication Equities, one of the country's largest investment banks specializing in the communications industry. Other organizations Jim has served through board or officer positions include the National Charge Account Bankers Association, the National Commercial Finance Association, and the National

Cable Television Association.

Jim is currently a partner with The Chicago Corporation in its Midwest Bank Venture Capital Funds. Jim was recognized in 1995 by Indiana Governor Evan Bayh as a Sagamore of the Wabash.

Jim credits the Department of Agricultural Economics, and particularly Professor Earl Butz, with helping him prepare for a career in business. Like Jim, the department believes that preparing young people for careers in business continues to be an important role. The Ackerman Professorship will substantially strengthen the department's ability to perform this role by providing greater resources to efforts in business education and outreach.

Dr. Otto Doering awarded Certification of Distinction



Dan Arnholt and Dr. Otto Doering

Dr. Otto Doering, professor of agricultural economics, was awarded the highest award of the Purdue Agricultural Alumni Association, the *Certificate of Distinction*, at the Purdue Ag Alumni Fish Fry, Feb. 7, 2004. The *Certificate of Distinction* is recognizing those who have contributed significantly to agriculture through professional accomplishments, activity in organizations associated with agriculture, community service work, and other activities that make the nominees a credit to their profession. Dr. Doering exemplifies service leadership whereby leadership is demonstrated through service to others. Dr. Doering brings groups and individuals with divergent interests together and promotes education on important economic and policy issues. He offers an objective, well-

informed perspective on sensitive issues and is a highly effective educator both within and outside the classroom. As one of Dr. Doering supporters wrote, "While Otto enjoys the respect of key policy makers, even more important to Hoosiers is his ability to explain the new environmental and political realities we now face. Those of us in agriculture who have been influenced by Dr. Doering are much more constructive in our engagement with those who would regulate us. Over the years I have had a chance to hear Otto make presentations in a wide range of classrooms and venues. His skills as a communicator and teacher are truly outstanding. Whether the audience was made up of my neighbors or managers of an international corporation, they left the room with a much better understanding of the nuances of the issues Otto discussed that day."

To read about other Agricultural Economics Faculty, please refer to our website at www.agecon.purdue.edu/directory

Mark Your Calendars!!

Ag Alumni/Homecoming Reunion - Oct. 16, 2004

On the south end of the Memorial Mall, the School of Agriculture's pre-game tent will open at 11 a.m. and begin serving a buffet to individuals with reservations, \$12 for adults, at 12:30 p.m. Free parking will be available in the Marsteller and University Street garages. Call the Agriculture Alumni office at 765-494-8593 to reserve your spot for the buffet or to order game tickets. Whether you eat at the tent or not, be sure to stop by and register for the door prizes. The Agricultural Economics Department will have an exhibit and give away trading cards featuring some of the "stars" of the team. "Veteran" and "rookie" faculty members who will be in attendance and featured on the trading cards include: Joe Uhl, Bob Taylor, Dave Downey, Jennifer Dennis and Joe Balagtas.

**Department of
Agricultural Economics
Quick Reference**

Sarahelen “Sally” Thompson, Ph.D.
Department Head and Professor
(765) 494-4191
sallyt@purdue.edu

Graduate Program

Paul Preckel, Ph.D.
Associate Department Head
and Professor
(765) 494-4240
preckel@purdue.edu

Lou Ann Baugh
Graduate Coordinator
(765) 494-4196
baughl@purdue.edu

Undergraduate Program

Frank Dooley, Ph.D.
Teaching Coordinator and Professor
(765) 494-4244
dooleyf@purdue.edu

LeeAnn Williams
Academic Advisor and
FIMM Coordinator
(765) 494-0262
leewill@purdue.edu

**Center for Food and
Agricultural Business,
and
Purdue-Kelley MS-MBA in Food
and Agribusiness
Management**

Jay Akridge, Ph.D.
Director and Professor
(765) 494-4327
akridge@purdue.edu

Center for Rural Development

Kevin McNamara, Ph.D.
Director and Professor
(765) 494-4236
mcnamara@purdue.edu

Global Trade Analysis

Thomas Hertel, Ph.D.
Director and Professor
(765) 494-4199
hertel@purdue.edu

Site Specific Management Center

Jess Lowenberg-DeBoer, Ph.D.
Director and Professor
(765) 494-4230
lowenbej@purdue.edu

Newsletter Managing Editor

Debby Weber

Newsletter Design

Amanda Pauwels

Building Human Capital

A message from Sally Thompson, Department Head, Agricultural Economics, Purdue University



One of the primary missions of the Department of Agricultural Economics at Purdue is to build “human capital” that helps those we serve (students, farmers, agribusinesses, consumers, government officials, and other analysts—both in the US and overseas) make better, more informed economic decisions. As Gary Becker, a pioneer in the study of human capital, and Nobel Prize winner in economics states:

To most people capital means a bank account, a hundred shares of IBM stock, assembly lines, or steel plants in the Chicago area. These are all forms of capital in the sense that they are assets that yield income and other useful outputs over long periods of time.

But these tangible forms of capital are not the only ones. Schooling, a computer training course, expenditures of medical care, and lectures on the virtues of punctuality and honesty also are capital. That is because they raise earnings, improve health, or add to a person’s good habits over much of his lifetime. Therefore, economists regard expenditures on education, training, medical care, and so on as investments in human capital. They are called human capital because people cannot be separated from their knowledge, skills, health, or values in the way they can be separated from their financial and physical assets.¹

We build human capital in a number of ways depending on the needs and interests of those we’re serving. For students, we build human capital in the classroom with instruction in economic and management theory along with providing examples, case studies, and research results. We also provide students opportunities for experiential “hands on” learning through projects, study abroad, and internships. Many students learn to conduct their own research. For continuing education audiences and Extension clientele, we provide information about economic outlook, case studies, results of economic analyses, and economic decision support tools such as computer-based decision support aids that help our clients evaluate and make decisions. Sometimes we even slip in a little economic theory.

We try to keep in close contact with those we serve and have a good sense of their

decision-making needs and interests. This closeness builds our own human capital. Because we work closely with those we serve, we also have better access to data, information, examples, and case studies that we use in economic analysis and instruction. Department programs like the Top Farmer Crop Workshop, the Farm Management Tour, programs offered by the Center for Food and Agricultural Business, the Agricultural Innovation and Commercialization Center, the New Ventures Team, and the Global Trade Analysis Project all help us stay relevant and aware of our client’s needs and economic environment. Our close contact with stakeholders directly improves our ability and effectiveness in building human capital.

The economic decisions where human capital makes the greatest difference are those that haven’t been made before and those where individuals don’t have the benefit of experience. Although experience is one way to build human capital, we don’t always have first-hand experience with every new decision situation. Costly errors are more likely in these situations if other human capital is also lacking. Human capital helps us analyze a new situation using theory, analytical models, and relevant case studies to predict possible outcomes of the new situation and make decisions most likely to lead to desirable outcomes. Many of those we serve frequently find themselves in new situations, or “uncharted waters,” due to the rapid pace of change in technology, government regulation, and business environment. By building their human capital, we can best prepare our students and clients to face new situations and navigate successfully through uncharted waters.

In short, human capital is an asset that lasts a lifetime. By building human capital that helps individuals make good economic decisions, we make a lasting and positive impact on those we serve as they grow and prosper.

¹Becker, Gary S., “Human Capital”, *The Concise Encyclopedia of Economics*. Liberty Fund, Inc. Ed. David R. Henderson. Library of Economics and Liberty. 23 July 2004. <<http://www.econlib.org/library/Enc/HumanCapital.html>>.

Department Events and Honors

Tom Davis and G. William Hoagland named 2004 Distinguished Agricultural Alumni

On April 2, 2004, two Agricultural Economics alumni, Mr. Tom Davis and Mr. G. William Hoagland, were named Distinguished Agricultural Alumni during an awards convocation held in the Purdue Memorial Union ballrooms following a departmental luncheon and program held in the Krannert Drawing Room.



Mr. Tom Davis has had a career marked by accomplishment and recognition since graduating from Purdue in 1980 with a B.S. in agricultural economics. Mr. Davis became publisher of Meredith Corporation's *Successful Farming* magazine on July 1, 2001. He is responsible for leading the overall strategic planning, marketing, circulation, research and financial contributions of the *Successful Farming* magazine profit center. The center includes *Successful Farming* magazine, Agriculture Online,™ *Successful Farming*® Radio Magazine, custom publishing services programs, and ancillary sales. With a circulation of 442,000 and 1.1 million readers, *Successful Farming* is the largest paid circulation farm magazine in the United States, as well as the largest advertising revenue farm publication. Mr. Davis has been with *Successful Farming* magazine since joining the advertising sales staff in Des Moines in 1978. In 1980, he was promoted to the Chicago branch and four years later returned to Des Moines as Branch Manager. In 1991, he was promoted to Regional Manager and then to Director of Advertising Sales in 1996.

While at Meredith, Davis has been instrumental in leading several significant projects with agrimarketers, including MAX program and the Farm Family Enrichment Conference. The MAX program was designed by the SF editorial team to promote farming with maximum efficiency while participating in strong

conservation practices. Mr. Davis coordinated the marketing efforts to major ag industry leaders. The Farm Family Enrichment Conference was another editorial project that he helped market to the agribusiness community. This on-site, three-day seminar was designed to help farm families deal with issues small businesses face every day. This conference was held in 1998 and brought 400+ farm families together. Tom and his spouse, Sandy, live in Clive, Iowa, and have a son, Adam, who is attending the University of Kansas.



Mr. G. William Hoagland reports to Senate Majority Leader, Bill Frist, M.D. Mr. Hoagland acts as a liaison to the leadership of the United States Senate and House of Representatives. He assists in evaluating the fiscal impact of major legislation and helps coordinate budget policy for the Senate leadership.

Prior to coming to the Senate Majority Leader's office in January 2003, he spent 20 years with the Senate budget Committee. On the Budget Committee he served as its staff director reporting to Senator Pete V. Domenici of New Mexico. Hoagland participated in major budget legislation including the 1985 Gramm-Rudman-Hollings Budget Deficit Reduction Act, the 1990 Omnibus Budget Reconciliation Act and the historic 1997 Balanced Budget Agreement. He is versed in macroeconomics, federal Budget policy and procedure, agriculture, income security, food and nutrition policy, and researches and writes on the federal budget, income distribution and economic policies.

In 1981 he served as the Administrator of the Department of Agriculture's Food Nutrition Service. He also served as Special Assistant to the Secretary of Agriculture.

He was one of the first employees of the Congressional Budget Office in 1975 working with its first Director, Alice Rivlin. He remained at CBO until 1981. The 1997 National Journal listed him as one of the Washington 100 Decision Makers and referred to him as a "bottom-liner who is not a hard-liner." He has consistently been ranked by the newspaper, Roll Call, as one of the top 50 Hill Staffers.

Born in Covington, Ind., Hoagland attended the U.S. Merchant Marine academy and holds degrees in agricultural economics from Purdue University and Pennsylvania State University. He continues to be involved in the small Indiana farm that has been in his family for over a century.

To read about other Agricultural Economics Alumni, please refer to our website at www.agecon.purdue.edu/alumni/

New Dual Degree Program

Announcing the Purdue University-Indiana University MS-MBA in Food and Agribusiness Management. This dual degree program is a joint offering of Purdue University's School of Agriculture and Indiana University's Kelley School of Business. Making extensive use of distance technology, the program curriculum has a solid managerial foundation (36 credits), a focus on the food and agricultural marketplace (21 credits), and is designed to build and enhance a global perspective among participants. Only 5 weeks of residency are required including an international trip.

Contact:

Luanna DeMay

Program Manager

luanna@purdue.edu

(765) 494-4270.

www.agecon.purdue.edu/agribusiness

Department Events and Honors

Retirement of Dr. Joe Uhl



Dr. Joe Uhl has retired from the Department of Agricultural Economics. After obtaining an MS in horticulture and a doctorate in

agricultural economics from Michigan State University, he joined the Purdue Agricultural Economics faculty in 1966. His major areas of teaching, research and extension included the economics of food consumption, strategic market analysis, and food marketing.

Professor Uhl taught the department's basic marketing course, Marketing of Agricultural Products (AGEC 220) for 30 years. He also taught Macroeconomics (AGEC 217), Advanced Marketing (AGEC 620), Food Marketing (AGEC 426), Agribusiness Marketing Strategy (AGEC 427/9), AGEC 333 Food Retailing, and Senior Seminar (AGEC 396).

Dr. Uhl worked for many years with the student marketing team to compete in the National Agricultural Marketing Association's national marketing competition, and was awarded the outstanding NAMA chapter advisor in 1992. Prof. Uhl developed one of the first honors programs in the School of

Agriculture and served as director of the departmental honors program for many years. He was awarded the Outstanding Professor in the School of Agriculture in 1985-86, received the American Agricultural Economics Association Distinguished Teaching Award in 1989, and was selected as the Outstanding Counselor in the School of Agriculture in 1995. Prof. Uhl regularly advised 30-35 undergraduates.

Dr. Uhl served the department in a number of capacities over the years, including Chair of the Graduate Committee, Chair of the Library Committee, and University Senator.

Professor Uhl is co-author of *Marketing of Agricultural Products* (with R.L. Kohls), 9th edition Prentice Hall (2002). He is currently preparing the 10th edition of this book. His professional activities included editor of *The Journal of Consumer Affairs* from 1973-77; staff economist at the National Commission of Food Marketing in 1966; and visiting professor at the University of Alabama and University of California-Davis.

Professor Uhl was a strong supporter of Purdue's international programs. He

took a sabbatical as visiting professor at Wageningen Agricultural University in the Netherlands (1990); he served as Study Director for the Purdue Study Abroad Program at the Ukrainian Agricultural Academy in Kiev (1992); he was a Visiting Professor at Budapest University of Economic Sciences in Hungary (Fall 1994); and held short-term teaching assignments in Poland and Hungary from 1993-95. During 1994-95, he also served as project director of a faculty exchange program for Purdue and Hungarian professors and served as the principal host for Russian and Ukrainian visiting professors.

Prof. Uhl feels that his most cherished memories are from working with thousands of students at Purdue and also with the outstanding Purdue faculty. He says, "I learned as much or more than I taught. And I learned that you get what you expect in life and in the classroom. High expectations for students and others produce high performance. Thanks to everyone who touched my life."

To read about other former Agricultural Economics Faculty and Agricultural Economics History, please refer to our website at www.agecon.purdue.edu/directory/history

50th Anniversary of Indiana Council for Economic Education (ICEE)



Harlan Day and
Sheila Klinker

Based at Purdue University, the Indiana Council for Economic Education (ICEE) celebrated its 50th anniversary of providing teacher training and resources to K-12 educators

with a gala celebration which took place Oct. 10, 2003, at the Indianapolis Athletic Club. Under the direction of Harlan Day, executive director, and Beverly Brewer, director of development and public

relations, the program began with teacher awards followed by a demonstration of the Mini-Economy curriculum. The Mini-Economy is a program where students experience entrepreneurship in the classroom. The master of ceremonies was Scott Swan, news anchor at Channel 13-WTHR, and the keynote speaker was Peter Harrington, former executive director of the ICEE. The evening included a silent auction and historical displays. The ICEE is a partnership of leaders from business, labor, agriculture, education, and government dedicated to increasing economic literacy in Indiana. Through a

statewide network of 13 regional University Centers, and in cooperation with the Indiana Department of Education, the ICEE provides economic education training, materials, and consulting assistance to thousands of Indiana educators each year.

To read more about the Indiana Council for Economic Education, please refer to their website at www.econed-in.org

2004 Snyder Lecture and APEX awards



Dr. Douglas Hedley

Dr. Douglas Hedley, assistant deputy minister of the Farm Financial Programs Branch of Agriculture and Agri-Food Canada, was the featured speaker at the 2004

Snyder Lecture and events. He presented "A Canadian's Perspective on Agriculture and Agri-food Policy (Living with Lions: Serengeti or Circus?)" Among his many accomplishments, Dr. Hedley was the founding editor-in-chief of *Agricultural Economics*, the journal of the International Association of Agricultural Economics, and worked for the Rockefeller Foundation in Nigeria and Indonesia.

The Snyder Lecture events took place April 15, 2004, in the Krannert Drawing Room and Auditorium. A graduate student poster competition and dessert and coffee social hour began the afternoon festivities. This was followed by the Inaugural

APEX awards presented in recognition of individuals with a strong connection the Department of Agricultural Economics who have made outstanding contribution in their fields.



Noralyn Marshall

The APEX crystal pyramid was presented to the following alumni: Noralyn Marshall, senior economist with MFR, Inc. in New York and

the first female to graduate from the Agricultural Economics PhD program; Dr. Tom Funk, professor of marketing in the Agricultural Economics department at the University of Guelph, Ontario, and Chairman of the Board of the AdCulture group; Steve Bishop, vice president for the North American Fabric Care division of Proctor and Gamble; and Ted Merrell, of Merrell Brothers, a company that specializes in development and

management of beneficial biosolids reuse programs for municipalities, industries and livestock operations. The Department Focus featured Dr. Phil Paarlberg speaking about his work with Dr. John Lee and others on the economic impact of livestock diseases on consumers, producers and trade. Dr. Paarlberg and Dr. Lee received the 2003 best journal paper award from the Southern Agricultural Economics Association for their paper entitled, "Measuring the Welfare Effects of an FMD Outbreak in the United States."

Dale Whittaker, associate dean and director of Academic Programs, presented Teaching Academy Fellow and book of Great Teachers Awards to Dr. Jay Akridge, Dr. David Downey, Dr. Robert Taylor and Dr. Larry Bohl.

To read more about Agricultural Economics news, events and press releases, please refer to our website at www.agecon.purdue.edu/news.

A million dollar grant allows for the creation of the AICC

A \$1 million grant from the United States Department of Agriculture has allowed Purdue University to create the Agricultural Innovation and Commercialization Center (AICC).

Dr. Mike Boehlje and Dr. Joan Fulton are the co-directors of the Center. The purpose of AICC is to provide education on, assessment of, and shepherding of value-added products or processes from initial idea to value-added enterprise. These products or processes result from technological discoveries, producer ideas, or consumer needs identification.

New value-added ventures have the potential to significantly increase incomes for producers and producer groups. Many, if not most, of these ventures involve a new innovative process, product, or technology. Helping producers and producer groups assess the potential of these innovations

is critical to developing successful value-added ventures. Many innovative ideas are unsuccessful because they cannot meet technology, efficiency, customer/user acceptance, competitive market pressure or investor expectation standards or performance criteria.

AICC's overarching purpose is to build capability and capacity that will assist innovators in assessing whether or not a specific innovation meets those criteria. After innovations have gone through the assessment phase, they are turned over to the New Ventures team for assistance in implementing their ideas. Educational seminars to producer groups will be another part of the center's activities. Four projects have already been identified for initial testing and business analysis. The projects include a soy-based laundry detergent additive, new pork products, a

soy nutritional enhancement for food and a feasibility study for a corn mesa flour plant. Purdue's New Venture team is an integral component of the AICC.

To read more about the AICC, please refer to our website at www.agecon.purdue.edu/aicc/

WAVE hits Kansas City in National Marketing Competition.

On April 14-15, 2004 in Kansas City, Mo., a team of students in Agricultural Economics advanced to the semifinals after placing among the top eight teams in the competition hosted by the National Agricultural Marketing Association (NAMA). Teams decide on a project and develop a plan to successfully bring the product or service to the marketplace. The Purdue team with faculty advisors, Dr. Christine Wilson and Dr. Joe Uhl, had 10 students involved with this year's project to market WAVE, a soy-based gelatin product. The team spent the last several months doing market research, writing the marketing plan and developing a presentation.

New Faculty and Staff

Joseph Balagtas,

Assistant Professor

balagtas@purdue.edu

Dr. Joseph Balagtas joined the Department of Agricultural Economics in August 2004, in the Applied Policy position. He will be teaching AGEC 220. He obtained his B.A. in Economics, from Miami University in 1992, his M.S. from Iowa State University in Agricultural Economics in 1998, and his Ph.D. in Agricultural and Resource Economics, University of California, Davis, in June 2004.



Dr. Balagtas conducts research on the effects of government policy and regulation in agricultural markets. Recent work has

addressed current policy issues in the U.S. dairy sector, including regional dairy compacts, the Australia-U.S. free trade agreement, the 2002 Farm Bill, and the dairy check-off. He also has research interests in government policy for food safety and quality. Dr. Balagtas and his wife Clarinda have two sons, Luke and Henry.

Jennifer Dennis

Assistant Professor

dennis@hort.purdue.edu

Dr. Jennifer Dennis, assistant professor in Specialty Crop Marketing joined the Department in June 2004 and has a joint appointment in Agricultural Economics and Horticulture and Landscape Architecture.

Dr. Dennis received her B.S. from the University of Illinois at Urbana-Champaign in Ornamental Horticulture (UIUC); M.S. from the University of Illinois at Urbana-Champaign in Horticulture/NRES and her Ph.D. at Michigan State University in Horticulture. She became interested in survey research methods at UIUC while working on the Illinois Green Industry survey, one of the first economic impact

surveys conducted for Illinois. Her M.S. and Ph.D. work had an emphasis on survey research and methodology, marketing and consumer behavior. Dr. Dennis worked closely with faculty in the Eli Broad College of Business at Michigan State University, Dr. Richard Spreng and Dr. Thomas Page Jr. They created an interdisciplinary dissertation topic focused on consumer satisfaction, cognitive appraisal theory and regret of horticultural products.

Her research interest has focused primarily on marketing ornamental plants and related products and services, especially for the independent retail nurseries and garden centers. Her interest in aiding small businesses has become a passion.

Dr. Dennis' primary responsibility will be Extension working with small farmers,



horticultural operations and specialty crop growers. She will also have a close relationship with the Indiana Farm Market Association.

Dennis will teach a senior level marketing class, HORT 435 – Principles of Marketing and Management for Horticultural Businesses during the fall semesters. Professionally, Dr. Dennis strives to develop a strong Extension and research program that will continue to generate new marketing information to help horticultural businesses maintain profitability, identify potential opportunities and niches, and create sustainable competitive advantages.

Dr. Dennis enjoys exploring Indiana with her husband, Donald and their three-year-old lab, Jasper

Dr. Raymond J.G.M. Florax

Professor

Dr. Raymond J.G.M. Florax will be joining the Department in January 2005. Dr. Florax graduated from Tilburg University in The Netherlands, with B.A. and M.A. degrees in economics, and a BA in sociology. He holds a Ph.D. in

economics from the University of Twente, in The Netherlands.



His research centers on spatial and environmental economics, the use and development of spatial econometric methods, and meta-analysis. He has

substantial experience in the assessment of impacts of knowledge and technology for processes of (regional) economic growth, and the relevance of location and space in land use patterns, precision agriculture, population-employment dynamics, and socio-economic externalities related to language acquisition. Dr. Florax has also worked on environmental issues related to water management and water valuation, and the effect of domestic environmental regulation on international competitiveness and trade. The area of meta-analysis deals with research synthesis. His contributions to meta-analysis focus on developing quantitative techniques to combine and synthesize knowledge derived from exploratory qualitative studies as well as statistical models in order to gain a better understanding of the state-of-the-art of our knowledge about a specific topic.

Dr. Florax has held academic and administrative positions at the Free University in Amsterdam, Wageningen Agricultural University, and the University of Twente, in The Netherlands, and visiting positions at the University of Arizona in Tucson, San Diego State University, and the University of Barcelona. He is a Fellow of the Netherlands Network of Economics (NAKE), and co-authored over 50 publications, in addition to two books and eight edited volumes and special issues of peer reviewed international journals. He is a member of two editorial boards, and editor-in-chief and European editor of the journal *Papers in Regional Science*, the official journal of the Regional Science Association International. Dr. Florax is also a member of various international

committees and councils, among which committees of the Regional Science Association International (ERSA, NARSC, PRSCO, RSAI-Council). His teaching career spans a period of more than 20 years, and he has taught courses in macro- and microeconomics, spatial econometrics, spatial economics, meta-analysis, and economic growth.

He is fluent in three languages, enjoys traveling around the world, and collects books. If he has time, he reads them too.

Jeff Greiner

Web Communications Coordinator
jgreiner@purdue.edu

Jeff Greiner joined the Department of Agricultural Economics team in August 2003. His major responsibilities are in providing the content for the departmental web servers, assisting departmental employees in conducting video conferences, as well as with course content delivery via the Vista system. Greiner is also serving as the team captain for the Department on the 2004-2005 United Way Campaign.



Prior to joining Purdue, Greiner worked for the Southeast Kansas Education Service Center (also known as Greenbush), located in Girard, Kan. He delivered technical support and staff development training to the nearly 200 school districts that Greenbush serviced. During this time he was based out of Lawrence, Kan.

Other past work experience includes serving as the director of technology for the Hampton-Dumont Community School District in Hampton, Iowa, as well as being a math and science teacher at Harding Middle School in Des Moines, Iowa.

Greiner grew up on a small farm just outside of the Iowa town of Blairsburg. His current hobbies include scraping

wallpaper (he's been at it for a year now), golf when time allows, and his true passion, motorcycles.

Dr. Brigitte S. Waldorf

Professor

Brigitte S. Waldorf will be joining the Department in January 2005.



Waldorf received her M.A. degrees in mathematics and in geography from the Heinrich Heine Universität Düsseldorf, Germany, and her Ph.D. in

geography and regional science from the University of Illinois. In the past, she held faculty positions at Princeton University, Indiana University and the University of Arizona.

Dr. Waldorf is a regional scientist interested in the overlapping realms of demography, housing and transportation, with an emphasis on spatial processes and regional development. Her expertise includes integrated models of demographic dynamics and their linkages to housing markets, land use, and transportation. These models allow her to analyze economic as well as social implications of, for instance, aging populations, fluctuations in fertility, residential relocation, and immigration. Her work has a strong multi-disciplinary orientation, which has led to fruitful cooperation with economists, civil engineers and planners. She has published in renowned national and international journals.

Dr. Waldorf's teaching portfolio includes courses on quantitative methods and models, as well as demographic analysis. She received an award for outstanding teaching at the graduate level, and her courses have attracted students from a wide variety of fields, including economics, epidemiology, renewable natural resources, engineering, business and planning.

Her academic career has a strong international focus. She is involved in joint projects with researchers from England, The Netherlands, Spain, Australia and Mexico. She has taught not only at U.S. universities but also at the Heinrich Heine Universität Düsseldorf, Germany, and at the Universidad de Ciudad Juárez, Mexico. As a council member of the Regional Science Association International, she represents the North American Regional Science Council and enjoys attending international conferences around the world.

In her free time, she enjoys German cooking, playing classical music on the piano and reading novels.

Individual Achievements

Staff

- **Beverly Brewer:** Achieved the status of Certified Grants Specialist through the National Grant Writers Association and Research Associates.
- **Betty Jones:** Was awarded the Chairman's Distinguished Service Award from the American Seed Trade Association for her leadership and support of the ASTA Management Academy and related professional development programs.
- **Vickie Maris:** Along with two student interns, received a Silver ADDY award from the Association of Advertising and Marketing Professionals for theatre posters highlighting the Center for Food and Agricultural Business marketing theme for the National Conference for Agribusiness.
- **Beth Mark:** Received a 15-year Provost Staff Recognition award.
- **Jeri McIntyre:** Received a 35-year Clerical and Service Staff Recognition award.

continued on page 8...

Individual Achievements

...continued from page 7

School of Agriculture Rank Advancements for Administrative/ Professional Staff

- **Beverly Brewer:** Promoted to Rank 4.
- **Amy Cochran:** Promoted to Rank 5.
- **Cole Ehmke:** Promoted to Rank 4.
- **Linda Heckaman:** Promoted to Rank 6.
- **LeeAnn Williams:** Promoted to Rank 5.

Faculty

- **Dr. Jay Akridge:** Received a Seed for Success Award from the Office of the Provost as a Co-PI on the Agricultural Innovation and Commercialization Center sponsored \$1M grant.
- **Dr. Mike Boehlje:** Named a Fellow of the International Food and Agribusiness Management Association. Received a Seed for Success Award as the PI on the Agricultural Innovation and Commercialization Center sponsored \$1M grant.
- **Dr. Larry Bohl, Emeritus:** Named a Fellow of the Purdue Teaching Academy.
- **Brian Briggeman, Graduate Student:** Placed 3rd out of 19 teams with Josh Detre in the American Agricultural Economics Association (AAEA) Graduate Student Case Study Competition for their case, "Vertical Coordination in the Malting Barley Industry: A 'Silver Bullet' for Coors."
- **Josh Detre, Graduate Student:** Placed 3rd out of 19 teams with Brian Briggeman in the AAEA Graduate Student Case Study Competition for their case, "Vertical Coordination in the Malting Barley Industry: A 'Silver Bullet' for Coors."
- **Dr. Craig Dobbins:** Received a Seed for Success Award as a Co-PI on the Agricultural

Innovation and Commercialization Center sponsored \$1M grant.

- **Dr. Otto Doering:** Received the Certificate of Distinction from the Purdue Agricultural Alumni Association.
- **Howard Doster, Emeritus:** Named the 2004 Honorary Master Farmer by the Indiana Prairie Farmer journal for his outstanding service to farmers. An article appears on Page 12 of the August 2004 issue.
- **Dr. Frank Dooley:** Received a School of Agriculture Outstanding Advisor award.
- **Dr. Dave Downey:** Named a Fellow of the Purdue Teaching Academy.
- **Dr. James Eales:** Won the AAEA Publication of Enduring Quality Award with Laurian Unnevehr for their article, "Demand for Beef and Chicken Products: Separability and Structural Change."
- **Dr. Ken Foster:** Received a Seed for Success Award as a Co-PI on the Agricultural Innovation and Commercialization Center (AICC) sponsored \$1M grant. Received Gamma Sigma Delta Award of Merit. Received the Agricultural Economics Department Outstanding Master of Science Thesis award as a major advisor to Miguel Echarnier for his thesis, "Economic Assessment of the Federal Manure Land Application Policy on an Indiana Crop Hog Farm."
- **Dr. Joan Fulton:** Promoted to Professor. Received a Seed for Success Award as a Co-PI on the Agricultural Innovation and Commercialization Center sponsored \$1M grant.
- **Dr. Allan Gray:** Received a Seed for Success Award as a Co-PI on the Agricultural Innovation and Commercialization Center sponsored \$1M grant.
- **Dr. Tom Hertel:** Named a Fellow of the AAEA. Received the Agricultural Economics Department Outstanding Doctoral Thesis award

as a major advisor to Jeff Reimer for his thesis, "Traded Intermediate Goods, Non-homothetic Consumer Demands."

- **Dr. John Lee:** Received the Southern Agricultural Economics Association 2003 Outstanding Journal Paper for the paper co-authored with Dr. Phil Paarlberg entitled, "Measuring the Welfare Effects of an FMD Outbreak in the United States."
- **Dr. Jayson Lusk:** Received a Seed for Success Award as a Co-PI on the Agricultural Innovation and Commercialization Center sponsored \$1M grant.
- **Dr. Maria Marshall:** Received a Seed for Success Award as a Co-PI on the Agricultural Innovation and Commercialization Center sponsored \$1M grant.
- **Dr. Phil Paarlberg:** Received the Southern Agricultural Economics Association 2003 Outstanding Journal Paper for the paper co-authored with Dr. John Lee entitled, "Measuring the Welfare Effects of an FMD Outbreak in the United States."
- **Dr. George Patrick:** Won the AAEA Individual Distinguished Extension Program Award.
- **Dr. Gerald Shively:** Promoted to Professor.
- **Dr. Robert Taylor:** Named a Fellow of the Purdue Teaching Academy.
- **Dr. Joe Uhl, Emeritus:** Faculty advisor to the Purdue University team that placed in the top 8 at the national competition of the National Agricultural Marketing Association.
- **Dr. Christine Wilson:** Faculty advisor to the Purdue University team that placed in the top eight at the national competition of the National Agricultural Marketing Association.

Department of Agricultural Economics

Krannert Building, Room 651
403 W. State St.
West Lafayette, IN 47907-2056
Phone: (765) 494-4191
Fax: (765) 494-9176
Web: www.agecon.purdue.edu

ADDRESS SERVICE REQUESTED

Non-Profit Organization U.S. Postage PAID Purdue University
