

Award Winners at the 2010 SAEA Meeting in Orlando, Florida

SAEA Lifetime Achievement Award

Dr. Michael Wetzstein, University of Georgia
Dr. Kerry K. Litzenberg, Texas A&M University

Committee: Michael Reed (2010), University of Kentucky; Michael Woods (2011), Oklahoma State University;
Oral “Jug” Capps (2012), Texas A&M University

Outstanding Extension Program Award

Individual award:

Dr. Fritz M. Roka, University of Florida, “Citrus Mechanical Harvesting in Florida.”

Team award:

Drs. Steven L. Klose and Joe L. Outlaw for the Financial and Risk Management (FARM) Assistance program,
Texas A&M University

Committee: Delton Gerloff (2010), University of Tennessee; Deacue Fields (2011), Auburn University; Luis
Ribera (2012), Texas A&M University

Outstanding Teaching of a Course Award

Dr. Helen N. Pushkarskaya, University of Kentucky

Committee: Kellie Raper (2010), Oklahoma State University; Keith Coble (2011), Mississippi State University;
T. Randall Fortenbery (2012), University of Wisconsin

Outstanding Journal Article

Stephen Devadoss and Jeff Luckstead, University of Idaho, “Contributions of Immigrant Farmworkers to
California Vegetable Production”

Committee: *JAAE Editorial Council and Editors*: J. Matthew Fannin, Louisiana State University; Munisamy
Gopinath, Oregon State University; Barry K. Goodwin, North Carolina State University; Sumeet Gulati,
University of British Columbia; Mark Henry, Clemson University; Carl Johan Lagerkvist, Swedish University of
Agricultural Sciences; Ephraim Leibtag, Economic Research Service, USDA; Sergio Lence, Iowa State
University; Jayson Lusk, Oklahoma State University; Denise Mainville, Virginia Tech; Kenneth H. Mathews, Jr.,
Economic Research Service, USDA; Jutta Roosen, Technische Universitaet Muenchen; Roland Roberts,
University of Tennessee; Jason Shogren, University of Wyoming; James Richardson, Texas A&M University;
Norbert Wilson, Auburn University.

Editors: Jeffrey Gillespie and Ashok Mishra, Louisiana State University

Outstanding M.S. Thesis Award

Hualu Zheng, “The Effects of Ethanol Production on the U.S. Catfish Sector,” Mississippi State University
Priscilla Arguello, “Cottonseed: Derived Demand and Price Analysis,” Texas Tech University

Committee: Marco Palma (2010), Texas A&M University; Michael Wetzstein (2011), University of Georgia;
Mohammed Ibrahim (2012), Fort Valley State University

Outstanding Ph.D. Dissertation Award

Zibin Zhang, “Biofuels’s and Fossil Fuel’s Stochastic Prices,” Dr. Michael Wetzstein, Major Advisor, University of Georgia

Honorable mention: Paul E. Jaramillo, “Adoption of New Genetically Modified Corn Seeds: Nitrogen-Fertilizer and Drought Tolerance Traits,” Dr. Pilar Useche, Major Advisor, University of Florida

Committee: Bruce Dixon (2010), University of Arkansas; Jayson Lusk (2011), Oklahoma State University; Daniel R. Petrolia (2012), Mississippi State University

Quiz Bowl Tournament Winners

1st: Stephen Morgan, University of Florida; Danny Morris, University of Tennessee at Martin; and Courtney Fisher, Arkansas Tech University

2nd: Amber Parmer, Alabama A&M University; Clayton Wilson, Angelo State University; and Jerrod Penn, University of Florida

3rd: Samuel Johnston, Angelo State University; Chris Scarborough, University of Arkansas Fayetteville; and Lane Register, University of Florida

Poster Award Winners

1st: “Selection and Placement of Best Management Practices Used to Reduce Total Phosphorous Runoff in the Lincoln Lake Watershed in Northwest Arkansas,” Héctor Germán Rodríguez and Jennie Popp, University of Arkansas; Chetan Maringanti and Indrajeet Chaubey, Purdue University

2nd: Evaluating Beef Cattle Best Management Practices in South Texas; Cow Pregnancy and BSE Testing,” Mac Young, Joe Paschal, Steven Klose and Greg Kaase, Texas AgriLife Extension Service, Texas A&M University

3rd: Creation of School Lunch Programs Using Locally-Sourced Foods from Low-Income Communities in Arkansas,” Megan Norton and Lanier Nalley, University of Arkansas

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SAEA LIFETIME ACHIEVEMENT AWARD

Kerry K. Litzenberg, Texas A&M University

Regents Professor of Food and Agribusiness Marketing and Management
Minnie Stevens Piper Professor



Dr. Litzenberg received his B.S. (1971), M.S. (1972), and Ph.D. (1979) in Agricultural Economics from Purdue University. Kerry started his professional career in 1978 as an Assistant Professor at Texas A&M University where he has held numerous ranks and Professorship positions, including the Minnie Stevens Piper Professor Endowed Chair and the designation as Regent Professor. He served as a Visiting professor in the Institute of Agribusiness at Santa Clara University during 1986-87. Dr. Litzenberg also serves as an Adjunct Professor of Marketing in the May's School of Business at Texas A&M.

The primary focus and thrust of Dr. Litzenberg's distinguished career has been as a teacher and researcher on student learning and motivation as well as curriculum development. His 30+ year career has been devoted to agribusiness education and teaching program improvement. Dr. Litzenberg truly exemplifies teaching excellence and has made extraordinary contributions to the teaching and learning of agribusiness. He is a nationally and internationally recognized expert on agribusiness curriculum design and has conducted agribusiness program reviews at 10 universities in the U.S., Canada and Australia. Dr. Litzenberg has also taken his expertise abroad presenting papers, teaching agribusiness and designing curriculum in Guatemala, France, Italy, Australia, Indonesia, Armenia, and Venezuela.

Dr. Litzenberg has published 27 refereed journal articles, which is an amazing number of teaching-oriented articles that is likely unmatched in our profession. Six of these articles were published in the American Journal of Agricultural Economics, two in the Journal of Agricultural and Applied Economics, and 10 in various agribusiness journals. Kerry has presented hundreds of papers where he shared his insights on teaching, motivating students and employees, and agribusiness curriculum development to university and academic organizations, agribusiness industry groups, and business leaders. One colleague states, "Dr. Litzenberg's scholarly research on teaching and agribusiness careers has produced seminal articles that have guided our thinking in the areas ... and stimulated professional reevaluation of curriculum design, classroom management, and career advising." He has also acquired external funding to support his teaching research and activities totaling almost \$2.5 million.

Dr. Litzenberg has clearly demonstrated that he is an exceptional and dedicated teacher. He has devoted his career to understanding how students learn, what motivates students to learn and then developing curriculum and teaching techniques to help students succeed. As one nominator states, "He spends every day thinking about how to improve teaching effectiveness ... who never stops thinking about how he can do a better job of teaching and motivating students to achieve their full potential." Dr. Litzenberg has routinely taught four courses in a semester and eight during an academic year. Over the past 30+ years, he has taught 12 different courses to nearly 9,000 students enrolled in these classes, with more than 6,000 in his Food and Ag Sales class. Kerry often serves as a guest lecturer in classes in his department and across campus. As one of his former students states in her nomination letter, "Dr. Litzenberg has been a positive influence in my life as a professor, academic supervisor, mentor and club advisor. ... I am evidence that he improves students through his intelligence, generosity, and dedication."

Dr. Litzenberg has been recognized for his excellence in teaching through 23 awards from Texas A&M, national organizations (AAEA, IAMA, and NASULGC), student organizations, and agribusiness industry groups. As one nominator states, "Kerry Litzenberg is a master teacher and, in my opinion, one of the best, seasoned teachers in our profession." The number of teaching awards that Dr. Litzenberg has garnered demonstrates his ability to motivate students and devotion to learning. The AAEA recognized Dr. Litzenberg in 1985 as the winner of its prestigious Distinguished Teaching Award. In 1994, NASULGC honored Kerry as the recipient of the Award of Distinction by the Academic Programs Section. IAMA named Dr. Litzenberg as a Fellow in 2003 and the Texas Agriculture Industries Association awarded him its 2009 Education Achievement Award. Texas A&M University has honored Kerry with nearly 7 teaching awards at the university level and student organizations have recognized his contributions through 11 teaching and advising awards. As another nominator states, "If I had the create an ideal colleague to serve as a model "teacher" for others to follow, she/he would look an awful lot like Kerry Litzenberg ... who has been setting the standard for what it means to be a master teacher, scholar, and a human being."

As one of the prime movers and founding members of the International Food and Agribusiness Management Association, Dr. Litzenberg has contributed exceptional service to our profession. Kerry kept the importance of teaching at the forefront through his service on the AAEA's Resident Instruction Committee during the 1980s. Subsequently, he provided leadership on several AAEA task forces on agribusiness education where it the fact that most students in our academic programs are enrolled in an agribusiness economics and management degree can to the forefront. Perhaps, the greatest contribution and recognition is the respect earned from students who acknowledge his positive influence on their lives by fondly remembering him as "Dr. Litz."

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SAEA LIFETIME ACHIEVEMENT AWARD

Michael E. Wetzstein, University of Georgia

Professor, Department of Agricultural and Applied Economics



Dr. Wetzstein received his B.A. in Economics from California State University (1972) and his M.S. (1974) and Ph.D. (1978) in Agricultural Economics from University of California at Davis. Michael began his career as an Assistant Professor at the University of Nevada, Reno, and then joined the faculty as an Assistant Professor of Agricultural Economics at the University of Georgia in 1979. He has been a Fulbright Scholar in the Czech Federal Republic (1992-93) and Visiting Professor in Japan (1992) and Azerbaijan (2008-09).

Dr. Wetzstein has earned an outstanding national reputation as a recognized leader in applied microeconomic theory with emphasis on natural resource and environmental impacts upon agricultural systems. Major outreach programs have included economic evaluation of cotton boll weevil eradication program, economic analysis of Extension's integrated pest management funding and most recently research on biofuels policies. His research has been utilized in congressional hearings which has influenced federal funding of integrated pest management programs while his biofuels policy analyses has been used by state, school districts, transit authorities, public utilities and other local entities in converting to biodiesel. As one nominator states, "What make Dr. Wetzstein stand out is his energy and breadth of his activities across research, teaching and outreach. His energy is prodigious." Dr. Wetzstein has successfully employed rigorous economic theory to applied, real-world problems facing southern agriculture and environmental/natural resource development.

Dr. Wetzstein is a prolific scholar with a strong publication record, including 117 refereed journal articles, 9 books and 14 book chapters, 17 non-refereed journal articles, and over 100 conference presentations. Dr. Wetzstein has garnered numerous awards including an outstanding journal article award from the Journal of Agriculture and Resource Economics and directed a total of four Outstanding Graduate and Undergraduate Student Papers for both the American and Southern Agricultural Economics Associations. He is very proud of the fact that 40 of his refereed journal articles and 57 of his presentations of professional papers have been co-authored with graduate and undergraduate students.

Dr. Wetzstein has earned the respect of students and colleagues alike as a skillful and caring instructor whose teaching responsibilities have ranged from introductory and intermediate microeconomics classes to graduate natural resource economics courses. He has taught 80 classes and 12 different courses to about 2,200 students during the past 30 years. Dr. Wetzstein has certainly influenced southern agriculture through his teaching efforts. Under his mentorship, students have garnered research awards from the AAEA (1) and the SAEA (4), including this year's SAEA Best Ph.D. Dissertation Award. Michael's classroom instruction extends well beyond the University of Georgia campus through his Microeconomics Theory: Concepts and Connections textbook that has been adopted at nearly 20 universities, including Harvard and MIT.

Dr. Wetzstein has received numerous teaching awards for his ability to motivate his students. As Michael describes in his teaching philosophy statement, "Motivation is the key to learning. Without motivation, some learning may take place, but little will be retained." Dr. Wetzstein has been honored by professional organizations and the University of Georgia. The AAEA recognized him with the following awards: the 1997 Distinguished Undergraduate Teaching Award and, the 2007 Distinguished Graduate Teaching Award. The SAEA recognized Dr. Wetzstein in 2008 with its Outstanding Teaching of a Course Award. The University of Georgia has honored Michael with nearly 30 outstanding instructor awards at the university, college and department levels. As another nominator states, "Michael is well known professionally for his dedication to teaching. ... He brings enthusiasm, knowledge and energy into the classroom ... he is an extremely effective mentor."

The exceptional service Dr. Wetzstein provides to our agricultural economics profession is also notable and adds yet another dimension to his outstanding career. One unique aspect of his service is that Michael has served as Editor of both the American Journal of Agricultural Economics and the Journal of Agricultural and Applied Economics while also serving on the Editorial Councils of the *JAAE* and the Western Journal of Agricultural Economics. In addition, Dr. Wetzstein has served several years as the Chair of the AAEA's Membership Committee where his service has been recognized by Richard Just as "accomplishing more than any other Chair that has served in that role." Dr. Wetzstein has earned a distinguished national and international reputation for excellence in all three of the land grant's mission of teaching, research, and professional service, with outstanding contributions to southern agriculture and to the SAEA in particular.

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