

Award Winners at the 2011 SAEA Meeting in Corpus Christi, Texas

SAEA Lifetime Achievement Award

Patricia A. Duffy, Auburn University
Steven C. Turner, Mississippi State University
C. Parr Rosson, Texas A&M University

Lifetime Achievement Award Committee: Michael Woods (2011), Oklahoma State University; Oral Capps (2012), Texas A&M University; Michael Wetzstein (2013), University of Georgia; Patricia Duffy (2014), Auburn University; Hector Zapata, Chair.

Outstanding Extension Program Award

Marco Palma and Larry Falconer, Texas Turfgrass Economics Extension Program

Outstanding Extension Program Award Committee: Deacue Fields (2011), Auburn University-Chair; Luis Ribera (2012), Texas A&M University; John Van Sickle (2013), University of Florida.

Outstanding Teaching of a Course Award

Michael Gunderson, University of Florida (Less than 10 Years of Experience)
Joe Outlaw, Texas A&M University (Over 10 Years of Experience)

Outstanding Teaching of a Course Award Committee: Keith Coble (2011), Mississippi State University-Chair; T. Randall Fortenbery (2012), University of Wisconsin; Ani L. Katchova (2013), University of Kentucky.

JAAE Outstanding Journal Article

K.W. Taylor, Farm Credit Canada, and F.M. Epplin, B.W. Brorsen, B.G. Fieser, and G.W. Horn, Oklahoma State University, "Optimal Grazing Termination Date for Dual-Purpose Winter Wheat Production," *Journal of Agricultural and Applied Economics* 42(1):87-103.

JAAE Outstanding Journal Article:

JAAE Editorial Council and Editors: Barry K. Goodwin, North Carolina State University; Sumeet Gulati, University of British Columbia, R. Wes Harrison, Louisiana State University A&M College; Mark Henry, Clemson University; Jeffrey L. Jordan, University of Georgia; Carl Johan Lagerkvist, Swedish University of Agricultural Sciences; Sergio Lence, Iowa State University; William Liefert, Economic Research Service, USDA; Jayson Lusk, Oklahoma State University; Kenneth H. Matthews, Jr., Economic Research Service, USDA; Gopinath Munisamy, Oregon State University; David Pannell, University of Western Australia; James W. Richardson, Texas A&M University; Roland Robertrs, University of Tennessee; Jutta Roosen, Technische Universitaet Muenchen; Jason Shogren, Iowa State University;
Editors: Mary Marchant and Darrell Bosch, Virginia Polytechnic Institute

Outstanding M.S. Thesis Award

Marc S. Allison, "The Future of Biofuels: An Economic Analysis of the Design and Operation of a Microalgae Facility in Texas and the Southwestern United States," Texas A&M University

Jonathan D. Shepherd, "An Interaction between Risk Perception and Trust in Response to Food Safety Events Across Products and regions, and Their Implications for Agribusiness Firms," University of Kentucky

Masters Thesis Award Committee: Michael Wetzstein (2011), University of Georgia-Chair; Mohammed Ibrahim (2012), Fort Valley State University; Ellene Kebede (2013), Tuskegee University.

Outstanding Doctoral Dissertation Award

Alex Lennart Marten, "Essays on the Application and Computation of Real Options," North Carolina State University

Ph.D. Dissertation Award Committee: Jayson Lusk (2011), Oklahoma State University; Daniel R. Petrolia (2012), Mississippi State University; Steven T. Yen (2013), University of Tennessee, Krishna Paudel (2014), Louisiana State University

Quiz Bowl Tournament Winners

First Place: The Knights: Wilson Alarcon, Texas A&M University; Tommy Burleson, Virginia Tech; Rachel Newton, Sam Houston State University;

Second Place: The Pumas: Jana Crook, Texas A&M University; Joshua Davis, Fort Valley State University; Stephen Morgan, University of Florida;

Third Place: The Captains: Anthony Baggett, Mississippi State University; Jessica Boatwright, Virginia Tech; Johanna Wilkes, University of Florida.

Poster Award Winners

First Place: Potential Impacts of MarketMaker on Recovery of Louisiana's Seafood Industry. Benjamin Clark, Roger Hinson, and John Westra, Louisiana State University AgCenter.

Second Place: Switchgrass Monocultures versus Diverse Mixtures of Grasses and Forbs to Produce Biomass Feedstock. Andrew P. Griffith, Francis M. Epplin, and Samuel D. Fuhlendorf, Oklahoma State University, and Robert Gillen, Kansas State University.

Third Place: A Life Cycle Analysis (LCA) Comparison between Conventional and Biotech Sweet Corn. Jada Thompson, Lanier Nalley, and Michael Popp, University of Arkansas.

For pictures from the 2011 SAEA annual meeting in Corpus Christi, TX
<http://www.saea.org/meetings.html>

SAEA LIFETIME ACHIEVEMENT AWARD

Dr. Steven C. Turner, Mississippi State University Professor and Department Head, Agricultural Economics



Dr. Steven C. Turner is currently a Professor and Department Head in Agricultural Economics at Mississippi State University. Previously, he was in the Department of Agricultural and Applied Economics at the University of Georgia where he began as an Assistant Professor in 1986 and left as a Professor in 2003 to go to Mississippi State. Throughout his career, his excitement for applied economics and its derivative components (marketing, finance, management, etc.) has permeated his teaching, research, and service. Over the last eight years as an administrator, Dr. Turner has motivated students, faculty, and colleagues around the south and nation to use their economic training to examine and analyze issues with a keen eye and a ready computer. His service on the Board of Directors for the Southern Agricultural Economics Association (SAEA) and the Council of Food, Agriculture, and Resource Economics (C-FARE) has left both organizations stronger and ready to meet the challenges of a changing and competitive environment. His view of leadership is one of responsibility, duty, and commitment. Commitment to the organization and its mission, vision, and goals; duty to his fellow members, employees, and students; and responsibility to the future, not forgetting the past.

Steve Turner is an agricultural economist who began his academic career as an English Literature graduate from Mercer University. After discovering agricultural economics in graduate school at the University of Georgia and Virginia Tech, he gained an outstanding reputation as a teacher at the University of Georgia where he received numerous teaching awards, including the American Agricultural Economics Association (AAEA) Distinguished Teaching Award and the Distinguished Professional Contribution in the Teaching of a Course Award from the SAEA. During his seventeen years at the University of Georgia (UGA) he received fourteen teaching awards and recognitions. He also established a solid research program in the marketing of landscape plants and livestock and published 31 articles in journals ranging from the *American Journal of Agricultural Economics* to the *Journal of Animal Science* to the *Journal of Environmental Horticulture* to the *Journal of Futures Markets*. He published nine articles in the *Journal of Agricultural and Applied Economics* and its predecessor, the *Southern Journal of Agricultural Economics*.

One of Dr. Turner's research contributions was in publicizing the importance of the Green Industry, especially ornamental and landscape plants, to the economics profession. Nine of his refereed journal articles analyzed different aspects of the landscape plant industry. Topics ranged from retail target markets for landscape plants to computerization in the ornamental nursery industry to a portfolio approach to ornamental plant production and marketing. The range of journals included the *Journal of Agricultural and Applied Economics*, *Journal of Environmental Horticulture*, and *Agribusiness: An International Journal*. Dr. Turner was one of the first agricultural economists to publish articles in agricultural economics and related journals on a regular and consistent basis about the Green Industry. This was important due to the lack of economic research on this large segment of agriculture that grew at a 10% rate over much of the 1980's and 1990's.

Dr. Turner also has had a long history of encouraging undergraduate and graduate students. Almost immediately upon his arrival at UGA, Dr. Turner became Faculty Advisor to the Agricultural Economics Club and advised the National Agri-Marketing (NAMA) Student Chapter. Working closely with the professional Southeastern chapter of NAMA, the UGA student chapter competed in fourteen consecutive NAMA Student Marketing Competitions and placed in the top twelve twice. Dr. Turner also developed a Food and Fiber Marketing course that became a core course in the Agribusiness major and complemented the NAMA marketing competition. As a department head, Dr. Turner has encouraged and supported the Mississippi State Student Chapter of NAMA as they have finished in the top twelve twice in the last seven years. He also was involved in the early development of the Student College Bowl at the American Agricultural Economics Association annual meetings and was instrumental in initiating the SAEA Student Section and Student Quiz Bowl. At the graduate level, he was a major professor to fourteen students and served on committees for another sixteen students. Of his 31 published articles, seventeen included graduate students as authors (often as senior author). In 2003, a graduate student in Animal Science at UGA, Newton Pavia, wrote a paper for Dr. Turner's Futures and Options course, submitted it to the SAEA Graduate Student Paper competition, and received the award at the annual meeting.

In 2003, Dr. Turner became Head of the Department of Agricultural Economics at Mississippi State University. The department has two undergraduate majors, Agribusiness, and Environmental Economics and Management, and graduate students have received the SAEA Outstanding M.S. Thesis Award in 2008 and 2010. Over the eight years of Dr. Turner's tenure at Mississippi State, the faculty has received twenty national awards and ten regional awards, in addition to publishing over 190 refereed journal articles (ten in the *American Journal of Agricultural Economics*). Currently, half of the faculty is Assistant Professors and Dr. Turner has followed the philosophy of his predecessor, Dr. John Lee, to recruit talented people and provide resources for them to grow and excel.

Dr. Turner has a long history with the Southern Agricultural Economics Association, where he presented his first professional paper at the 1982 Southern Agricultural Economics Association (SAEA) meeting in Orlando, FL. As mentioned, he has published nine articles in the *Journal of Agricultural and Applied Economics* or *Southern Journal of Agricultural Economics*, presented thirty papers at SAEA annual meetings, and served as Student Advisor in the first years of the Student Section of the SAEA. He served as President of the SAEA in 2002 and secured funds to digitize 30 years of archived *SJAE* and *JAAEs* to put on-line. He continues to be an active SAEA participant at the annual meetings.

Dr. Turner has contributed at the national level through his service to the Council on Food, Agricultural and Resource Economics (C-FARE). C-FARE is a non-profit organization dedicated to strengthening the national presence of the agricultural economics profession. Its mission is to help agricultural economists contribute to private and public sector decision-making on issues important to agricultural, rural, environmental,

food safety and other related societal issues. In 2001, Dr. Turner was appointed by the SAEA Board to serve as the first SAEA representative on the C-FARE Board. In 2004, he was asked to chair C-FARE's Board. During his tenure as chair, the organization's budget grew from \$100,000 to over \$225,000, a summer student internship program was initiated, and the organization began coordinating review services to governmental agencies. In addition, C-FARE increased its presence in the USDA's Agricultural Marketing Service, National Agricultural Statistics Service, Cooperative State Research, Education, and Extension Service, Economic Research Service, Grain Inspection Packers and Stockyard Administration, Natural Resource Conservation Service, and the Risk Management Agency.

Dr. Turner's strength has been as a liaison between students, faculty, staff, colleagues, and administrators. His greatest accomplishments have been his ability to connect students to the excitement of economic analysis and research, faculty to the importance of public goods and interaction with their agricultural and natural resource colleagues, and administrators to the economics of the university and public constituencies.

Dr. Turner has served as the Faculty Athletic Representative for Mississippi State University since 2005 and served on the Board of Directors of the Athens Housing Authority from 1996 to 2003. He, his wife, Jenny, daughter, Emily, and son, Clay, live in Starkville, Mississippi.

For pictures from the 2011 SAEA annual meeting in Corpus Christi, Texas
go to
<http://www.saea.org/meetings.html>

SAEA LIFETIME ACHIEVEMENT AWARD

Patricia A. Duffy, Auburn University **Professor, Agricultural Applied Economics**

Dr. Patricia Duffy is a Professor in the Department of Agricultural Economics Rural Sociology and is Auburn University's Assistant Provost for Undergraduate Studies. She has served as the undergraduate program coordinator for her department and a recipient of an Auburn University Alumni Professorship award. She received her B.A. in English/French at Boston College in 1977 and after a tour of duty in Zaire with the Peace Corps she entered the Ph.D. program at Texas A&M University. She completed her Ph.D. in Agricultural Economics in 1985 and joined the Agricultural Economics and Rural Sociology Department at Auburn that year. She earned an M.A. in English at Auburn in 1996. At Auburn University, Dr. Duffy was promoted to associate professor in 1990 and to full professor in 1995.



Over the past 25 years, Dr. Duffy has taught a variety of different classes including a university core course in microeconomics, graduate courses in policy, production, and operations research, and a course she and a career counselor colleague designed as the introductory course for the new Auburn University Interdisciplinary University Studies program. She is best known for her farm management course. She is a co-author of the *Farm Management* textbook with Drs. Ron Kay and William Edwards. The 7th edition of this text was just released by McGraw-Hill in 2011. In 1994, she received the SAEA Distinguished Professional Contribution Award for Teaching a Class for teaching farm management. Auburn University College of Agriculture recognized her contribution to teaching with the College Teaching Excellence Award in 2001. She received a North American Colleges and Teachers of Agriculture (NACTA) Teaching Award of Merit in 2003. She is active as an advisor for both undergraduates and graduate students, and has served as major professor for twenty graduate student committees, who have completed degrees, and as a member of the advisory committee for nearly 50 additional graduate students.

Her research program has produced 50 journal articles, five book chapters, two edited volumes, 25 proceedings papers, and numerous presented papers and posters. Her journal articles cover topics ranging from farm management to farm policy, and more recently to food insecurity and obesity. She has published disciplinary work in a number of journals, including the *Journal of Agricultural and Applied Economics* and *Southern Journal of Agricultural Economics*, the *American Journal of Agricultural Economics*, *Land Economics*, and the *Review of Agricultural Economics*. She has also co-authored interdisciplinary articles, including those published in the *Agronomy Journal*, *Journal of Production Agriculture*, *Environmental Horticulture*, *Obesity*, *Biomass & Bioenergy*, *Sociology Inquiry*, *Journal of Sociology and Social Work*, and *Journal of Nutrition Education and Behavior*.

From 1994-1998 she served the SAEA as Second Vice President, First Vice President, President Elect, President and Past President. She was a member of the American Agricultural Association Foundation Governing Board from 1995 to 1998, and subsequently chaired the Quality of Communication Award Committee for that association. She has served on three editorial boards, including the *Journal of Agricultural and Applied Economics*. She served four times as a panel member for the NRI Markets and Trade grants. At Auburn University, she has served as a member or chair of over 20 university committees, 8 college of agriculture committees, and 13 departmental committees. She served as Secretary of the University Senate in 2005-2006. In 2008, she was named Assistant Provost for Undergraduate Studies, a position she will hold until August of 2010.

For pictures from the 2011 SAEA annual meeting in Corpus Christi, Texas
go to
<http://www.saea.org/meetings.html>

SAEA LIFETIME ACHIEVEMENT AWARD

Dr. C. Parr Rosson, III **Texas AgriLife Extension Service, Texas A&M System**

Dr. Parr Rosson is Extension Economist and Professor in the Department of Agricultural Economics, Texas AgriLife Extension Service at Texas A&M University. He has served at Texas A&M since 1989. In 1997 he was appointed Director of the Center for North American Studies, a Congressional initiative designed to strengthen trade ties within North America. He has a joint appointment in Extension, Teaching and Research. He was in the Department of Agricultural Economics and Rural Sociology at Clemson University from 1982-89. Dr. Rosson has received \$7.0 million in grants and contracts to support his extension, research and teaching programs. Dr. Rosson received his Ph.D. and M.S. in Agricultural Economics and B.S. in Agronomy, all from Texas A&M University.



Dr. Rosson's Extension programs have focused on international trade, trade policy and international marketing. Dr. Rosson has conducted more than 300 Extension and other related presentations during his career. His early work emphasized international marketing and resulted in the Distinguished Professional Contribution in Extension from SAEA in 1995. Dr. Rosson was a member of the Southern Extension International Trade Task Force that developed three leaflet series and programs for farm and agribusiness leadership. He also led several state, regional, and national Extension efforts to develop and implement programs on the opportunities and challenges of implementing the North American Free Trade Agreement. Most recently, he has been involved with efforts to educate the public about export opportunities for U.S. agricultural products in Cuba and other emerging markets, and the economic impacts of immigrant labor and invasive species. Much of this recent work has been provided to U.S. Congressional committees, state officials, commodity associations and farm organization leadership. As a result of his expertise on the Cuban market and policy environment, he has accompanied the Texas Farm Bureau and Texas Department of Agriculture on three trips to Cuba to investigate market potential and regulatory aspects of exporting. He has also accompanied several private firms on similar trips.

One of Dr. Rosson's major contributions to teaching has been to co-author the textbook, *An Introduction to Agricultural Economics*, published by Prentice Hall. The book is now in its fifth edition and has been adopted by 68 institutions in the United States and other countries. Dr. Rosson teaches two upper-level undergraduate courses, International Trade and Agriculture, and International Agribusiness Marketing. Since 1995, he has taught two masters level courses at Universidad del Valle de Guatemala in Applied Economics and Business Administration. He now co-directs the program in Guatemala. He has chaired 31 graduate student committees.

Dr. Rosson conducts applied research to support his extension programs. He has authored or co-authored more than 30 journal articles, 14 book chapters, 77 published abstracts and 121 other Extension and Research publications. His most recent research projects focus on the potential impacts of improvements in cotton transportation infrastructure in Brazil and the expansion of Panama Canal on trade flows and prices. Other current research analyzes the economic impacts of U.S. agricultural exports to Cuba, economic losses associated with declining immigrant labor in dairy, horticulture and beef cattle, and the economic impacts of citrus greening, zebra chip and e. Coli.

Because of his trade expertise, Dr. Rosson was appointed to the Grains, Feed and Oilseeds Agricultural Trade Advisory Committee in 2001 by the U.S. Secretary of Agriculture and the U.S. Trade Representative. Dr. Rosson is also chair of the Southern Region Research Committee on the Economic Impacts of International Trade and Domestic Policies on Southern Agriculture. He also serves as the Education Coordinator for the Texas-Cuba Trade Alliance and has co-chaired the Agribusiness Committee of the Border Trade Alliance. From 2005-2007 he conducted extension business development programs for agribusinesses and farmers at several locations in Iraq.

Dr. Rosson's awards include the Lifetime Achievement Award, 2010 Southern Agricultural Economics Association; Vice Chancellor's Award in Excellence, Team Research (2008, 1996 and 1992); Distinguished Professional Contribution-Extension Programs, Southern Agricultural Economics Association (1995); Distinguished Achievement Award-Extension, Association of Former Students, Texas A&M University (1997); Award for Superior Service, Texas Agricultural Extension Service (1993); Provost Research Award, Clemson University (1986).

For pictures from the 2011 SAEA annual meeting in Corpus Christi, Texas
go to
<http://www.saea.org/meetings.html>