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Fall greetings to all the SAEA community. I hope whatever your endeavors, as a teacher, student, researcher, business leader, or agency professional are proving to be fruitful. I extend well wishes to all from our SAEA Board as we strive to put ourselves each in a position to thrive, engage, and help those in our various circles. A local food systems project that I'm working with has a theme "building better beyond", an idea I've tried to extend to many things I'm working with. How can we build on our learnings and necessary pivots during this difficult time to position ourselves to have better programs for outreach, teaching and research on into the future? We've all had to learn new tools to do our work. And I'm extremely grateful to the many colleagues that have helped me across our profession. While challenges have been real, so many new collaborations and opportunities have opened up during this past year.

SAEA will be moving toward planning a virtual conference in February. This probably comes as little surprise. We all face uncertainties this winter. And while we are hopeful for a speedy resolution to the difficult public health circumstances, we are trying to balance hopeful planning with practical reality. We have been very fortunate to have contractual obligations for our Texas meetings released for SAAS and we'll intend to return to that site for an in-person meeting soon. This gives us considerable flexibility financially.

The show will go on. Thank you to all who have submitted various proposals for consideration of presentation. The Board has been vigilantly working through these and we're encouraged by the quality and number of submissions. Our committees are also working on our various awards programs and the opportunity to recognize the many achievements across our profession. We will be communicating out shortly our notifications of acceptance for qualified submissions. I am hopeful that as many of you as possible that are extended invitations to present in the program will commit to join us. I have been in communication with our WAEA counterparts regarding their successful on-line program and have had very helpful direction from their program team. SAEA is committed to make this a valuable professional exchange function and we look forward to all of you participating.

We have had very encouraging news for the *Journal of Ag and Applied Economics* from Cambridge University Press. After mutual exploration of our partnership we are committing to another long-term contract. Details are being finalized. We should recognize the hard work of our editorial board and our Cambridge liaison for working out the details. Stronger communication and promotion of the JAAE articles, including through social media, will be part of the new efforts to strengthen the journal. We encourage all of you to utilize the JAAE as an outlet for your work. Look for Twitter sharing for both the *Journal* (@JAAE_Journal) and the Association (@SAEA_Economics). Follow us!

Fall is the season for SAEA to begin to look to future leadership. You will notice in the newsletter election details for both our incoming President and incoming Director. We are fortunate to have outstanding candidates for both. Please review these bios and give your thoughtful feedback through your vote.

I do look forward to our meetings in February. It's been a year like no other in my 25 years as a faculty member. I am convinced that engagement in SAEA is as important as ever before. We need to continue to share the good work we are doing with each other, encourage each other through continued collaborations, and celebrate the great professional accomplishments across all stages of work. Thank you for your support of SAEA.

Tim Woods, *SAEA President*

2021 SAEA Annual Meeting Is Going Virtual

The 2021 SAEA Annual Meeting will be held virtually February 6-9, 2021 due to the continued effects of the pandemic. SAAS was able to reschedule the 2021 SAAS Conference in Irving, TX to January 31 through February 04, 2025 without penalty. Committees are working on the SAEA Annual Meeting virtual format for the award programs and paper, poster and symposium sessions to recognize and share the excellent work being accomplished by our members. We WILL be planning for a Quiz Bowl function for our students following the successful program out of AAEA – so advisors, encourage your students to participate. Look for further details in November at the SAEA website and listserv.



Calling All Followers!

The Association and the Journal of Agricultural and Applied Economics (JAAE) are now on Twitter. Follow both to keep up with SAEA updates and new JAAE articles and issues.

Association: **@SAEA_Economics**

Journal: **@JAAE_Journal**

ACADEMIC QUIZ BOWL COMPETITION WILL BE HELD DURING THE 2021 SAEA ANNUAL MEETING!

Undergraduates and Student Advisors!

Please mark your calendars and start your plans! Once again, the Student Section of the SAEA will be coordinating the Academic Quiz Bowl competition. The 2021 competition will be held virtually, and we are hoping for a great turn-out of schools and student participants. Please contact Dusty Menzies, Undergraduate Committee Chair, to sign up for the competition. He can be reached by phone at (979) 845-7046 or email d-menzies@tamu.edu. Also, note that the registration fees for advisors at schools who have not participated in the last three years will be waived.

SAEA 2020 Officer Elections

Voting Procedures for SAEA 2020 Officer Elections

All members in good standing (current dues paid) will receive an email message with voting instructions. All ballots must be completed by November 20, 2020 to be counted. Submit suggestions for future officers to an Executive Committee member.

Nominations for President-Elect

Rodney Holcomb - Oklahoma State University

Tyler Mark - University of Kentucky

SAEA Nominations for Director

Kelly Grogan - University of Florida

Mallory Vestal - West Texas A&M University

Rodney Holcomb



Rodney Holcomb is a professor in the Department of Agricultural Economics at Oklahoma State University and is the Browning Endowed Professor in the OSU Food & Agricultural Products Center. He received his B.S. and Ph.D. degrees in Agricultural Economics from Texas A&M University in 1991 and 1997, respectively.

Research: Rodney's primary area of research is value-added agricultural products manufacturing and marketing. He has authored/co-authored 51 refereed journal articles and four book chapters. Additionally, he has authored/co-authored 23 published abstracts, 19 experiment station reports, 100 selected/invited papers and 16 presented posters. He has chaired 26 graduate student committees and been a member of another 64 committees.

Extension: Rodney began his career as an Extension economist working one-on-one with value-added agribusiness firms. He still maintains a partial Extension appointment to continue this work. Since joining the faculty at OSU in 1997, he has had more than 2,000 meetings and presentations with agribusiness firms. He has authored/co-authored 70 Extension publications and software programs and has an additional 24 food industry media articles. For 21 years he has hosted a bi-monthly food industry entrepreneurship workshop and is a regular presenter at food safety training programs.

Teaching: Since obtaining a teaching appointment in 2007, Rodney has taught or co-taught Advanced Agribusiness Management (AGEC 4423) and served as instructor for a graduate version of the course (AGEC 5423). The primary purpose of these courses is to teach students how to apply modern decision theory in an uncertain agribusiness environment. Students work with real firms to develop business/marketing plans that address current needs of the firms, help achieve firm growth, and set the stage for future operations.

Awards and Service: His Extension work has received awards from the SAEA, WAEA, and the American Society for Horticultural Sciences. Three times he has received outstanding Extension program awards from the Oklahoma Cooperative Extension Service. His work with agribusiness firms has resulted in awards from industry organizations, a Governor's Commendation, and the USDA Plow Honor Award. He has served as President of FDRS and as a council member for the WAEA. He has chaired multiple departmental and college committees, oversees the department's internship programs, currently serves on the OSU Retirement Investments Committee board, and for three years chaired the OSU Faculty Council's University Budget Committee.

Vision for SAEA: The SAEA continues to be the home for timely, applied research in agricultural economics and policy analysis. The industries we serve are facing structural changes due to pandemic fallout and political uncertainty, so our role in communicating research findings and the results of outreach programs has never been more important. Communication is also key for SAEA members as they adopt new methods to train the next generation of agricultural economists to operate in a new economic environment. My vision for the SAEA includes networking and online communication opportunities to mirror the changes we've seen in our home institutions to enhance the success of our members. The overall goal is to position the SAEA to continue in its role as a leader in the timely provision of valuable research, outreach, and teaching.

Tyler Mark



Tyler Mark is an Associate Professor and Director of Graduate Studies in the Department of Agricultural Economics at the University of Kentucky. His research and teaching interests are in production economics and farm management. Prior to joining the University of Kentucky in 2014, he was an Assistant Professor at Morehead State University. He grew up on a small family farm in Kentucky and is still involved in managing the operation. He received his BS from the University of Kentucky, MS from Purdue University, and Ph.D. from Louisiana State University.

Research: Dr. Mark's research program employs an interdisciplinary approach that integrates undergraduate, graduate, and post-doctoral scholars to solve applied problems. The "Mark Lab" focuses on evaluating the profitability of precision agriculture/dairy, broadband limitations on digital agriculture, renewable energy, and the hemp industry's development.

Research output includes 43 authored or co-authored refereed manuscripts, 2 book chapters and 100+ presentations. Dr. Mark has also chaired/co-chaired 6 Ph.D. dissertations, 11 MS theses, and 21 undergraduate experiential learning projects. He has served on 14 other dissertation and thesis committees, including committees in Animal Science, Plant and Soil Science, and Biosystems and Agricultural Engineering. The Mark Lab has secured extramural funding totaling \$53 million (\$3 million in direct support).

Teaching: At Morehead State University, Tyler had a 100% teaching appointment, where he taught 13 different Agricultural Economics classes. At UK, he teaches three classes per year, including undergraduate Agricultural Financial Management and Agricultural Management Principles and graduate Advanced Production Economics. Additionally, he Co-Directs a study-abroad class, International Agribusiness Argentina, and co-teaches Innovations at the Nexus of Food-Energy-Water Systems with an interdisciplinary group.

Outreach: Dr. Mark's applied research program collaborates with a wide range of Extension Faculty. Although he does not have a formal Extension appointment, he authors/co-authors Extension articles, delivers Extension presentations, contributes to popular press and other media outlets. The integration of research and extension is critical in addressing today's complex problems.

Awards, Leadership, and Service: Research conducted by the Mark Lab has received the 2018 SAEA Outstanding Masters Thesis award. Dr. Mark was also selected to participate in the 2014 C-FARE/AAEA Early Career Professional Leadership Program, the 2013-2014 President's Leadership Academy at Morehead State University, and the 2012 Project Kaleidoscope Summer Leadership Institute. He serves as Director of Graduate Studies in the Department of Agricultural Economics at the University of Kentucky and serves on the Executive Council for the American Society of Farm Managers and Rural Appraisers at the national level. In service to the profession, he has served on the SAEA Poster Committee and SAEA Ph.D. Dissertation Award Committee. He has also served as a leader for the AAEA Student Section and provided referee service for over 20 different journals.

Vision for SAEA: Strong membership, financial position, and the journal put SAEA in a unique position to be at the forefront of assisting southern agriculture producers, agribusinesses, communities, government, and consumer groups in navigating the post-COVID environment. SAEA members have been pivotal in helping these groups traverse this pandemic's disruptive effects. However, one positive of the pandemic has been that we have pivoted to digital platforms such as social media, videos, webinars, and virtual conferences. Efficient utilization of these digital platforms has allowed us to reach a broader audience which will likely pay dividends for our profession in the coming years. Ideally, this would lead to opportunities for partnering with institutions, governmental agencies, and agribusinesses to address emerging issues. As a Ph.D. student at LSU, I attended the SAEA meeting and 2009 was my first presentation. Since that time, I have been attending the meeting annually to present, support students, and build research collaborations. Networking and mentoring at SAEA meetings have played a critical role in my professional development. SAEA excels at creating an environment to foster the next generation and engaging students. I would continue to seek innovative ways to enhance students'

professional development opportunities. SAEA should explore additional professional development for post-doctoral scholars, junior faculty, and integrating research and extension activities.

Kelly Grogan



Kelly Grogan is an Associate Professor of Food and Resource Economics at the University of Florida. She earned her M.S. and Ph.D. in Agricultural and Resource Economics at the University of California, Davis in 2006 and 2010, respectively, and her B.A. in Economics and Environmental Studies at Dartmouth College in 2005.

Research: Grogan's research focuses on natural resource economics, with emphasis on water conservation and wildfire management. Grogan places a strong emphasis on graduate student mentoring within her research program, co-authoring the majority of her peer-reviewed publications with her graduate students. She has chaired 21 M.S. thesis, M.S. non-thesis, and Ph.D. dissertation committees and has served as a member on 15 M.S. thesis and Ph.D. dissertation committees. Her most recent M.S. student won the UF/IFAS Best M.S. Thesis Award in 2019.

Teaching: Grogan teaches the core microeconomic theory course for her department's M.S. program and a PhD elective in natural resource economics. She has been nominated by her students numerous times for the College of Agricultural and Life Sciences Graduate Teacher/Mentor of the Year Award and the UF Doctoral Dissertation Advisor of the Year Award.

Service and Leadership: Within her department, Grogan currently serves as Graduate Coordinator. In this role, she has revised the graduate program and curriculum to increase professional development opportunities and improve students' academic training. Within the broader profession, Grogan currently serves as Past Chair of the Committee on Women in Agricultural Economics (CWAE). Under her leadership, CWAE secured a three-year commitment from AAEA to provide on-site childcare at the Annual Meetings. CWAE also undertook a profession-wide survey to assess the status of women and minorities in our profession and identify hurdles that prevent recruitment and retention of diverse graduate students and faculty members.

Awards: Grogan has received the SAEA Emerging Scholars Award, the CFARE Early Career Professional Leadership Award, the University of Florida's Term Professor Award, and the UF/IFAS High Impact Research Publication Award.

Vision for SAEA: Through my work with CWAE, I have had a bird's eye view of the demographic composition of all ranks in our profession. While diversity in our profession is slowly improving, hurdles still remain for many whose race, ethnicity, and/or gender has been historically excluded from academia. These hurdles include subtle things like arriving at an Annual Meeting and not seeing many attendees or presenters who look like you to bigger issues of implicit biases impacting journal and grant proposal reviews, access to informal mentoring channels, and advancement through tenure and promotion. As director, I would advocate to continue SAEA's emphasis on undergraduate activities, as ways to develop a strong pipeline of diverse applied economists. I would also like to see increased mentoring of undergrad and graduate students at the meeting, including the creation of a one-on-one mentoring program with associated travel scholarships for both levels of students, with a particular emphasis on providing opportunities to underrepresented minorities. I would also advocate to ensure that

invited sessions and organized symposiums include presenters that are representative of SAEA's entire membership (e.g., only 2 of 39 such participants at the 2020 Annual Meeting were female) and that receptions are held in venues that are inviting for all of SAEA's members. By ensuring that all members feel welcome and represented at our events, we can ensure that we not accidentally discouraging or excluding our next potential Emerging Scholar or future Lifetime Achievement awardee.

Mallory Vestal



Mallory Vestal is an Associate Professor of Agricultural Business and Economics in the Paul Engler College of Agriculture and Natural Sciences at West Texas A&M University in Canyon, Texas. Vestal received her Ph.D. and M.S. in Agricultural Economics from Oklahoma State University (2012, 2007), and B.S. in Agribusiness from West Texas A&M University (2005).

Teaching, Research, and Service: Dr. Vestal has a 60% teaching, 30% research, and 10% service appointment.

Teaching: Vestal has consistently taught three courses each long semester and developed two online courses offered in the summer. Courses commonly taught include: introductory microeconomics, farm & ranch management, futures & options, agricultural sales, agribusiness spreadsheet analysis, and advanced agribusiness management. She serves on the Learning Management System advisory board for her institution, and is actively involved in continuing education to become even stronger in the classroom. In the summer of 2020, Vestal was selected to participate in the inaugural group of Texas A&M System faculty completing the American Council on Education Certificate in Effective College Instruction.

Research: Vestal conducts research in a wide breadth of areas, but most commonly in the areas of livestock and natural resources. She has been the primary investigator, co-investigator, or collaborator on projects funded or sponsored by Texas Cattle Feeders Association, Cornell Center for Behavioral Economics in Child Nutrition, USDA Ogallala Aquifer Program, Ogallala Water Coordinated Agriculture Project, and American Quarter Horse Association.

Professional Leadership and Service: Most recently, Vestal served on the leadership team of the Teaching, Learning, & Communication section of the AAEEA. In 2018, she was elected to serve on the board of Texas Agricultural Cooperative Council. Vestal is also heavily involved in the Farm Credit System as she serves as an outside director for Plains Land Bank since December of 2016.

Vision for SAEA: To be sustainable, an organization must have both a competitive advantage and a feasible value proposition. If I was betting on the long-term viability of an organization, I would bet on the SAEA. This organization fosters the development of professionals within the field of applied agricultural economics. I believe the continued strategic intent placed on the development of professionals is one that will pay dividends. As a young graduate student, my first professional scientific presentation was at a SAEA annual meeting. The feedback was applicable, constructive, and assisted me in attaining a journal publication. It is this culture of inclusivity and synergy which draws academics. I believe with positive leadership, our organization will continue to be sought after for presentation and publication opportunities. I am so grateful to SAEA for the opportunities it has given me, and I would enjoy the serving the membership.

2020-2021 SAEA COMMITTEES

Much of the important work the SAEA performs is done by the committees listed below. The SAEA Executive Committee on behalf of SAEA members would like to thank everyone serving on these committees. If you are interested in serving on one of our committees, please contact Tim Woods at tim.woods@uky.edu.

Selected Papers Committee: Michael Vassalos, Clemson University (2021); Chris Boyer, University of Tennessee (2022), Rebekka Dudensing, Texas A&M University (2023).

Lifetime Achievement Award Committee: Kim Jenson, University of Tennessee (2021); Stephen Devadoss, Texas Tech University (2022), Mary Marchant, Virginia Tech (2023).

SAEA Outstanding Extension Program Award Committee: Aaron Smith, University of Tennessee (2021), Michael Deliberto, Louisiana State University (2022), Kenny Burdine, University of Kentucky (2023).

SAEA Outstanding Teaching of a Course Award Committee: Mathew Interis, Mississippi State University (2021); Ram Acharya, New Mexico State University (2022), Roger Brown University of Kentucky (2023).

Master's Thesis Award Committee: Naveen Adusumilli, Louisiana State University (2021); Jeff Luckstead, University of Arkansas. (2022), Jeff Vitale, Oklahoma State University (2023).

Ph.D. Dissertation Award Committee: Denis Nadolnyak, Auburn University (2021); Ashok Mishra, Arizona State University (2022), Tyler Mark, University of Kentucky (2023).

Poster Committee: Ariun Ishdorj, Texas A&M University (2021); Aditya Khanal, Tennessee State University (2022), Seong Yun, Mississippi State University (2023).

Undergraduate Committee: Dusty Menzies, Texas A&M University; Jerrod Penn, Louisiana State University; Aaron Shew, Arkansas State University.

3MT Thesis Committee: Jim Larson, University of Tennessee (Chair); Kalyn Coatney, Mississippi State University; Yangxuan Liu, University of Georgia; Xuqi Chen, University of Tennessee.

Ph.D. Job Market Paper Competition Committee: (*Ad Hoc* chair, President, SAEA); Darrel Bosch, Virginia Tech; Ruiqing Miao, Auburn University; Zhifeng Gao, University of Florida.

Industry Committee: Basanta Dhungana, Agilent Technology (Chair); Irfan Tareen, Center; Laxmi Paudel, Fannie Mae

JAAE Editorial Team: Editors Carlos Carpio (Texas Tech), Olga Isengildina-Massa (Virginia Tech), and Dave Willis (Clemson).

JAAE Editorial Council: Bustanul Arifin, University of Lampung, Indonesia; Christopher Boyer, University of Tennessee; Wade Brorsen, Oklahoma State University; Danny Campbell, University of Stirling, Scotland; Bo Chen, Huazhong Agricultural University, China; Sheldon Du, University of Wisconsin-Madison; Mariah Ehmke, University of Wyoming; Xiaoli Etienne, West Virginia University; Pan Fanghui, Northeast Agricultural University (China); Matthew Fannin, Louisiana State University; Thomas Glauben, University of Halle (Germany); Valentina Hartarska, Auburn University; Jill Hobbs, University of Saskatchewan, Canada; Vardges Hovhannisyan, University of Wyoming; Wuyang Hu, Ohio State University; George Norton, Virginia Tech; Gokhan Ozertan, Bogazici University, Turkey; Dustin Pendell, Kansas State University; Jeffrey Reimer, Oregon State University; Ric Scarpa, Durham University, United Kingdom; Jill Stowe, University of Kentucky; Chen Zen, University of Georgia.

Nominating Committee: Past-President Krishna Paudel, Louisiana State University; President Tim Woods, University of Kentucky; President-Elect David Anderson, Texas A&M University.

Social Planner for 2021 Meetings: Jeff Jordan, University of Georgia; Marco Palma, Texas A&M University.

IT/AV Committee for 2021 Meetings: Chris Boyer, University of Tennessee, Rebekka Dudensing, Texas A&M University.

**2021 SAEA Annual Meetings
Virtual Meeting
February 2021**

MEMBERSHIP REGISTRATION/MEMBERSHIP UPDATE

_____ **New Member**

_____ **Update My Address**

NAME:

(Last)

(First)

(Initial)

Preferred Name for Name Badge: _____

Agency/Company/University: _____

Department: _____

Mailing Address: _____

City: _____ **State/Province:** _____

Zip: _____ **Country:** _____

E-mail: _____ **Phone:** _____

**2021 SAEA Annual Meeting Registration / Annual Dues
(Please Circle Option Selected)**

	Graduate Students		Regular Members		Non-member
	Registration with Dues	Registration without Dues	Registration with Dues	Registration without Dues	Registration
2021 Meeting Registration	\$10	\$10	\$40	\$40	\$70
SAEA 2021 Dues	\$10		\$ 30		
Total	\$20	\$10	\$70	\$40	\$70

Make checks payable to: SAEA
Return to: Jeff Jordan, Treasurer
SAEA
1109 Experiment Street
Griffin, GA 30223-1797

2021 Membership Dues - Payment Options:

1. Pay dues while paying 2021 SAEA meeting registration.
2. Pay online at www.saea.org.

