

KERRY K. LITZENBERG

Curriculum Vitae

September 2014

1.1 Professional and Personal Information

Presidential Professor for Teaching Excellence
Regents Professor
Minnie Steven Piper Professor
Food and Agribusiness Marketing and Management
Department of Agricultural Economics
College of Agriculture and Life Sciences
Texas A&M University
College Station, TX 777843-2124
979.845.7624 (office)
979. 862.8679 (fax)
E-Mail: Litz@TAMU.edu

Born: June 10, 1949
Fort Wayne, Indiana

Education:
B.S. 1971 - Purdue University
M.S. 1972 - Purdue University
PhD 1979 - Purdue University

Appointment: 89% - Teaching
11% - Research

1.2 Professional Expertise and Experience

1.2.1 Expertise

Teaching programs in marketing and management and agricultural economics; research on student learning and motivation, development of curriculum; and review of academic programs.

Teaching and applied research on agribusiness education, management and strategic decision making, agribusiness sales and sales management; recruitment, retention and placement of students; Special interest in applications of computers, quantitative techniques, and managerial evaluation of computerized decision support systems in agribusiness.

Active as a national and international expert on curriculum design in agribusiness. Served on agribusiness program reviews at the following universities: Alcorn State University, University of Florida, Illinois State University, Washington State University, Prairie View A&M, Tennessee State University, McGill University/McDonald College (Canada), Mississippi State University, and Southern Illinois University. Presented seminars on developing agribusiness curriculum, courses and teaching methodology at the following universities: Queensland University-Gatton College (Australia), Fresno State, California Polytechnic, Santa Clara, Oklahoma State, and Purdue.

1.2.2 Experience

1.2.2.1 Academic Experience:

Dec. 1978 – Aug. 1985	Assistant Professor - Department of Agricultural Economics Texas A&M University
Sept. 1985 – Aug. 1986	Associate Professor - Department of Agricultural Economics Texas A&M University

September 1986 - June 1987 Visiting Professor in the Institute of Agribusiness at Santa Clara University. Taught courses in Strategic Management, Market Research and Production/Operations Management to MBA students. Did research on Strategic Management for the California Food Processing Industry. Completed AGRI-MASS project [Agribusiness Management Aptitude and Skill Survey] to identify student skills required by managers. Presented results at White House Conference, "Developing Tomorrow's Agribusiness Leaders," April 1, 1987.

July 1987 - August 1989 Associate Professor - Department of Agricultural Economics Texas A&M University

September 1990 – Present Professor - Department of Agricultural Economics Texas A&M University

September 1990 – June 2002 Associate Department Head for Undergraduate Programs, Department of Agricultural Economics, Texas A&M University

September 2002 – 2007 Eppright Professor of Undergraduate Teaching Excellence
 May 2003 Minnie Stevens Piper Professor
 June 2003 Selected as *fellow* of the International Food and Agribusiness Management Association, Cancun Mexico

September 2007 – 2009 Professor of Agribusiness Marketing and Management

September 2008 – 2012 Adjunct Professor of Marketing, May's Business School, Texas A&M University

December 2009 Regent's Professor

May 2010 Presidential Professor for Teaching Excellence

1.2.2.2 Teaching Service:

2014 Selection Committee – Lifetime Achievement Award – Southern Agricultural Economics Association

2014 Selection Committee – Outstanding Alumni Award - College of Agriculture and Life Sciences

2013-14 Curriculum Review Committee, Department of Agricultural Economics

2002 - Present: Director of Internship Programs, Department of Agricultural Economics

1999 - Present: Department of Agricultural Economics Peer Review of Teaching committee. Participate in the peer review process for 2-3 faculty per semester. Chair 2003-present.

2005 - 2006 Ag Program Faculty Advisory Committee, elected chair for 2006

2003 - 2006 Advisory Committee - Center for Teaching Excellence, Texas A&M University

2003 - 2007 Faculty Evaluation Committee - Department of Agricultural Economics

1999 - 2005 COALS Master Teacher Panel, Chair

1991 - 2002 Associate Head of Undergraduate Program in Agricultural Economics and Director of Agribusiness Program (50% appointment). Provide guidance on academic and professional matters for 850 undergraduate students. Manage enrollment through readmission, transfer and dismissal of students. Responsible for curriculum development, course design and scheduling, course evaluation and monitoring student progress. Conduct senior exit interview each semester with senior seminar students. Worked cooperatively with the College of Business to administer the B.S. program in Agribusiness. Worked closely with agribusiness firms to place College of Agriculture and Life Science graduates in those firms for internships and permanent employment. Supervise two undergraduate counselors, a senior secretary, and one student worker.

1990 - 2002 Director of the Food and Agriculture Education Information System (FAEIS), a U.S.

national database on enrollment, degrees awarded and faculty information on broadly defined agricultural educational programs. FAEIS is financially supported by USDA/CSRS Higher Education Programs. Supervise three full-time employees and two part-time employee within this project. Deliver presentations, prepare publications, and respond to questions about trends in enrollments and degrees awarded in food and agricultural education activities.

- 1999 - 2003 Texas A&M University Master Teacher Panel Member
- 1998 – 2000 College of Agriculture Promotion and Tenure Committee, Chair 1999-2000.
- 1993 - 1999 Participant in the World Food Distribution Training Center (WFDTC) meetings, and member of Board of Directors.
- 1994 Strategic Planning Committee for College of Agriculture responsible for identification of new initiatives and priority programs.
- 1991 - 1994 Member of University Academic Scholarship Committee to select presidential scholarship recipients and university scholars.
- 1990 - 2002 Member of College of Agriculture and Life Science Scholarship Committee, Chair 1990-93.
- 1985 – 1989 Participant in the Agribusiness Education Development Project sponsored by USDA and the Lincoln Institute. Developed proposal for USDA funding and master plan for the project. Helped in organizing a White House conference sponsored by the Secretary of Agriculture. Completed research in support of and gave keynote paper at White House conference. Involved in fundraising for the project from agribusiness firms. Served as advisor to steering committee and national commission which consisted of five university presidents, five business school and agriculture deans, and ten agribusiness faculty from across the U.S.; served as editor of final report.

1.2.2.3 Research

- 1987 - Present Applied research in agribusiness education, structure, marketing, sales management, operational decision-making and strategic management (11% appointment). Involved in research projects to identify skills and motivation in agriculture students, management practices in food processing firms, nursery and garden center industry and foliage plant firms. Member, Western Regional Coordinating Committee for Agribusiness Research.
- 1986 - 1987 Visiting Professor in the Institute of Agribusiness at Santa Clara University. Taught Strategic Management, Market Research and Production/Operations Management to MBA students. Did research on Strategic Management for the California Food Processing Industry. Completed AGRI-MASS project [Agribusiness Management Aptitude and Skill Survey] to identify student skills required by managers. Presented results at White House Conference, "Developing Tomorrow's Agribusiness Leaders," April 1, 1987.
- 1979 - 1986 Assistant and Associate Professor in the Department of Agricultural Economics, Texas A&M University, College Station, Texas. Taught graduate and undergraduate Agribusiness Management courses, graduate level course in Quantitative Techniques for Decision Making, and undergraduate Computer Applications in Agriculture Course, served as advisor to approximately 35 undergraduate agribusiness students, annually served as coordinator for Agribusiness Field Study tours to California, Washington D.C. and New York City. Served as advisor to the undergraduate Agricultural Economics Club, and Alpha Zeta, the agricultural honorary. Major involvement with the Master of Agriculture program in Agribusiness Management at Texas A&M University; supervised 21

students as major professor, served on advisory committees of 89 Master of Agriculture Students (27 in agricultural economics).

1975 – 1979 Graduate Assistant and Instructor in the Department of Agricultural Economics, Purdue University, West Lafayette, Indiana. Major responsibility while completing Ph.D. program for AGE 452, which was primarily a linear programming course in quantitative decision making for undergraduates. Also involved in a number of special projects of computer analysis with agribusiness firms.

1.3 Publications

1.3.1 Journal Articles Published

- Jin, Yahnong, James Mjelde and Kerry Litzenberg, "Economic Analysis of Job Related Attributes in Undergraduate Students' Initial Job Selection", *Journal of Education Economics*, 2011.
- Mjelde, J.W., K.K. Litzenberg, and James R. Lindner. "Cognitive Development Effects of Teaching Probabilistic Decision Making to Middle School Students" *Journal of Natural Resource and Life Science Education* 40(2011):36-44.
- Urutyanyan, Vardan E., "Skills, Qualities and Experiences Needed for Future Leaders in Food and Agribusiness Industries of Armenia," *International Food and Agribusiness Management Review*, Volume 13, Issue 4, 2010
- Litzenberg, Kerry K., "Great Teaching: Undergraduate Agricultural Economics Millennial Students," *Journal of Agricultural and Applied Economics* (JAAE), Vol 42, Issue 3, July 2010.
- Mjelde, James W., Kerry K. Litzenberg, Julie E. Hoyle, Sharon R. Holochwosh and Sarah Funkhouser, "Fires, Floods, & Hurricanes: Is ENSO to Blame?," *Science Scope Journal*, March 2007
- Siebert, John, Kerry Litzenberg, Richard Gallagher, Christine Wilson, Frank Dooley, Al Wysocki, "Factors Associated with Students' Academic Motivation in Agricultural Economics," *American Journal of Agricultural Economics*, 87 (1), February 2006.
- Hoyle, Julie E., James Mjelde, and Kerry K. Litzenberg, "Weather to Make a Decision," *Science Scope Journal*, February 2006.
- Hall, C., Fairchild, G., Taylor, G., Litzenberg, K., Baker, G. And Taylor, T., "Agribusiness Capstone Courses Design: Objectives and Strategies," *International Food and Agribusiness Management Review*, Volume 6, Issue 4, 2003.
- Siebert, John, George Davis, Kerry Litzenberg, and Joseph Broder, "Time Allocation Decisions Associated with Job Market Preparations: Undergraduate Perception Versus Market Realities," *American Journal of Agricultural Economics*, 84 (1), February 2002, p222-233.
- Becker, Wayne A., Bridget K. Behe, James L. Johnson, Christine D. Townsend and Kerry K. Litzenberg, "Consumer Perceptions of Service Quality in the Texas Retail Floral Industry," *HortScience*. Vol. 32(2), April 1997.
- Litzenberg, Kerry K., and A. J. Dunne, "Partnerships with Industry: the Essential Ingredient for Agribusiness Education," *Journal of Agribusiness*. 14(2):197-204, Fall 1996.
- Litzenberg, Kerry K., "Agribusiness Industry Expectations of Computer Skills of Agricultural Economics and Agribusiness Students," *J. Agr. and Applied Econ.* 27 (1), July 1995, pp 104-

- Litzenberg, Kerry K., "Abridged Fall 1992 National Enrollment Report," NACTA Journal. Volume XXXVII No. 2, June 1993, pp 4-11.
- Litzenberg, Kerry K., "Agribusiness and the Agricultural Economics Profession: Research Agendas in Agribusiness," Southern Journal of Agricultural Economics. Volume 05531, July 1992, pp 31-35.
- Litzenberg, Kerry K., Sheri Stebenne Whatley and Jennifer Scamardo, "1991 U.S. Enrollment for Agriculture and Renewable Natural Resources," NACTA Journal. Volume XXXVI, June 1992, pp 4-7.
- Howard, Wayne H., Kerry K. Litzenberg, Vernon E. Schneider and I. J. Fairnie, "Characteristics Required for Success in Management of Agribusiness Firms: An International Perspective," Agribusiness, an International Journal. Volume 6, No. 2, March 1990, pp 133-142.
- Westgren, Randall E. and Kerry K. Litzenberg, "Designing Agribusiness Capstone Courses: Overt and Covert Teaching Strategies," Agribusiness, an International Journal. Volume 5, No. 4, July 1989, pp 361-366.
- Litzenberg, Kerry K. and Charles E. French, "An Overview of Agribusiness Education in Australia: Developing Tomorrow's Agribusiness Leaders," Agribusiness, an International Journal. Volume 5, No. 3, May 1989, pp 207-211.
- Litzenberg, Kerry K. and Vernon E. Schneider, "A Profile of Tomorrow's Agribusiness Leaders: The U.S. Perspective," Agribusiness, an International Journal. Volume 5, No. 3, May 1989, pp 249-258.
- Westgren, R.E., S.T. Sonka and Kerry K. Litzenberg, "Strategic Issue Identification Among Agribusiness Firms," Agribusiness, an International Journal. Volume 4, No. 1, January 1988, pp 25-37.
- Litzenberg, Kerry K. and Vernon E. Schneider, "Educational Priorities for Tomorrow's Agribusiness Leaders," Agribusiness, an International Journal. Volume 4, No. 2, March 1988, pp 187-195.
- Litzenberg, Kerry K. and Vernon E. Schneider, "Competencies and Qualities of Agricultural Economics Graduates Sought by Agribusiness Employers," American Journal of Agricultural Economics. Vol. 69, No. 5, December 1987, pp 1031-1036.
- Curtis, P.A., F.A. Gardner and Kerry K. Litzenberg, "Measuring Computer Literacy in Colleges of Agriculture," NACTA Journal. Vol. XXX, No. 4, December 1986.
- Litzenberg, Kerry K. and Vernon E. Schneider, "A Review of Past Agribusiness Management Research," Agribusiness, an International Journal. Volume 2, No. 4, Winter 1986.
- Fuller, Stephen, Kerry K. Litzenberg, Larry Makus, Hector Viscencio, "Upgrading Grain Elevators to Facilitate Multicar Rail Shipments," Agribusiness, an International Journal. Vol. 2, No. 2, Summer 1986, pp 247-263.
- Diaz, Jose L., Donald E. Farris, and Kerry K. Litzenberg, "Alternative Fresh Beef Distribution Systems: A Form-Space Approach," Agribusiness, an International Journal. Volume 2, No. 2, Summer 1986, pp 199-214.
- * Litzenberg, Kerry K., W.D. Gorman, and Vernon Schneider, "Academic and Professional Programs in Agribusiness," American Journal of Agricultural Economics. Vol. 65, No. 5, December 1983, p. 1060-1064.
- Litzenberg, Kerry K., Bruce A. McCarl, Joe Polito, "A Decomposition Solution for Spatial

Equilibrium Problems," American Journal of Agricultural Economics. Vol. 64, No. 3, August 1982, p. 590-594.

1.3.2 Manuscripts Under Review

Higgins, Lindsey, Kerry K Litzenberg and David Brock, "Evaluation of an Innovative Team-Taught Marketing Course", submitted to Journal of University Teaching and Learning Practices, January 2014.

1.3.3 Academic Reviews

Authored academic program review of Agribusiness Teaching Center at Armenia Agricultural State University, Yerevan, Armenia, August 2011.

1.3.4 National Commission Reports

Downey, W. David, Kerry K. Litzenberg and Charles E. French, (eds) "Agribusiness Education in Transition: Strategies for Change," Report of the National Agribusiness Education Commission, June 1989.

1.3.5 Faculty and Staff Papers

Bullock, K. Wayne and Kerry K. Litzenberg, "Forecasting Future Employment Opportunities for Food, Agriculture, and Natural Resources Higher Education Graduates Using Econometric Estimation Techniques", FP02-06, Faculty Paper Series, Department of Agricultural Economics, Texas A&M University, June 2002.

Bullock, K. Wayne and Kerry K. Litzenberg, "Forecasting Future Employment Opportunities, For Food, Agriculture and Natural Resources Higher Education Graduates Using Adjusted Bureau of Labor Forecasts FP 02-07", Faculty Paper Series, Department of Agricultural Economics, Texas A&M University, June 2002.

Litzenberg, Kerry K. and A. J. Dunne, "Partnerships with Industry: The Essential Ingredient for Agribusiness Education," FP96-4, May 1996.

Hall, Charles R. and Litzenberg, Kerry K., "A Profile of Chief Agribusiness and Food Executives," FP95-8, March 1995.

Litzenberg, Kerry K. and Sheri Stebenne Whatley, "The Role of Information in U.S. Higher Education for Agriculture and Renewable Resources," FP93-4, 1993.

Curtis, P.A, F.A. Gardner and Kerry K. Litzenberg, "Measuring Computer Literacy in Colleges of Agriculture: Results, Conclusions and Implications," FP 86-11, October 1986.

Litzenberg, Kerry K., M. Edward Rister and Chris S. McIntosh, "The Impact of Computer Technology on Agricultural Economics Education," Dir 84-1, No. SP-5, August 1984.

Litzenberg, Kerry K., M. Edward Rister and Brady Edwards, "A Linear Programming Analysis of Several Alternatives Available to Agricultural Producers in the Texas Rio Grande Valley," July 1984.

Litzenberg, Kerry K. and Lisa J. Crossland, "Embryo Transfer in Beef Cattle: Costs and Benefits," March 1983.

Litzenberg, Kerry K. and Mark Hunt, "The Scope of the Texas Agricultural Input Sector: A Study on Employment, Sales, and Buyer Concentration," December 1982.

Litzenberg, Kerry K. and Kim A. Keese, "An Economic Analysis of the Effects of Coyotes on the Edwards Plateau Sheep and Goat Industry," April 1982.

1.3.6 Professional Presentations and Symposiums

Muster Speaker, Texas A&M Former Students Association, Eden Texas April 2014

“Contagious Culture of Excellence in Teaching”, a workshop presented to College of Agriculture at the University of Illinois Center for Teaching Excellence, August 23, 2013.

“Professional Sales Courses – Implications for Potential Employers and Recruiters”, with Aaron Johnson, Scott Downey and Al Wysock, at WERA-72 annual meeting. June 11, 2013.

“Creating a Culture of Excellence in the College of Agriculture at Texas A&M University”, Alpha Zeta Keynote address, April 22, 2013

“Are you Wired for Teaching the Millennials?”, seminar presented as part of a workshop with Sam Houston State University faculty, November 23, 2010

“Evaluation of an innovative team-taught agribusiness marketing course”, seminar presented to the Agricultural Economics faculty at Texas A&M University, October 1, 2010

“Are you Wired for the Millennials?”, seminar presented University of Florida Faculty, October 8, 2010. See <http://icsde.ifas.ufl.edu/accordent/live/Litzenberg> for electronic copy aired over the University of Florida network.

“Memories of Jeff Conant, Great Teacher”, speech presented to the Faculty Teaching Academy, Texas A&M University, September 17, 2010.

“Millennial Students, How do you learn?”, seminar presented to ANSC 402, Glen Holub instructor, September 15, 2010.

“GREAT TEACHING: Undergraduate Agricultural Economics Millennial Students” presented to Southern Agricultural Economics Association, 2010 Lifetime Achievement Award, February 9, 2010.

“Shaping the World, One Click @ a Time” with Gene Nelson to the Agricultural programs annual conference to the teaching faculty of the College of Agriculture and Life Sciences, January 5, 2010.

“Skills, Qualities and Experiences Needed for Future Leaders in Food and Agribusiness Industries of Armenia”, with Vardan Urutyan, Director of International Center for Agribusiness Research and Education (ICARE), Armenian State Agrarian University, Armenia, Presented to the 19th Annual International food and Agribusiness Management Association annual World Symposium, Budapest, Hungary, June 21, 2009

“Using Technology to Improve Agribusiness Teaching with Millennium Students”, Presented to Western Education/Extension and Research Activities Committee on Agribusiness, WERA-72, June 7, 2009, Las Vegas..

Muster Speaker, Victoria Texas Former Students Association, April 21, 2009

“Focus for Success”, presentation to Alpha Zeta, Agriculture honorary, February 9, 2009

MSC Lead, Sophomore Leadership Conference, Keynote address, February 7, 2009

Using Personal Selling Techniques in Recruiting Minorities, College of Agriculture and Life Sciences, July 2008.

“Strengthening Teaching at Texas A&M University”, Faculty Teaching Academy, Center for Teaching Excellence, February, 2008

Muster Speaker, Henderson County Former Students Association, April 21, 2006

Faculty Forum, Center for Teaching Excellence, “Gender Related Differences in Students: Implications for the Classroom” October, 2006

Moderator, College of Agriculture and Life Sciences, Teaching Workshop, January 13, 2005

Presenter, Delta Pine and Land, Regional Sales Training, Austin Texas December 2004

Moderator, College of Agriculture and Life Sciences, Leadership Development Forum, sponsored by Student Agriculture Council, April 2004. College Station, Texas.

Moderator, Texas Nursery and Landscape Association Annual Meeting, March 2004.

Muster Speaker, Waller County Former Students Association, April 21, 2003.

The Future of Agriculture in Texas", presented to the annual conference of the Texas Professional Agriculture Workers, College Station, TX November, 2002.

Moderated panel of students for 1st annual conference, ALeadership in Agriculture", sponsored by the College of Agriculture and Life Sciences and the Student Agriculture Council, November, 2002.

Moderated panel of Industry Representatives on Careers in Range Management, Department of Rangeland Ecology and Management, Texas A&M University, October, 2002

The U.S. Value-Added Food System", presented to the Chinese delegation for the International Agriculture Program, Texas A&M University, College Station, TX, August 16, September 5, 2002.

Kerry Litzenberg and Megan McIntyre, A Using FAEIS data in Administration of Higher Education Programs in Family and Consumer Sciences", Athens Georgia April 2002

Muster Speaker, The Association of Former Students, Mart-Riesel A&M Club, April, 2002.

“The Future of Agricultural Sales Education", presented to the Teaching workshop, American Agricultural Economics Association annual meeting, Chicago, Illinois, August 2001.

“Using Technology to Improve Selling Success" presented to Texas Agricultural Industries, Salado Texas, Summer workshop, May 2001.

Kerry Litzenberg and Sheri Stebbenne Whatley, AUsing FAEIS date to plan Higher Education Programs in Food and Agriculture," Washington DC April 2001

Charles R. Hall and Kerry Litzenberg, AThe Role of Strategic Management in Achieving Course Objectives", Organized Paper Session at the Western Agricultural Economics Association annual meetings, Vancouver, June 2000.

TAEX Risk Management Program presented workshop on using professional selling skills to enhance adoption of Extension risk management software applications. February 18,2000.

TAMU/TAES/TAEX Ag Program Conference- Teaching Workshop Committee, Chair, January 2001

Presented paper AAgricultural Economics Undergraduate Education in the United States: Issues and

Strategies", Nichols, John P. and Kerry Litzenberg, presented to the International Association of Agricultural Economists Conference, Berlin, Germany, August 17,2000.

Muster Speaker, The Association of Former Students, Mills County A&M Club, April, 2000.

Moderated TAES/TAEX Ag Program Conference Panel presentation, "Enhancing and Rewarding Teaching in the Agriculture Program" at Texas A&M University, College Station, Texas, January 12, 1999.

Presented keynote address on "Preparing Society-Ready Graduates" to USDA - Southern Regional Teaching Symposium in College Station, Texas, October 25, 1998.

Presented seminar on "Basic Sales Techniques" and "Advanced Sales Techniques" to Texas Agriculture Industry Association in College Station, Texas, May 20-21, 1998.

Presented current FAEIS information to the Office of Higher Education, Cooperative State Research Service, USDA and the FAEIS Panel of Experts in Washington, D.C. with Sheri Stebenne Whatley and Gigi Gerig, May 7-9, 1998.

Participated in USDA program review of Agricultural Economics Department at University of Florida, Gainesville, Florida, April 13-17, 1998.

Presented program on "Capabilities of the FAEIS System in Meeting GPRA Objectives," at REEIS National Steering Committee meeting in Washington, D.C., February 25-26, 1998.

Presented program "Improved Marketing" at Texas Agriculture Industries Annual Conference, Dallas, Texas, January 27, 1998.

Presented current FAEIS information to the American Association of State Colleges of Agriculture and Renewable Resources (AASCARR) and developed new survey instruments and GPRA reporting schedule with USDA/HEP representatives, San Antonio, Texas, September 14, 1997.

Presented program at National Association of State Universities and Land Grant Colleges (NASULGC)/Academic Programs Section Teaching workshop, University of Maryland-Eastern Shore, Princess Ann, Maryland, June 30-July 1, 1997.

Presented program at the FAEIS Panel of Experts Meeting, Washington, D.C., April 14-15, 1997.

Presented a program on FAEIS to the USDA and Tribal Colleges Summit and developed data protocol with the American Indian Higher Education Consortium in Albuquerque, New Mexico, December 12-14, 1996.

Presented current FAEIS information to the American Association of State Colleges of Agriculture and Renewable Resources (AASCARR) and developed placement surveys for students of agriculture with USDA/HEP representatives, Kansas City, Missouri, October 1, 1996.

Presented seminar to Department of Agriculture at Sam Houston State University to discuss FAEIS implications of enrollment trends at Sam Houston, Huntsville, September 27, 1996.

Litzenberg, Kerry K. and Alfred L. Parks, "Teaching Management Using Shared Resources and Emerging Technology", paper presented at the AAEA annual meetings, San Antonio Tx, July 28-31, 1996

Presented "Utilizing Education Information to Improve Teaching in the Agricultural and Renewable Resource Sciences: The Role of FAEIS Database" presented at the American Association of State Colleges and Agricultural and Renewable Resources (AASCARR) meeting, October 9, 1995.

Presented at the National Institute on Cooperative Education at the session "Partnering Cooperative

and University Visions: Focusing on the Right People," in Minneapolis, July 31-August 2, 1995.

Presented paper at the National Forum Making It Happen: First in the World in Science and Math Education in Washington D.C., July 26, 1995.

Presented at the annual meetings of the Western Regional Coordinating Committee Agribusiness Research Workgroup (WRCC 72) in Las Vegas, Nevada, June 14-16, 1995.

"Innovations in Agribusiness Curriculum Design and Implementation; the U.S. Experience," presented to Australian Agribusiness Educators and "Teaching Agribusiness Courses - Motivation Planning and Evaluation," presented to Agribusiness Management Faculty, Gatton College, University of Queensland, Australia, July 7-12, 1993.

"A Regional and Association Analysis for Forestry and Natural Resources," presented to the Northeast Regional meeting of the National Association of Professional Forestry Schools and Colleges in Durham, New Hampshire with Sheri Stebenne Whatley and Jennifer Scamardo, May 11, 1993.

"Using FAEIS for Support in Higher Education Programs/CSREES," presented to the Office of Higher Education, Cooperative State Research Service, USDA in Washington, D.C. with Sheri Stebenne Whatley and Jennifer Scamardo, May 7, 1993.

"Utilizing Education Information for Program Planning and Comparative Analysis," presented to the National Council of Administrators of Home Economics in Albuquerque, New Mexico with Sheri Stebenne Whatley and Jennifer Scamardo, February 5, 1993.

"FAEIS - A Progress Report," presented to the Office of Higher Education, Cooperative State Research Education and Extension Service, USDA and the FAEIS Panel of Experts in Washington, D.C. with Sheri Stebenne Whatley and Jennifer Scamardo, May 18, 1992.

"FAEIS - Using a National Database for Regional Analysis," presented to the NASULGC Southern Deans Meeting in San Antonio, TX with Sheri Stebenne Whatley and Jennifer Scamardo, April 14, 1992.

"Using a Professional Resume for Career Development", presented to South Central Extension faculty, November 19, 1991

"Setting New Goals - FAEIS Broadens its Scope," presented to the Office of Higher Education, Cooperative State Research Education and Extension Service, USDA and the FAEIS Panel of Experts in Washington, D.C. with Sheri Stebenne Whatley and Jennifer Scamardo, November 9, 1991.

"Current Status of the Agribusiness Education Development Project," presented at the Pre-Conference Teaching workshop for the American Agriculture Economics Association's annual meeting, July 29, 1989.

"Industry Evaluation of Agribusiness Education Programs," presentation to Western Regional Coordinating Committee WRCC-72 annual meeting, Las Vegas June 12-13, 1989.

"Australian and U.S. Studies Show Business Value Communication and Interpersonal Skills in Recruits," presented to the Pan-Pacific Conference VI: A Business, Economic and Technological Exchange, Sydney, Australia, May 29 - June 1, 1989.

"Evaluation of U.S. Agribusiness Education Programs by Recent Graduates," presented to the California Agribusiness Faculty Association. Santa Clara California, May 1989.

"Database Use in Agricultural Economics Teaching and Research," presented to AERO (Agricultural Economics Reference Organization), October 10, 1988.

- "Restructuring the Curriculum for Domestic and International Agribusiness Education Programs," Symposium at 1988 AAEA annual meetings, Knoxville, August 1988.
- "Improving Communication in the Agricultural Economics Classroom," presented to a workshop session for the Committee on Women in Agricultural Economics at the American Agricultural Economics Association meetings, Knoxville, Tennessee, July 30, 1988.
- "Agribusiness Needs for Future Employers: An Analysis of Characteristics," presented to the Agricultural Special Interest Group of the American Society for Training and Development annual convention, Dallas, Texas, June 1988. "Current Status of Agribusiness Education Programs," presented to RICOP (Resident Instruction Committee on Policy) annual meeting, Fayetteville, Arkansas, June 1988.
- "Competencies and Qualities of Agricultural Economics Graduates Sought by Agribusiness Employers," invited paper presented at the American Agricultural Economics Association, Lansing, Michigan, August 2-5, 1987.
- "Strategic Issues Among Agricultural Firms," presented at the American Agricultural Economics Association, Lansing, Michigan, August 2-5, 1987.
- "Strategic Marketing Approaches to the Recruitment of Undergraduates," presented at the Symposium of Undergraduate Recruitment and Retention held at the American Agricultural Economics Association annual meeting held in Lansing, Michigan, August 2-5, 1987.
- "Strategic Recruiting for Agricultural Economics Undergraduate Programs," invited paper presented at the annual meeting of American Agricultural Economics Association, East Lansing, Michigan, August 1987.
- Chair, selected paper session on Teaching and Professional Development Activities, American Agricultural Economics Association annual meeting, Reno, Nevada July 27-30, 1986.
- "Recent Experiences in Agricultural Economics Curriculum Reform: The Case of Four Universities," panel session presentation at the Teaching Workshop, American Agricultural Economics Association Teaching Workshop, Reno, Nevada July 25-27, 1986.
- "Economics of Alternative Beef Distribution Systems," presented at the annual meeting of American Agricultural Economics Association, August, 1985.
- "Computers in Agribusiness-What are the Issues," presented to the Agricultural Special Interest Group of the American Society for Training and Development annual convention, Dallas, Texas, May 1984.
- "Restructuring Class I Price Differential-Theoretical Considerations," Southwest Milk Marketing Conference 1980 Proceedings, Oklahoma City, Oklahoma, April 1980.

1.3.7 Presentations to Industry, Faculty, Staff and Association Groups

- "Patience for the Past, Plan for the Future" keynote address presented at the Alpha Zeta Induction Ceremony April 26, 2010.
- "Using Technology to Improve Agribusiness Teaching with Millennium Students", Presented to Western Education/Extension and Research Activities Committee on Agribusiness, WERA-72, June 7, 2009, Las Vegas.
- "Improved Profits through Improved Selling", presented at the Texas Nursery and Landscape Association 2009 Annual Expo Education Conference, August 12, 2009, Dallas, Texas.
- "Using Information Technology to Improve Classroom Success", seminar to Agricultural Economics faculty, March 6, 2009

- “Selling Texas A&M to Students”, Department of Financial Aids and Recruiting, Texas A&M University, February 12, 2009
- “Using a Learning Style Diffusion Index in a Performance-Based Agribusiness Marketing Course”, with Lisa Schapira, at the Western Regional Teaching and Research Committee Annual Meeting, Las Vegas, June 2008.
- “The Practice and Motivation for Successful University Teaching”, ALEC 681, professional seminar in Agricultural Leadership, February 1, 2008
- “Developing Professionalism in Students" to Rangeland Ecology and Management Department, Texas A&M University, October 20,1998, October 1999, October 2000, October 2002.
- “Peer Teaching Evaluation: Problems and Opportunities" to the Department of Horticulture Sciences, Texas A&M University, August 12, 1998.
- “Teaching Agribusiness management Decision Analysis”, presentation to Agribusiness Educators of Australia workshop held prior to the 6th Annual Conference of the Agribusiness Association of Australia and New Zealand (AAANZ), July 1993.
- Addressed the Southern Agriculture Economics Association, Farm Foundation and International Agribusiness Management Association, 1990-1993.
- "The Role of Professional Agribusiness Sales," presented to the Texas Semental/Simbrah Association annual meeting, June 1989. **
- "Career Opportunities in Agribusiness," presented to the Texas Agricultural Science Teachers annual convention, June 1989.
- "The Role of Education in Improving Competitiveness of U.S. Agriculture," presented to the COOP's Point Methodist Men's Fellowship club, April 1989.
- "Using Economic Theory in Agricultural science Classrooms," presented to the Texas Agricultural Science Teacher's annual workshop, June 1988.
- "Strategic Planning of the Landscape Industry," presented to the Brazos County Landscape Association, March 1988.
- “Using computers in Academic Applications: Opportunities and Problems” a microcomputer workshop for Texas Agricultural Experiment Station, Staff Conference, January 9-10, 1988.
- “Teaching Agricultural Sales”, Presented to the American Agricultural Economics Association, Teaching and Learning Committee, August 1993.

1.4 Guest Lectures and Other Presentations

- Dr. Litzenberg presents numerous guest lectures every semester. Recent guest lectures have included:
- ANSC 402 Senior Seminar in Animal Science, “Preparing Millennials for the Job Market,” Fall 2010, Fall 2012, Fall 2013.
 - AGLS 101 Using an Electronic Career Counselor for Career Selection and Direction (Fall 2006, Spring 2007, Fall 2007, Spring 2008, Fall 2008, Spring 2009, Fall 2009, Spring 2010, Fall 2010, Spring 2011, Fall 2011, Spring 2012, Fall 2012, Spring 2013, Fall 2013)
 - AGEC 217 Role of Internships in Developing a Professional Career ((Fall 2006, Spring 2007, Fall 2007, Spring 2008, Fall 2008, Spring 2009, Fall 2009, Spring 2010, Fall 2010, Spring 2011, Fall 2011, Spring 2012, Fall 2012, Spring 2013, Fall 2013, Spring 2014)
 - AGEC 489 Professional Selling Strategy for Decision Making for Financial Investment

Analysis. (Spring 2010, Fall 2010)
HORT 489 Role of Marketing in Landscape Design
AGEC 481 Considering Graduate School and Developing Professional Careers in
Agricultural Economics and Agribusiness
ALED 681 Seminar in Agricultural Leadership

1.5 National and International Professional Teaching Activities

1.5.1 TAMU

Advisor to Pi Sigma Epsilon, Professional Honorary Organization in Sales and Sales Management, Fall 2012.

Advisor to the National AgriMarketing Association Market Planning National Competition, Kansas City April 2010, took 9 students to the competition, with marketing plan for Quick-Sol a soil amendment.

Advisor to the National AgriMarketing Association Market Planning National Competition, Atlanta Georgia April 2009, took 7 students to the competition, made semi final round of competition with marketing plan for FRAZE, a fresh fruit sold through vending machines..

Advisor to 7 students traveling to compete in the National Collegiate Food Show, Kennesaw State College, Georgia., February 2009, 4 students from the Mays Business school and 3 students from the College of Agriculture and Life Sciences.

Advisor to the Food Marketing Institute, National Food Show, Las Vegas, Nevada, May 2008, took 12 students to the national conference, 6 students from College of Agriculture and Life Sciences and 6 students from Mays Business School.

Advisor to the National AgriMarketing Association Market Planning National Competition, Dallas Texas April 2008, took 10 students to the competition, made semi final round of competition with marketing plan for FRAZE, a fresh fruit sold through vending machines..

Advisor to the Food Marketing Institute, National Food Show, Chicago, Illinois, May 2007, took 18 students to the national conference..

Advisor to the National AgriMarketing Association Market Planning National Competition, Dallas Texas April 2008, took 10 students to the competition, made semi final round of competition.

Advisor to the Food Marketing Institute, National Food Show, Chicago, Illinois, May 2006, took 6 students to the national conference..

Co-directed the Agribusiness, Government, and Public Affairs field study course for undergraduate students to the Northeast and West each spring break from 1980 - 1999.

1.5.2 National

Western Agriculture Economics Association, Board of Directors, 2014

Southern Agriculture Economics Association, Life time Achievement Award Selection Committee. 2014

Agricultural and Applied Economics Association, Teaching Awards Committee, member 2012, chair 2013

American Agricultural Economics Association Resident Instruction Committee 1984-1987, chair 86-87.

Organized and participated in National Workshop for Teachers of Agricultural Economics in Reno,

August 1986.

American Agricultural Economics Association National Curriculum Task Force 1985-86 and 86-87.

Presenter in the following American Agricultural Economics Association Teaching Workshops: 1995 Indianapolis; 1992 Baltimore; 1989 Baton Rouge; 1986 Reno; 1983 Purdue,

Participant in every American Agricultural Economics Association teaching workshop since 1983.

Represented Texas A&M University at the American Association of Higher Education (AAHE) Forum on Exemplary Teaching in Chicago, Illinois in March 1994. I

1.5.3 International

June 6-24, 2013 Taught Sales and Marketing course , Master's Program, UVG, Guatemala City, Guatemala

June 4-16, 2012 Taught Sales and Marketing course , Master's Program, UVG, Guatemala City, Guatemala

July 3-19, 2011 Taught Sales and Marketing course , Master's Program, UVG, Guatemala City, Guatemala

June, 2011 Academic Program Review, Agribusiness Teaching Center, State University of Armenia

June 10-26, 2010 Taught Sales and Marketing, Master's Program, UVG, Guatemala City, Guatemala

July 2009 Taught Sales and Marketing, Master's Program, UVG, Guatemala City, Guatemala

June 21, 2009 "Skills, Qualities and Experiences Needed for Future Leaders in Food and Agribusiness Industries of Armenia", with Vardan Urutyun, Director of International Center for Agribusiness Research and Education (ICARE), Armenian State Agrarian University, Armenia, Presented to the 19th Annual International food and Agribusiness Management Association annual World Symposium, Budapest, Hungary.

August 2008 Taught Sales and Marketing, Master's Program UVG, Guatemala City, Guatemala

July 2007 Taught Sales and Marketing, Masters program UVG, Guatemala City, Guatemala

June 2007 Attended conference of International Food and Agribusiness Management Association (IAMA) in Parma, Italy as fellow of IAMA.

May 2007 Study Abroad Angers, France, 11 undergraduate students studying the EU agricultural Policy and food/agribusiness firms for four weeks in France

July 2006 Taught Sales and Marketing, UVG, Guatemala City, Guatemala

August 2005 Served as Program Reviewer, Natural and Rural System Management, University of Queensland, Australia. Prepare review document of agribusiness program.

Dec. 2004 Conducted Workshop on "Developing Agribusiness Marketing and Sales Skills in Indonesian University Faculty", Workshop for 27 faculty from Indonesian Universities, December 7-15, 2004, Bali, Indonesia

July 2003 Conducted Two-Day Workshop on Teaching Business Cases in Colleges of Agriculture and Business in Indonesian Universities. Workshop for 22 faculty from eight Indonesian Universities, half from Colleges of Agriculture and half from Business

- School. July 29-30, 2003.
- June 2003 Attended conference of International Food and Agribusiness Management Association (IAMA) in Cancun, Mexico. Awarded fellow of IAMA.
- Apr. 2003 Worked with Armenian Agribusiness group (L. Margaryan, Dean of Economics, E. Ghazaryan., Professor, G. Gasparyan, Professor, S. Meshlumyan, Armenian Agricultural Academy) to discuss Undergraduate Agribusiness Curriculum and schedule classroom visits with faculty teaching in the agribusiness Program in the Department of Agricultural Economics at Texas A&M University.
- 1999 & 2000 Taught agribusiness sales course to Masters students at UVG, Guatamala City.
- 1999 – 2006 Developed International Agribusiness Student Exchange Program with University of Queensland Australia. (Exchange student from Australia at A&M in fall, A&M student at University of Queensland in spring semester)
- June 1995: Collected data from Australian Food Processing firms to fulfill contract to evaluate strategic management in food firms in Australia.
- May 1994: Presented paper, "Agribusiness Education in the U.S." to International Agribusiness Management Association World Congress, Caracas, Venezuela.
- July 1993: Presented workshop to Agribusiness Educators of Australia at Gatton College, University of Queensland, July 7. Attended the 1993 Agribusiness Association of Australia and New Zealand at Surfer's Paradise, Gold Coast Australia, July 8-9. Visited Australian agribusiness firms and developed agribusiness curriculum at University of Queensland, July 10-12.
- Nov 1992: Represented the U.S. at the Organization for Economic Cooperation and Development (OECD), Ninth International Conference on Agricultural Education, Paris. Participated in conference and presented paper on "U.S. Agricultural Education: Enrollment, Graduates and Placement."
- August 1988: Visiting Professor in the Muresk Institute of Agriculture, Curtin University, Northam, Western Australia. Presented keynote address at Australian national conference on agribusiness education in Canberra, Australia. Made presentations at numerous Australian agribusiness firms on agribusiness education and the agribusiness industry's role and responsibility in the educational process. Taught classes and presented seminars to Curtin University students and faculty.
- August 1988 Visiting professor at Curtin University in Western Australia in August 1988 where he developed agribusiness curricula for Australia
- July 1993 Presented to the Australian Agribusiness Educators conference held in Queensland, Australia in July 1993.
- May 1994 Presented to the IAMA World Congress on Agribusiness in Caracas, Venezuela, May 1994.
- July 1995 Presented at the National Academy of Sciences Forum, Making It Happen: First in the World in Science and Math Education", at the National Academy of Sciences in Washington, D.C.
- 1999 & 2000 Taught agribusiness sales course to Masters students at UVG, Guatamala City In June 1999 and July 2000.
- July 2003 Conducted Two-Day Workshop on "Teaching Business Cases in Colleges of

Agriculture and Business in Indonesian Universities". Workshop for 22 faculty from eight Indonesian Universities, from Colleges of Agriculture and Business School. July 29,30, 2003.

1.6 Awards

Dr. Litzenberg has won numerous College of Agriculture and Life Sciences, University Level, and National Teaching Awards. These awards are detailed below:

1.6.1 From TAMU

2010 Presidential Professor for Teaching Excellence

2009 Regents Professor, Texas A&M University System

2003 Awarded the TAMU Minnie Stevens Piper Professorship

2002 Awarded the TAMU Eppright Professorship of Undergraduate Teaching Excellence (5 years)

1997 Recipient of the Texas A&M Association of Former Students Distinguished Achievement Award for Teaching at the college-level.

1996 Recipient of the Outstanding Teacher Award by the Agricultural Economics and Agribusiness Association.

1996 Recipient of the Texas A&M Vice Chancellor's Award in Excellence for Student Counseling and Relations.

1985 Texas A&M University Association of Former Students Distinguished Faculty Teaching Award awarded at Texas A&M University (three awarded annually).

1983 Texas A&M University Former Students Distinguished Teaching Award in the College of Agriculture (three awarded annually).

1.6.2 From National Organizations

2011 National United States Department of Agriculture Food and Agriculture Sciences Excellence in Teaching Award

2011 Award for Innovative Excellence in Teaching, Learning and Technology given at the 23rd International Conference on College Teaching and Learning , Jacksonville, Florida April 4- 8, 2011

2010 National Undergraduate Teaching Award, more than 10 years experience, Agriculture and Applied Economics Association.

2010 Lifetime Achievement Award, Southern Agricultural Economics Association.

1994 Received Award of Distinction by the Academic Programs Section of the National Association of State Universities and Land Grant Colleges (NASULGC) in recognition and appreciation of exceptional leadership and meritorious service to the advancement of higher education in the food, agricultural and renewable natural resource sciences.

1985 American Agricultural Economics Association - Distinguished Teaching Award, (one awarded annually).

1.6.3 From Student Organizations

2008 Selected for Fish camp Name Sake, "Camp Litz", 2008.

- 1993 Recipient of the Honor Professor Award by the Student Agricultural Council in recognition of outstanding service and achievements, College of Agriculture and Life Sciences.
- 1991 Texas A&M University, Alpha Gamma Rho, Agricultural honorary: "Professor of the Year" (one awarded annually).
- 1990 Texas A&M University, Saddle & Sirloin Club: Excellence in Teaching Award.
- 1988 Texas A&M University Collegiate FFA and Agricultural Education Department: Outstanding Professor at Texas A&M (one awarded annually).
- 1988 Agricultural Economics Club Outstanding Departmental Faculty Member in Undergraduate Teaching for 1987-88 (one awarded annually).
- 1985 Agricultural Economics Club, Outstanding Professor in Undergraduate Teaching and Student Relations for 1984-85 (one awarded annually).
- 1984 Alpha Gamma Rho Agricultural honorary "Professor of the Year" at Texas A&M Chapter (one awarded annually).
- 1983 Agricultural Economics Club Outstanding Departmental Faculty Member in Undergraduate Teaching and Student Relations for 1982-83 (one awarded annually).
- 1982 Alpha Zeta associate member of the Texas Alpha Chapter of Alpha Zeta and faculty advisor to Alpha Zeta from 1982 to 1985.
- 1980 Agricultural Economics Club recognized for Outstanding service and dedication (one awarded annually).

1.6.4 From Agribusiness Industry

- 2009 Awarded "2009 Education Achievement Award" from the Texas Ag Industries Association.

1.7 Funding to support Teaching Activities

Total funding while at TAMU as of 2010 amounts to \$2,353,074. Sources are identified below.

1.7.1 External

Total funding from external sources as of 2010 is \$2,399,009.

Academic Program Review and Assessment of the Armenian State Agrarian University Agribusiness Teaching Center Program, USDA/CADI/FAS, October 2010, \$71,885.

Consortium of 16 companies to support Texas A&M University Collegiate Sales Contest (\$12,250) November 2009.

Mr. Graham Weston (individual) 2005 (\$30,000; \$5,000 per year for 6 years 2005-2010) Contribution to the Kerry Litzenberg Excellence in Teaching Fund, Texas A&M University Foundation.

Development of Climate Forecasts Decision Making Teaching Materials for Junior High School Teachers and students, National Oceanic and Atmospheric Administration, 2003-2005, \$229,874; with James Mjelde, William Rupley and Ronald Zellner.

USDA/CSREES/Higher Education Program - 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000 (\$120,000, \$120,000, \$120,000, \$120,000, \$110,000, \$120,000, \$145,000, \$145,000, \$145,000, \$182,000, \$206,000 for a total of \$1,533,000). Develop and implement the Food and Agricultural Education Information System (FAEIS).

USDA/CSREES - 2000-2001 (\$46,000). Develop model to estimate Demand for Students educated in

the Food and Agricultural Sciences.

Cargill Inc - 2000-2003 (\$50,000). Agriculture Career Development System and Computer Technology, Funding to develop a web-based career counseling system. System is presented each year to all freshman and transfer students in the College of Agriculture and Life Sciences

Armour Swift Eckrige - 2000 (\$3000) Contribution to the Kerry Litzenberg Excellence in Teaching Fund

Mr. Rusty Reynolds(individual) - 2000 (\$3000) Create the Kerry Litzenberg Excellence in Teaching Fund at the Texas A&M Foundation

USDA/CSREES Challenge Grant - 1991 (\$28,000). Implement the B.S. in Agribusiness program at Texas A&M University.

USDA/CSREES Challenge Grant - 1990 (\$42,000). Develop B.S. in Agribusiness at Texas A&M University.

Agribusiness Education Development Project 1986-88: Dr. Litzenberg was involved as co-investigator for the national Agribusiness Education Development Project administered through the Lincoln Institute of Land Policy and the United States Department of Agriculture (USDA). Dr. Litzenberg was responsible for project proposal development, management, research coordination and external funding development contacting over 50 participating agribusiness firms. Dr. Litzenberg served as advisor to five university presidents, five deans and ten agribusiness faculty associated with the project, and served as co-editor of the final report. He presented the recommendations from the project to several groups including the American Agricultural Economics Association, an Australian conference on agribusiness education and to agribusiness faculty at ten universities across the country. The total project budget was over \$350,000 with support from USDA of \$125,000.

1.7.2 Internal

Total TAMU internal funding as of 2010 is \$25,950

2010 Dept of Ag Economics - Weston Educational Excellence Award – Student registration and Travel to Food Marketing Institute National Food Show and Conference (\$3500)

2010 Dept of Ag Economics - Weston Educational Excellence Award – Student registration and Travel to National AgriMarketing Association National Conference (\$3800)

2009 Dept of Ag Economics - Weston Educational Excellence Award – Support Texas A&M University Collegiate Sales Contest (\$2350)

2009 Dept of Ag Economics - Weston Educational Excellence Award – Student registration and Travel to National AgriMarketing Association National Conference (\$3500)

2008 Dept of Ag Economics - Weston Educational Excellence Award – Student registration and Travel to Food Marketing Institute National Food Show and Conference (\$3000)

2008 Weston Educational Excellence Award – National AgriMarketing Association (\$3300)

2007 Weston Educational Excellence Award - National AgriMarketing Association (\$3000)

Weston Educational Excellence Award – Food Marketing Institute (\$3500)

1.8 Professional Association Positions and Appointments

Served on the Board of Directors of the International Agribusiness Marketing Association (IAMA),

1990-1994.

Served on the Agribusiness Industry Committee of the American Agricultural Economics Association (AAEA). Active in creating an organization of Industry, Government, and Academic professionals in agribusiness, 1990-1995.

Texas A&M University Chapter of Gamma Sigma Delta (Honor Society of Agriculture), Past President 1993-94, President 1992-93, Vice President 1991-92, Secretary 1990-91, Historian 1989-90.

Served as Editor for the publication "Agribusiness Education in Transition: Strategies for Change" a report of the National Agribusiness Education Commission. June 1989.

Elected secretary for Western Regional Coordinating Committee on agribusiness research WRCC-72, June 1988-June 1989.

Appointed to American Agricultural Economics Association Ad Hoc committee to develop report on accreditation procedures and standards for Agribusiness Management Programs, June 1988.

Served as referee for the following journals: *American Journal of Agricultural Economics*, *Southern Journal of Agricultural Economics*, *Agribusiness*, *an International Journal*, *Journal of Agriculture and Applied Economics*.

Appointed to the Steering Committee and National Commission for the Agribusiness Education Development Project, by the offices of Higher Education, USDA.

Served as Visiting professor in the Institute of Agribusiness, Santa Clara University; and at Curtin University, Western Australia.

Appointed to the Resident Instruction Committee of the American Agricultural Economics Association, 1983-85. Appointed chairman in 1985.

1.9 Society Memberships

Agricultural and Applied Economics Association

- AAEA Teaching Awards Committee, 2012, 2013 chair

International Food and Agribusiness Management Association

- Reviewed symposium proposal for 2014 annual meetings
- Reviewed two journal articles in 2013

Southern Agricultural Economics Association

Western Agricultural Economics Association

Food Distribution Research Society

Gamma Sigma Delta [Honorary]

Alpha Zeta [Honorary]