

Dr. Thomas Hertel named a Purdue Distinguished Professor

The Purdue Board of Trustees voted to name Dr. Thomas Hertel a Purdue Distinguished Professor. Currently there are fewer than 60 Distinguished Professors at Purdue and only three



others in the School of Agriculture. Distinguished Professors are members of the Purdue faculty whose academic contributions in

teaching and research are among the nation's finest. Distinguished Professors receive this recognition following a detailed peer-review process.

Hertel, an expert in the economy-wide analysis of trade policies, has served as a consultant for the World Bank, the

European Commission, the government of Japan, the Ford Foundation, and the Australian Productivity Commission.

In 1995, Hertel was named the outstanding researcher in the Purdue School of Agriculture. He has published two books and written more than 100 professional papers and book chapters. His research grants have totaled more than \$4.6 million.

Hertel earned his bachelor's degree in economics from the University of North Carolina at Chapel Hill in 1976, his master's degree in public and international affairs from Princeton University in 1978, and his doctorate in agricultural and resource economics from Cornell University in 1983.

Presentations by Offutt and Taylor featured during the 29th Snyder lecture

The featured speaker for the 29th James C. Snyder Memorial Lecture in Agricultural Economics, held April 15, 2003, was Dr. Susan Offutt, Administrator of the USDA Economic Research Service. Her presentation, "What's at Stake in the Next Round?" was part of the event held in the Purdue Memorial Union Ballrooms. Other activities included a poster contest



Dr. Schrader and Dr. Farris judge posters.

by the department graduate students and a presentation of the "History of the Agricultural Economics Department" by Dr. Bob Taylor.



Left to right: Mrs. Mary Snyder, Dr. Susan Offutt, and Dr. Sally Thompson.

If you missed the History of the Agricultural Economics Department presentation and would like a copy, it can be downloaded from www.agecon.purdue.edu/news/taylor or obtained on CD by emailing Jan Metzler at metzlerj@purdue.edu with your name and address.

Mark Your Calendars!!

Ag Alumni/Homecoming Reunion - Oct. 4, 2003



Newly renovated Ross-Ade Stadium

For Homecoming the Boilermakers take on the Fighting Illini. Kickoff is 3:30 p.m. The School of Agriculture will host a tent at the north end of Memorial Mall where Agricultural Economics will display information and representatives will greet alumni. Registration, event, and contact information can be found at: www.agecon.purdue.edu/pdf/home2003.pdf

National Conference for Agribusiness - Nov. 19-20, 2003

"Serving Commercial Producers: Meeting Needs, Adding Value" is the title for the National Conference for Agribusiness, Nov. 19 - 20. It will take place on the Purdue campus in West Lafayette, Ind. The event, which will feature the results of the 2003 Large Commercial Producer Project, is designed to help agribusinesses better understand the evolving commercial agricultural producer. The National Conference is developed and delivered by the Center for Food and Agricultural Business within the Department. For registration, call (765) 494-4247, or visit the website: www.agecon.purdue.edu/cab/programs/nc2/



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Department positions new website as key source of Ag Econ news and information

One of the recent developments in the Department of Agricultural Economics is a new departmental website.

www.agecon.purdue.edu

The new site has been designed to provide news about the department programs and people in a user-friendly and informative format. The homepage is updated with the latest reports about or by department faculty, such as news releases or recent articles in the *Purdue Agricultural Economics Report* (PAER). Recent homepage updates include Chris Hurt's forecast for the upcoming crop year and market outlook for pork, Corinne Alexander's view on Indiana farmers' interest in biotech crops, and a report on a visit of agricultural faculty from Afghanistan's Kabul University to Purdue hosted by Kevin McNamara and other Purdue faculty. The homepage



also provides a calendar of upcoming departmental events such as seminars and workshops as well as a link to the online monthly version of this newsletter *Keeping Track*.

The navigation of this site has been upgraded to make access to information easier. Prospective students can find just about all they need to know about our undergraduate and graduate degree programs. Producers interested in our Extension programs, such as our annual *Outlook* program, *Farm Management*

Tour, and *Top Farmer Crop Workshop* can find schedules and reports on these programs under "Programs and Publications," as well as links to other Extension resources such as the "Purdue Pork Page" and the "Indiana Local Government Information Site." Both html and pdf versions of PAER are available under the "Publications" area. The "Directory" area of the website provides information about department faculty and staff along with their areas of expertise. Also included in the Directory is a section about the history of the department and its former faculty as well as bios of Agricultural Economics Distinguished Alumni.

In addition, an email newsletter, *Agricultural Economics Update*, for alumni and other friends of the department, includes recent highlights and links to further information. If you are interested in receiving the email newsletter, please email agecon1@purdue.edu and provide your name and email address. We are interested in receiving any comments or suggestions you may have about the Department website.

Sally Thompson
Department Head
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Website sections to explore

Looking for new Ag Econ graduates?

www.agecon.purdue.edu/undergrad/senior_resumes/index.asp

Looking for a professional development program?

www.agecon.purdue.edu/centers/

Department Events and Honors

Kenneth B. Rulon named 2003 Distinguished Agricultural Alumnus

On April 25, 2003, Mr. Kenneth Rulon was honored as one of nine Distinguished Agricultural Alumni. Rulon, who earned



a B.S. in Agricultural Economics in 1982, is a family farmer in Cicero, Ind. Since 1991, he has farmed with his father, Jerry, brother, Roy, and cousin,

Rodney, in a general partnership called Rulon Enterprises. His Hoosier roots run deep. Some of his ancestors began farming in Indiana in 1837. Today, the Rulon family operates about 5,000 acres and employs one full-time associate and 10 part-time seasonal employees. Rulon Enterprises produces corn and soybeans in a 100 percent no-till production system to enhance soil structure and increase biological activity.

Ken's primary role in Rulon Enterprises is marketing and risk management.

He is responsible for financial planning, accounting, and landlord and public relations. In 1998, Rulon Enterprises purchased a 600-sow, farrow-to-finish operation called Bryant Premium Pork, LLC. Ken handles the financial management and marketing for this operation.

Ken's innovative work in risk management has been recognized by *Top Producer* magazine. He has contributed articles on marketing and risk management and was named the Top Marketer in 1993.

Ken has shared his marketing and risk-management knowledge with others by co-founding a peer-review group of 11 large Indiana farmers who routinely share

data on their production costs, yields, input pricing, and risk-management strategies. Together, these 11 farms represent 57,000 acres.

Ken is active in the Hamilton County community where he serves as treasurer for the Hamilton Heights Education Foundation and the Cicero Friends of Parks. Ken and his wife, Jane, have two daughters, Jenni and Kathryn.

According to Ken, "The life-long benefit of my time at Purdue was learning how to ask questions, critically evaluate the answers, and think about how to best apply the conclusion to our farm business."

To read about other Distinguished Agricultural Alumni, please refer to our website at www.agecon.purdue.edu/directory/history/daa.asp

Dr. John Huie retires after a long and varied career

Dr. John Huie has retired from the Department of Agricultural Economics after a distinguished career serving the people of Indiana and the students and personnel at Purdue University. He joined the Purdue faculty in 1968 as a professor in the School of Agriculture. His major areas of expertise included financing of state and local government, solid-waste management, community development, and public policy.



Left to right: Former Governor Orr, Dr. John Huie, Former Governor Bowen

In 1976, Dr. Huie took a leave of absence from Purdue to accept an appointment as state budget director in Gov. Otis Bowen's administration. He became chairman of the State Board of Tax Examiners in 1981, serving until 1983, after which he became the executive assistant for policy development under Gov. Robert Orr.

In 1985, Dr. Huie returned to Purdue, where he worked in an administrative capacity and handled special projects for President Steven Beering. In 1987, he was promoted to vice president for state relations. In this capacity, he served as Purdue's full-time liaison with the state legislature and other state agencies.

In 1999, Dr. Huie returned to the Agricultural Economics Department and also served as a special assistant to the president, where he was the liaison with the governor for policy analysis and economic development. In addition,

he was appointed by the governor to serve on INTELENET, the state commission that brokers telecommunications services for public entities.



Dr. John Huie and Dr. Earl Butz

Dr. Huie's recent recognitions include being named a Sagamore of the Wabash and receiving the AP Position 30 Year Service

Award from Provost Sally Frost Mason.

A retirement reception was held for Dr. Huie on June 25, 2003. Attendees included former Governors Bowen and Orr, State Representative Sheila Klinker, State Senator Ron Alting, former Purdue President Steven Beering, and Purdue Provost Sally Frost Mason.

For further information about Agricultural news, events, and press releases, please refer to our website at www.agecon.purdue.edu/news

Department Events and Honors

Dr. Lowell Hardin named Sagamore of the Wabash



Dr. Lowell Hardin was named a Sagamore of the Wabash at the recent Distinguished Agricultural Alumni breakfast held on April 26, 2003. The Sagamore of the

Wabash award was created during the term of Gov. Ralph Gates, who served from 1945 to 1949. The term “Sagamore” was used by the American Indian Tribes of the northeastern United States to describe a lesser chief or a great man among the tribe to whom the true chief would look for wisdom and advice. The award is the highest honor which the Governor of Indiana bestows.

Dr. Hardin’s first appointment at Purdue was effective January 1, 1943. His exceptional capabilities as a professor, academic leader, former department head of Agricultural Economics, and mentor for students and faculty have been widely recognized and honored in the past. In 1990, Purdue conferred the degree of Doctor of Agriculture *honoris causa* (an honorary doctoral degree, the highest recognition conferred by Purdue

University) on Dr. Hardin, and he has also been selected as a *professor emeritus*. Although officially retired since the mid-1980s, he comes to his office almost every day to contribute to the international work of the School of Agriculture.

Dr. Hardin’s distinguished contributions as a citizen of Indiana have been both to higher education and to the broader arena of international agriculture. By playing a central role in the conceptualization and implementation of the two major international agricultural research organizations (the global network of International Agricultural Research Centers (IARCs) and the Consultative Group on International Agricultural Research (CGIAR), he has made a significant and enduring contribution to international agriculture, food security, and rural sector modernization. The IARCs and the CGIAR constitute perhaps the most unique international organizational innovation of the last half of the 20th century. These institutions were designed to focus global efforts in a coordinated response to the profound problem of world hunger. Dr. Hardin richly deserves much of the credit for this initiative. His contributions to these

organizations grew from the 16 years (1965-1981) which he spent with the Ford Foundation’s International Division. As senior agriculturalist, he had major responsibility for the Foundation’s international activities related to the alleviation of world hunger. Although located in New York City, Dr. Hardin spent more than a third of his time in the developing countries working with Ford Foundation personnel and with local agricultural scientists and educators in universities, research systems, and government agencies. During this period, Lowell directed the staffs at both the Ford and Rockefeller foundations in their joint global agricultural activities. Tens of millions of people are able to obtain better, more nutritious food under more secure circumstances because of the research and development efforts of the IARCs and the CGIAR support system. From his home in Indiana, he continues to reach around the world, assisting agriculture in multiple dimensions. Congratulations Dr. Hardin!

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

A new endowment in honor of Dr. W. David Downey

Dr. W. David Downey, professor of agricultural economics, will be retiring from Purdue University in May of 2005. In recognition of his outstanding contributions to the Department of Agricultural Economics through his work in the agribusiness and sales areas, the Department is working to fund an Endowed Chair in Sales and Marketing in his honor.

Dr. Downey graduated from Purdue University with his bachelor’s degree in agronomy and his master’s and

doctorate in agricultural economics. In 1967, he began teaching undergraduate courses and working in Extension. Dr. Downey identified a need for education in agribusiness sales and marketing and initiated a course, “Principles of Selling in Agricultural Business” in 1972. Because of his teaching excellence and the importance of the course content, enrollment in his course quickly grew from 200 agricultural students to 850 campus-wide students annually. Recruiters from regional and national firms search for students who have

taken Dr. Downey’s courses. These courses are meeting the test of the marketplace and are a key contributor to Purdue’s reputation for undergraduate education in agribusiness management, marketing, and sales. Dr. Downey has been instrumental in development of a curriculum in which students can earn a four-year B.S. degree in Agri Sales and Marketing—the first such program in the United States.

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In 1986, Dr. Downey, along with Dr. Bill Dobson, former head of the Department, founded an agribusiness center now known as the Center for Food and Agricultural



Dr. W. David Downey lecturing during program sponsored by the Center for Food and Agricultural Business.

Business, an international resource for the food and agribusiness industries housed within the Department of Agricultural Economics.

The Center designs and delivers state-of-the-art managerial development programs for professionals in food and agricultural business. The Center now runs over 120 days of programming per year with over 1,000 food and agribusiness managers from around the world participating annually.

As a pioneer of experiential learning, Dr. Downey has incorporated projects into his courses that require student involvement in active learning situations. Among the most popular projects are: Sashay With A Salesperson (SWAS); which requires students to spend a day shadowing a professional salesperson, and Ready-Set-Sell (RSS); which requires students to prepare a sales presentation and then sell their presentation to a professional salesperson. These experiential learning activities require considerable financial resources to deliver; yet they are essential to the quality of the sales program. The sales program, developed in and offered by the Department of Agricultural Economics, has always been on the leading edge and is looking toward the future to continue to enhance the overall experience for Purdue sales students.

The endowment the Department seeks will help fund existing programs and provide opportunities to move them forward. Some of the exciting possibilities are:

- Creation of a physical facility to house a center for professional selling.
- Acquire sophisticated interactive software that engages students in dynamic selling situations.
- Hire a Director of Professional Selling.
- Create additional course materials on technical sales.

Extremely popular with students and industry alike, Dr. Downey's courses, including his projects and teaching techniques, have been duplicated and adopted by numerous colleges and universities across the nation and around the world. The goal is to establish an endowment that will provide enough funding to support the on-going development and delivery as well as the continual improvement of the Purdue Agricultural Economics sales program.

To learn more about the endowment in Dr. W. David Downey's honor, please contact Dr. Jay Akridge, professor of agricultural economics in KRAM 782, by phone at (765) 494-4327 or email at akridge@purdue.edu.

Individual Achievements

Faculty

- **Dr. Jay Akridge:** Entered into The Book of Great Teachers which bears the names of faculty members, past and present, who have devoted their lives to excellence in teaching and scholarship. They were chosen by their students and their peers as Purdue's finest educators. Dr. Akridge also received the Excellence in Teaching Award conferred by the National Association of State Universities and Land-Grant Colleges (NASULGC).

- **Dr. Mike Boehlje:** Named a Fellow of the American Agricultural Economics Association (AAEA).

- **Dr. John Connor:** Received the 2003 Jerry S. Cohen Memorial Fund Writing Award for his book *Global Price Fixing: Our Customers Are the Enemy* (Boston, Mass.: Kluwer Academic Publishers). Also Dr. Connor was appointed to the board of the American Antitrust Institute, an influential U.S. think-tank. He will consult and, in part, direct activities of the Institute and its 62 members. In addition, Dr. Connor was the sole recipient of AAEA's 2002 Quality of Communication Award.

- **Dr. Larry DeBoer:** Received the Eric Sharvelle Distinguished Extension Specialist Award.

- **Dr. Otto Doering:** Appointed by Governor O'Bannon to the Indiana Commission for Higher Education.

- **Dr. Frank Dooley:** Selected to the Teaching Academy, promoted to full professor and awarded the Omicron Delta Kappa (ODK) Richard McDowell Outstanding Counselor Award.

- **Dr. Howard Doster:** Received a congratulatory message from President Bush upon his retirement.

- **Monica Fisher, Graduate Student:** Received an American Agricultural Economics Association (AAEA) Outstanding Ph.D. Dissertation Honorable Mention for her doctoral thesis, "Explaining Forest Degradation in Malawi: Asset Poverty, Income Shocks and Activity." Gerald Shively and William Masters, advisors.

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- **Dr. Allan Gray:** Promoted to Associate Professor.
- **Dr. Thomas Hertel:** Named a Purdue University Distinguished Professor.
- **Dr. John Huie:** Received the Purdue Cooperative Extension Director's Award and named a Sagamore of the Wabash
- **Chris Hurt:** Received the AAEA 2003 Distinguished Individual Extension Program Award.
- **Dr. George Patrick:** Voted President of the AAEA Extension section. Received the Purdue University Cooperative Extension Service Association (PUCESA) Career Award
- **Dr. Paul Preckel:** Received the Gamma Sigma Delta Award of Merit for Graduate Teaching and the AAEA's 2003 Distinguished Teaching Award for Graduate Teaching With Over Ten Years Experience.
- **Dr. Sarahelen Thompson:** Was part of a team that received the AAEA 2002 Distinguished Extension Program Award.

School of Agriculture Rank Advancements for Administrative/ Professional Staff

- **Harlan Day:** Rank 5
- **Betina Dimaranan:** Rank 4
- **W. Scott Downey:** Rank 4
- **Vickie J. Maris:** Rank 4
- **Sharon "Sharie" Wall:** Rank 5
- **Debby Weber:** Rank 4

New Faculty and Staff

Corinne Alexander

Assistant Professor

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Dr. Corinne Alexander joined the Department in January 2003, and serves as an Extension specialist in the area of grain marketing. Her goal is to assist farmers and agricultural businesses with the marketing of their grain in both commodity and specialty markets. She obtained her B.A. in economics, biology and environmental studies at Oberlin College, Ohio, and her Ph.D. in agricultural economics from the University of California, Davis.



Alexander's research focuses on interactions between members of the supply chain, with a particular interest in contractual relationships. Her research includes work on contracts in California's tomato processing markets, on Iowa farmers' decisions to plant genetically modified corn, and on the role of seed company-supplied information in farmers' decision making.

Alexander's research interests also include experimental economics. She received a pre-doctoral fellowship from the International Foundation for Research in Experimental Economics to spend a semester at the Interdisciplinary Center for Economic Science at George Mason University to develop her skills in this area. She brings these skills to the classroom as a teaching tool, and to her research.

Alexander's main hobby is riding her road bike, which helps her keep an eye on crops.

Sam Cordes

Professor and Assistant Director of Extension

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Dr. Sam Cordes joined the Department in February 2003, as Program Leader for Leadership and Community Development. He comes from Nebraska where he was a

professor of agricultural economics and an expert on rural development.

At Purdue, Cordes works with faculty and educators in partnership with local leaders and organizations across Indiana. His primary areas of focus include:

- Community visioning and planning
- Economic and business development
- Work force development
- Local government needs

Cordes received his bachelor's degree from South Dakota State University and his doctoral degree from Washington State University. He has served as Department Head of Agricultural Economics at Nebraska and the University of Wyoming, and was on the faculty at Penn State University.



Cordes states, "Our goal is to help communities think about and plan for the future. Purdue Extension can provide them information,

education and local organizational capacity to help make that happen. Our educators understand local needs and community dynamics, are already engaged with the community, and serve as a link for local officials and organizations to tap into all the university's resources."

Christine Lusk

Program Manager

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Christine "Christy" Lusk recently joined the Department as Program Manager for the New Ventures Team. In this capacity she will work to identify and secure grant support, develop publication and program materials, and coordinate the New Ventures Team projects. Christy received her B.S. in animal science and M.S. in agricultural economics from Kansas State University.

Positions she has held include: business integration analyst with Anderson



Consulting (now Accenture); special projects consultant, independently managing agribusiness projects at Kansas State University

ranging from the development of business plans for large cattle feed lots and grain processors to instituting a quality assurance program for specialty beef producers; and instructor and agribusiness program coordinator at Mississippi State University where she worked with agribusiness firms through the Agribusiness Institute and directed students in the Masters of Agribusiness Management Program.

Christy and Jayson, an Associate Professor in the Department, have a 10-month-old son, Jackson, who occupies most of their free time.

Jayson Lusk

Associate Professor

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Dr. Jayson Lusk joined the Department in June 2003, but prior to that time, Lusk was an assistant professor in the Department of Agricultural Economics at Mississippi State University. He earned a B.S. in food technology from Texas Tech University, where he was named Outstanding Student in the College of Agricultural and Life Sciences in 1997. His Ph.D. in agricultural economics is from Kansas State University where he was an USDA National Needs Fellow and awarded the Gamma Sigma Delta Outstanding Dissertation Award in 2000.



Lusk conducts research in agribusiness marketing with a focus on non-market valuation and the use of experimental methods to

value novel and quality differentiated agricultural products. He also has a research interest in food-safety issues, individuals' perceptions of and attitudes toward risk, and modeling effects of

food-policy issues. Lusk currently serves as the director of a large international project funded by USDA, which is focused on determining factors that affect consumer acceptance of genetically modified foods. He will teach graduate classes in Agribusiness Management and International Marketing.

Lusk is originally from the Texas Panhandle where he spent summers hoeing and spraying weeds on cotton farms. While at Texas Tech, he worked summers for a specialty food processor in Dallas, Texas. Lusk is married to Christine, a native of Topeka, Kan.

Maria Marshall

Assistant Professor

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Dr. Maria Marshall has been an assistant professor in the Department since January 2003, and serves as an Extension Specialist in the rural business development area. Her primary focus is small business development and retention.



She earned her M.A. in economics at the University of Missouri and her Ph.D. in agricultural economics at Kansas State University.

Marshall has international marketing experience. She worked for two grain-marketing firms: ConAgra, in the Feed Ingredient Merchandising Division in Omaha, Neb., where she was responsible for marketing feed ingredients to clients in Mexico and Puerto Rico, and the Scoular Company's Grain Division in Overland Park, Kan., where her responsibilities included marketing, finance, and logistics management as well as new-client development for exports to Mexico.

Marshall has enjoyed interacting with members of the Purdue community. She has enjoyed making new friends and embarking on previously unthinkable activities, such as a triathlon class.

Teaching Programs

Excellence in teaching continues to be a hallmark of the Agricultural Economics Department, according to Dr. Frank Dooley, teaching coordinator and professor. During the past year, revisions in the Ph.D. curriculum were implemented to include common core courses that all Ph.D. students will take. Dr. Thomas Hertel also developed a new course that blends model building with analytical methods.

The undergraduate program is adjusting to the retirement of Dr. Larry Bohl, who retired in January 2002 after over 30 years of service. Several people have stepped forward to carry on his tradition of dedication to our students' academic and personal development. Dr. John Lee is now teaching our foundation course, AGECE 100. Ms. LeeAnn Williams has assumed many of the duties related to recruitment, counseling, and placement. A great aid has been the creation of the Envoys, a group of nine student ambassadors, whose dedication to the department has been a benefit. The entire faculty has pitched in to help with advising.

This year the faculty is revisiting the undergraduate curriculum, seeking to keep Purdue at the forefront nationally in Agricultural Economics B.S. degree programs. One other key development is that Dr. Christine Wilson will work with Dr. Joe Uhl, guiding students in various competitions, as well as the honors program. Student teams will compete in the National Agri-Marketing Association (NAMA) competition, the American Agricultural Economics Association quiz bowl, and the Food Distribution Research Society case competition.

Photos: Laura Eagin, Graphic Design Student, Center for Food and Agricultural Business



Left: Krannert School of Management and the recently completed Rawls Hall, to its left. **Above:** Engineering Fountain in the center of Engineering Mall with Hovde Hall and the Bell Tower in the background.

Right: Purdue Memorial Union with reflection pool in front. **Below:** New Purdue signature logo adopted in Fall 2002.



Far Right: Founder's Park with Recitation and University Hall, the only building of the original six still on campus, in the background.



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