

WESTERN AGRICULTURAL
ECONOMICS ASSOCIATION

*Meeting &
Recognition of Industry Professionals with
Graduate Degrees*

July 27, 2010
Denver, Colorado

Western Agricultural Economics Association

Meeting & Recognition

7:00 - 8:30 *WAEA Breakfast and Awards Program*
Room: Vail

8:30 - 9:30 *Current Agribusiness and Food Policy Issues*
Room: Directors Row H
Dustin Clevenger, Gauilon Group
Kevin Hoelscher, American Express
Moderator: Gulnara Zaynutdinova

Current Business Policy Issues

Room: Directors Row E
Gregg Doud, NCBA
Troy Thompson, Chevron
Moderator: Michael Boland

9:45 - 11:15 *Current Agribusiness Policy Issues (Joint Session with AEM)*
Room: Directors Row E
Terry Barr, CoBank
Brad Clow, Union Pacific
Christian Freberg, Wrigley
Samarendu Mohanty, IRRRI
Moderator: Lee Schulz

Teaching and Learning in the Work Place (Joint Session with TLC)

Room: Directors Row H
Karla Chambers, Stahlbush Island Farms
Dennis Conley, Dennis Conley LLC
Mark Teague, Toyota Financial Services
Robert Yonkers, IDFA
Facilitator: Linda Burbidge

12:00 - 1:30 *WAEA Luncheon* Room: Vail
Keynote Speaker - Dan Bernardo
*"Redefining Stakeholder Relationships in a New
Era of Accountability and Engagement"*
Recognition of Industry Professionals
Luncheon sponsored by Farm Foundation

1:30 - 3:00 *Policy Issues Affecting Food and Agribusiness*
(Joint Session with FAMPS)
Room: Directors Row H
Bill Chambers, Stahlbush Island Farms
Neil Conklin, Farm Foundation
Craig Marotz, Sensitech
Tim Watts, Watts & Associates
Facilitator: Jeff Luckstead

How Graduate School Prepared Me for A Career in Industry (Joint Session with GSS)

Room: Directors Row E
Richard Fritz, Global AgriTrends
Sterling Liddell, Rabo Agrifinance
Kendal Starks, BancFirst
Karen Taylor, Farm Credit Canada
Moderator: Witsanu Attavanich

3:30 - 5:30 *WAEA Presidential Address and Business Meeting*
Room: Vail
Presidential Address - Larry Van Tassell
*"Assessment and Accountability in Land Grant
Universities"*
Business Meeting - Michael Boland



Keynote Speaker

Dr. Daniel Bernardo, Dean
College of Agricultural, Human, and
Natural Resource Sciences
Washington State University

Daniel Bernardo is Dean of the College of Agricultural, Human, and Natural Resources Sciences (CAHNRS) at Washington State University. He began his term as Dean of CAHNRS in August 2005. In this position, he is responsible for administering teaching, research, and outreach programs in food, agricultural, natural resource, and human sciences. The College is comprised of 15 departments, and offers more than 20 undergraduate majors and numerous advanced degree programs. In May 2009 he also assumed the role of Director of WSU Extension. Together CAHNRS and WSU Extension have over 2,000 employees and a budget of over \$160 million.

Prior to moving to Washington State, Dr. Bernardo was Professor and Department Head of the Department of Agricultural Economics at Kansas State University (KSU) from 1995 through 2005. From 1985-1997, he was on the Agricultural Economics faculty at Oklahoma State University. Dr. Bernardo has published over 200 papers on various agricultural economics topics, including production economics, natural resource policy, and farm management economics. He has taught undergraduate and graduate courses in production economics, farm management, risk management, and agribusiness management. Dan Bernardo has a PhD in Agricultural Economics from Washington State University and a BS in Agricultural and Managerial Economics from the University of California, Davis.



Presidential Address

Dr. Larry Van Tassell, Head
Department of Agricultural Economics and
Rural Sociology
University of Idaho

Larry Van Tassell has served as the Department Head in Agricultural Economics and Rural Sociology at the University of Idaho since 1999. He was previously a faculty member at the University of Wyoming and the University of Tennessee. Larry has been actively involved in the university classroom, teaching management, production, and finance classes at both the undergraduate and graduate level. His research endeavors have included federal grazing issues, conservation management, and farm and ranch decision making. Larry has published over 40 journal articles and 50 bulletins, has received numerous grants to support his research endeavors, and has made over 150 presentations to both professional and lay audiences.

Dr. Van Tassell received his Ph.D. in Agricultural Economics at Texas A&M University in 1987, and his M.S. in Agribusiness and B.S. in Animal Science from Brigham Young University. Prior to pursuing his graduate work, he was employed as the Beef Herdsman at Brigham Young University and manager of Washakie Ranches in Portage, Utah. He has served the WAEA in numerous capacities, including Director and Council Member, Published Research Award Committee Chair, and Thesis Awards Committee Chair.

WAEA would like to especially recognize the following nominated alumni guests:



Terry Barr

Senior Director
Knowledge Division, CoBank
Denver, Colorado

PhD, Washington State University

Terry Barr, a nationally recognized agricultural economist, is senior director for CoBank's Knowledge Exchange Division, an information- and knowledge-sharing initiative created in 2009. Knowledge Exchange draws on the expertise and insights of

customers, experts within the bank and people from across the Farm Credit System to develop industry-specific strategic information and research.

Previously, Mr. Barr served as chief economist for the National Council of Farmer Cooperatives in Washington, DC. Prior to joining NCFC, Terry held several positions during a 14-year tenure at the US Department of Agriculture. He served as chairman of the World Agricultural Outlook Board, which is responsible for coordinating USDA's commodity forecasts and for publishing its monthly World Agricultural Supply and Demand Estimates. He also served in the Office of the Secretary of Agriculture as director of economic analysis, where he prepared economic analyses and assessments of the impacts of alternative farm policy options and decisions.

CoBank is a \$60 billion cooperative bank serving vital industries across rural America. The bank provides loans, leases, export financing and other financial services to agribusinesses and rural power, water and communications providers in all 50 states. Headquartered outside Denver, Colorado, CoBank serves customers from regional banking centers across the US and also maintains an international representative office in Singapore.



Dennis Conley

President and Founder
Dennis Conley LLC, Agriculture
Business Analysis and Consulting
Moses Lake, Washington

MS, University of Idaho

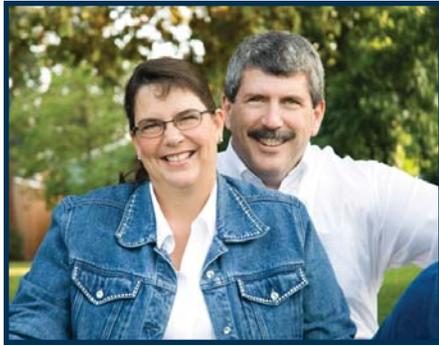
Dennis Conley is currently founder and CEO of an agribusiness analysis and consulting firm after his retirement from Basic American Foods (BAF) as Vice President working in government and industry affairs, material procure-

ment, and mergers and acquisitions among other special projects. Prior to his work for BAF, Conley was President of Sunspiced, Inc., a wholly owned subsidiary of BAF.

Conley received his Masters from University of Idaho in 1968 and completed the Stanford Executive Program at Stanford University in 1985. Conley is an active contributor in the agribusiness industry serving on the advisory board of United Fresh Potato Growers, Northwest Food Processors Association and Association of Washington Business among many others.

In 2007 he received the University of Idaho Outstanding Alumni Award, and is a Washington State Potato Industry Honoree and is a recipient of Northwest Food Processors Association's Key Award for leadership in Governmental Affairs.

Conley and his wife, Susan, reside in Washington and enjoy activities including golf, Washington State wine, handball and gourd farming.

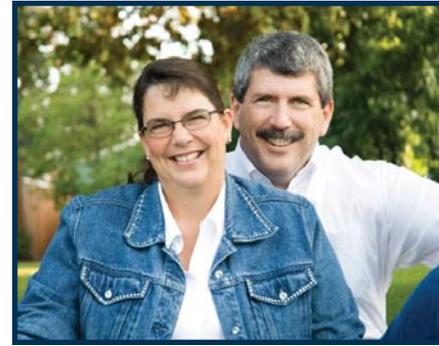


**Karla S.
Chambers**

Co-owner and
Vice President, Founder
Stahlbush Island Farms, Inc.
Corvallis, Oregon

MS, Oregon State University

Karla Chambers is Co-owner and Vice President of Stahlbush Island Farms, Inc., an environmentally friendly farm and food processor committed to sustainable agriculture. Stahlbush provides consumers with the highest quality food products available, and focuses on improving natural resources. After completing her master's degree from Oregon State University, Chambers accepted a faculty appointment at Oregon State. She served as Associate Director and Chief Administrative Officer in the Office of Development managing the professional fund raising team and growing annual gifts from \$8 million to \$37 million annually. Chambers has served on numerous boards including the Portland Oregon Branch, Federal Reserve Bank of San Francisco, Governors Transition Team, Advisory Committee on Government Performance and Accountability, Ford Family Foundation, Governor's Willamette River Basin Task Force, Linn-Benton Bank, and the Good Samaritan Hospital Foundation. Chambers currently serves on the Federal Reserve Bank of San Francisco Board of Directors.



**William D.
Chambers**

President, Founder
Stahlbush Island Farms, Inc.
Corvallis, Oregon

MS, Oregon State University

William Chambers has served as President of Stahlbush Island Farms, Inc. since its founding in 1985. Stahlbush is a vertically integrated farm and food processing company. Stahlbush is focused on growing and processing industrial ingredients, food service products and retail fruits and vegetables. Stahlbush has developed over 60 different products and has industrial food service customers in 41 states and 10 export countries. Stahlbush is highly lauded for its management practices and has received numerous awards including the Sustainable Northwest Cecil D. Andrus Award for Leadership in Sustainability and Conservation and the State of Oregon Outstanding Achievement for Oregon Plan for Salmon and Watersheds. Chambers is also Managing Partner of Brownfields Land & Development Company. He serves on the board of directors of several companies including Ridgeline Pipe, Kerr Concentrates, and Chambers Communications. Community service is also important to Chambers and he is involved as Vice-President of the Santiam Christian Schools, President of Sam Daws District Improvement Company and President of Houge Creek District Improvement Company. Prior to the founding of Stahlbush, Chambers completed his master's degree at Oregon State University.



Dustin Clevenger

Director, Business Development
The Gavilon Group, LLC
Omaha, Nebraska

MBA, University of Nebraska

Dusty Clevenger is director of business development of The Gavilon Group, LLC. Clevenger is responsible for the development of the company's strategic initiatives, identification of business opportunities that are aligned with those

objectives and supporting analytical work. He is also accountable for related merger and acquisition activities, including company valuation, project management, deal negotiations and transition/integration work.

Clevenger began his career as an agricultural merchandiser with Archer Daniels Midland Company and progressed to manager of geographic information systems, supporting corporate development projects. Recognizing the value of a centrally managed information hub, he later established and managed the Analytics and Knowledge Management group to drive process and project improvement for the Fortune 50 company.

Well-known in the industry for his mapping technology expertise, Clevenger has been a keynote speaker at the Environmental System Research Institute Business Summit and two-time speaker for the International Food and Agribusiness Management Association. He is also an active volunteer in the community with Big Brothers Big Sisters of America, Open Door Mission and Lampstand Ministries' Great Banquet.

Clevenger earned both his Bachelor of Science and Master of Business Administration in Agribusiness from the University of Nebraska in Lincoln.



Bradley Clow

Senior Product Manager
Union Pacific Railroad
Omaha, Nebraska

MS, North Dakota State University

With more than 20 years in management experience, Bradley Clow has managed research and industry study teams, financial budgets and market forecasts. Since 2001, Bradley Clow has served within the Union Pacific Railroad analyzing the North American wheat markets

and developing and maintaining competitive freight rate structures to maximize profitable growth. Prior to joining Union Pacific, Clow was Vice President of Transportation for Sparks Companies, Inc., consulting with Fortune 500 companies to formulate critical business strategies. Clow completed his bachelor's degree at Moorhead State University and received his master's degree from North Dakota State University. He is a member of the National Transportation Research Board for the Agriculture Transportation Subcommittee.



Neil Conklin

President
Farm Foundation
Oak Brook, Illinois

*MS, University of Wyoming
PhD, University of Minnesota*

Neilson C. Conklin was named President of Farm Foundation in January 2008. Dr. Conklin previously served as director of the market and trade economics division of USDA's Economic Research Service. In that role, he initiated the ERS research

program on the economics of bioenergy, and directed development of new modeling frameworks on global trade policy analysis. Before joining ERS in 1999, Dr. Conklin spent six years at the Farm Credit Council as vice president and chief economist. He previously worked at the Office of Management and Budget, and has had teaching assignments at Arizona State University, the University of Arizona and at Colorado State University.



Gregg Doud

Chief Economist
National Cattlemen's Beef Association
Washington, DC

MS, Kansas State University

Doud was raised on a dry-land wheat, grain sorghum, swine and cow-calf operation near Mankato in North-Central Kansas. He also owns part of the more than 100 year-old family farming operation and is a

partner in a cow-calf operation.

As the Chief Economist for the National Cattlemen's Beef Association (NCBA), Gregg Doud manages top-level economic and international trade policy issues in Washington, DC, for cattlemen. Located in NCBA's Government Affairs office, Doud works closely with legislative and regulatory staff, media representatives, industry groups, and cattle producers to explain and influence the outcome of beef industry economics, trade and marketing issues to benefit US cattlemen.

Doud is a member of US Department of Agriculture's Agriculture Trade Advisory Committee (ATAC), providing input during trade agreement and WTO negotiations. He also co-staffs the policy division of the NCBA International Markets Committee and serves as an industry spokesperson on economic and international trade issues for local, national and international media outlets.

Producer-directed and consumer-focused, the National Cattlemen's Beef Association is the trade association of America's cattle farmers and ranchers, and the marketing organization for the largest segment of the nation's food and fiber industry.

His previous agricultural experience includes the US Wheat Associates, World Perspectives, Inc., ADM-Agri, LLC and the American Soybean Association. Doud graduated from Kansas State University with a BS in Animal Science and an MS in Agricultural Economics.



Christian Freberg

Senior Manager
Wrigley Jr. Company
Chicago, Illinois

MS, Kansas State University

Christian Freberg is the Senior Manager, Worldwide Sweetener Procurement at Wrigley Jr. Company, a subsidiary of Mars, Incorporated. His responsibilities include the strategic sourcing of bulk sugar-free sweeteners, glycerine, lecithin, gum acacia, and triacetin for all Wrigley factories globally as well as corn sweeteners in North America, Europe, and Russia. Christian also has responsibility for the development and implementation of cost-reduction, productivity, and sustainability strategies for his categories and supply base.

Prior to joining Wrigley in 2007, he spent over 7 years at Frito Lay, Inc. in various procurement roles in their Corn Operations, Commodities, Potatoes, and Contract Manufacturing Groups. Christian also worked for Cargill Dry Milling in various plant operations capacities for almost 4 years. He graduated from Kansas State University with a Bachelor of Science degree in Milling Science and Management in 1994 and again from Kansas State University with a Master of Science in Agricultural Economics in 2000. Christian currently lives in Chicago, Illinois with his wife and daughter. He enjoys spending time with his family, snow skiing, and traveling.



Richard Fritz

Owner
Global AgriTrends
Denver, Colorado

MS, Montana State University

Richard Fritz is co-owner of Global AgriTrends. Global AgriTrends (GAT) is an agricultural consulting firm that works with meat and poultry companies and associations to research market opportunities and track international trends in trade. Our extensive data bases provide us the ability to look at world-wide trade flows for specific products and to monitor shocks to the system that may affect such trade. GAT interprets how clients may be affected by the outbreak of animal diseases, changes in trade patterns, economic events and political upheaval. GAT monthly reports contain detailed analysis of trade flows between world buyers and sellers of food products, as well as economic and political trends that affect trade in agricultural commodities and processed products.

Richard Fritz recently served as Vice President for Trade Development of the US Meat Export Federation (USMEF), and was responsible for the international trade development and policy issues of the Federation. Prior to joining USMEF, Mr. Fritz served as General Sales Manager within the Foreign Agricultural Service of the USDA. In this capacity Mr. Fritz managed all USDA export credit programs and the Department's foreign food donation programs. Responsibilities included serving as chief negotiator for the US Government on agricultural credit issues at the Organization for Economic Cooperation and Development (OECD) in Paris.

Mr. Fritz previously was owner and President of Pacific Vision, a consulting firm that specialized in assisting US food processors to research and develop markets in the Asia-Pacific region. Prior to starting Pacific Vision, Mr. Fritz was Vice President of the international consulting firm, The ADAMS Group. Mr. Fritz has also served as Assistant Director of Agriculture for the State of Oregon; the marketing director for US Wheat Associates; and chief economist for the National Association of Wheat Growers. He has also served as a staff member to the House Agriculture Committee of the US Congress.

Kevin Hoelscher

Director of CCSG Spend Decision Science and Business
Development Information Management
American Express

MS, Texas Tech University

Kevin Hoelscher is Director of CCSG Spend Decision Science and Business Development Information Management for American Express. He is responsible for developing advanced targeting techniques to drive spend growth for the CCSG business as well as developing analytical capabilities and innovative customer insights to drive the consumer business and leveraging them to develop new business opportunities for the Information Management organization. Prior to this new job in 2010, Kevin had five different jobs within America Express including responsibilities in customer marketing campaigns for the OPEN card business, development and management of global data capabilities, analytical analysis of credit bureau data, card design issues, and modeling of prevention, detection, and control of fraudulent activities involving convenience checks and balance tender offers.



Sterling Liddell

Vice President of Food and Agribusiness
Research, Grains and Oilseed
Rabo Agrifinance
St Louis MO

MBA, Utah State University

Sterling Liddell is the Vice President of Rabobank Agrifinance. His role is to provide strategic analysis of the of the grains and oilseed markets for both internal and external clients.

Prior to joining Rabobank in April 2010, he served as the Senior Research and Development Analyst for the Iowa Farm Bureau Federation. In that position, Sterling conducted research on agricultural and rural vitality issues important to Iowa Farm Bureau members. In addition, Sterlings's primary duties included development and coordination of programs and activities that promoted member understanding of a variety of issues that affect the profitability of business opportunities in agriculture and across Iowa.

Prior to working for the Iowa Farm Bureau, Sterling Liddell was the Global Project Coordinator of the Soybean Global Decision Sciences for Pioneer Hi-Bred. In that position, Sterling was responsible for developing optimization models to project product demand for soybeans on a world-wide basis. In addition, Sterling managed projects that were designed to improve decision making and facilitate increased sales.

Previous job experience includes work as a fraud analyst for Advanta Banking Corporation in Salt Lake City, Utah, and as a Production and Financial Analyst for Circle Four Farms in Milford, Utah.

Sterling is a graduate of Utah State University where he majored in Agricultural Business and has a Master of Business Administration in International Supply Chain Management jointly awarded by Utah State University and the Royal Agricultural College, Cirencester, United Kingdom.



Craig Marotz

Program Manager
Sensitech Inc.
Beverly, Massachusetts

MS, Washington State University

As Program Manager of Sensitech's Professional Services department, Craig is responsible for focusing on providing cold chain visibility solutions, such as ongoing continuous improvement programs, to Sensitech

customers who operate vertically integrated food businesses.

Previously, Craig worked with John Deere in their Agri Services division where he was responsible for new concept development. His focus was on creating decision support tools and track & trace applications that focused on applying RFID, Bar Code, GPRS and web-based software technologies to collect and transform operations data into near real-time decision support systems.

Craig has spent his career working throughout the food supply chain, literally from "field to fork." He is a well rounded business professional, having held national and international management positions with major companies including McDonald's, Fresh Express, Sara Lee and Burger King.

As an expatriate, Craig lived abroad for nearly ten years, split between Germany and Hong Kong. There he played a key role in developing a multi-product supply system for new McDonald's restaurant openings including Moscow, Beijing, Tel Aviv, Cairo and New Delhi.

Craig also spent eight years in Product Development and Marketing, where he successfully launched Burger King's national salad program.

An Idaho native, he is a graduate of the University of Idaho College of Agriculture and Life Sciences and holds a master's degree in Agricultural Economics from Washington State University.



Samarendu Mohanty

Head, Social Sciences Division
International Rice Research Institute
Los Banos, Laguna, Philippines

MS and PhD, University of Nebraska

Dr. Samarendu Mohanty is the Head of the Social Sciences Division, International Rice Research Institute (IRRI) based in Los Banos, Laguna, Philippines. His specialization is on Commodity Modeling, Trade and Policy Analysis, and Futures Markets. He is involved at IRRI's Medium Term Plan under Program 1 Productivity in Rainfed Environments, Program 2 Intensive Rice-Based Systems and Program 7 Policy Support and Impact Assessment.

Before joining IRRI in 2008, he was an Associate Professor and Associate Director, Cotton Economics Research Institute, Texas Tech University, Lubbock, Texas, USA in 2000-2008 respectively. A Consultant in FAO, United Nations in 1997 and 2002. Scientist in Food and Agricultural Policy Research Institute, Iowa University in 1994-2000. Dr. Mohanty received his PhD in August 1995, MS in August 1992 at the University of Nebraska, Lincoln, and BS in December 1989 in the University of Agricultural Sciences, India.

He was a Scientific Adviser for Social Science Research, International Foundation for Science, Sweden, January 2005 to 2008. He has been an organizer of an invited paper session at the annual meeting of the Southern Agricultural Economics Association, Oklahoma in February 2004. He served as a reviewer on manuscripts considered for publication and in selected papers, posters and abstracts for the Annual Meeting of the American Agricultural Economics Association (AAEA). On research funding, he was a principal investigator in 17 research projects where he got significant funding sources. His research experience is on econometric modeling where the final baseline projections were presented to the US Senate and House staff members, commodity analysts at Economic Research Service and World Agricultural Outlook Board, commodity groups and media groups. He has authored and co-authored 59 journal/technical publications, 8 book chapters, 17 proceedings, 8 magazine articles, and 50 presentations. Currently, he has a regular article at Rice Today, a scientific magazine by the International Rice Research Institute.



Kendal Starks

Regional Executive Vice President
BancFirst
Stillwater, Oklahoma

MS, Oklahoma State University

Starks, who was born in Prague but moved with his parents to Stillwater and graduated from C.E. Donart High School in 1972, earned both his Bachelor of Science and Master of

Science degrees in agricultural economics from Oklahoma State University in 1976 and 1978, respectively.

Starks has served as a bank president, a commercial lender, an agricultural loan officer, a trust officer and more during his near 30-year banking career. He is currently responsible for the supervision of nine BancFirst branch locations throughout northeastern Oklahoma.

His longstanding record of community service includes leadership roles with the Stillwater Chamber of Commerce and Stillwater Education Foundation, among others.

Starks has served OSU in many capacities throughout the years. He has been an active member of the Foundation Board of Governors and Athletic Council, and has served on the DASNR Dean's Advisory Council since 1997. He is a former member of the division's Oklahoma Cooperative Extension Service, where he served as an OSU Cooperative Extension area farm management specialist from 1978-79.

The Cowboy alumnus and his wife Kathy have three children, all of whom also attended or currently attend OSU: Kendra, Loren and Jared.



Karen Taylor

Senior Relationship Manager
Farm Credit Canada
Langley, British Columbia

*MBA, University of Guelph
PhD, Oklahoma State University*

Karen Taylor was born and raised on a hog and beef farm in British Columbia and Alberta in Western Canada. She was a member of horse and beef 4-H for 12 years.

Her university education includes a bachelor's degree in Business Economics from the University of Saskatchewan, a MBA in Agribusiness from the University of Guelph, and a PhD in Agricultural Economics from Oklahoma State University. After working for the British Columbia Ministry of Agriculture and working as a Beef Economist for a research centre in Saskatchewan, she now works for Farm Credit Canada in Langley, British Columbia. Her position as a Senior Relationship Manager involves providing financing solutions for large agricultural producers, food processors, and commercial agribusinesses.

She is married and lives in Langley with her husband, two horses, and two dogs. In her spare time, she likes to ride horses, travel, and spend time with her family and friends.



Mark Teague

National Manager
Collections Center of Excellence
Toyota Financial Services
Chandler, Arizona

PhD, Oklahoma State University

Mark Teague is the National Manager for the Collections Center of Excellence for Toyota Financial Services. He currently

leads a team of 15 professionals and is responsible for portfolio credit policies, collections strategies, operations fiscal year planning and associate performance metrics and incentives on a \$61 billion auto loan and lease portfolio. Teague is well-known for creativity and strong problem solving and communication skills throughout the industry.

Prior to joining Toyota Financial Services in 2003, Teague was the Vice President of Portfolio Strategy Team, Risk Management and Marketing for Metris Companies in Minnetonka, Minnesota. Teague has also spearheaded the Portfolio and Business Modeling team for Sears Roebuck and Co.

Teague earned his PhD in Agricultural Economics from Oklahoma State University. Teague considers professional development to be an integral part of career excellence and has participated in the Toyota Financial Services Great Managers Program, Sigma Six Quality Program and various other leadership development programs.



Troy Thompson

Market Intelligence Manager
Chevron Services Company
Houston, Texas

MS, Texas A&M University

Troy Thompson is a Market Intelligence Manager with Chevron in Houston, Texas. He is responsible for monitoring key raw material, surface and subsurface construction market

trends worldwide, and also provides cost forecasts used in business planning and major capital project decision making. Troy's primary area of interest is in energy markets and he specializes in studying the oilfield service, construction, metal and mining sectors. Before joining Chevron, he was a Manager in Strategic Planning at Halliburton and a Market Intelligence Manager within Deloitte's Energy Practice in Houston.

Prior to entering the energy sector, Troy worked as an Economist with the US Army Corps of Engineers and as a Research Associate at Texas A&M University, specializing in farm management. He is the author of several journal articles and technical papers in agricultural economics. Troy has a Bachelor of Science degree in Agriculture from Sam Houston State University and a Master of Science degree in Agricultural Economics from Texas A&M University. He has also completed advanced management and business training through Arizona State, Harvard and Rice Universities.

Troy is currently active in the United States Association for Energy Economics (USAEE) where he serves as Council Member and Chair of the Sponsorship Committee. In addition, he was a past President, Vice President and Secretary for the Houston Chapter, one of the largest USAEE chapters in the country.

Troy and his wife, the former Kelly Ann Dearing, currently reside in Spring, Texas, and have two sons, Nathan and Hayden. He also remains active with the family farming operation near the central Texas town of Holland, Texas.



Tim Watts

President and Founder of Watts and Associates, Inc.
Board Member and Founder of International Institute for Agricultural Risk Management
Chairman of the Board and Majority Shareholder for eWeatherRisk
Principal of Verified Beef Billings, Montana

MS, Montana State University

Mr. Watts is President and Founder of Watts and Associates, Inc. (W&A) which is an economic consulting firm specializing in crop insurance development, agricultural finance, and econometric consulting based in Billings, Montana. Mr. Watts has worked on US agricultural public policy in previous Farm Bills and is currently developing input for the 2012 Farm Bill. A critical goal of public policy is the stabilization of the emerging market agricultural sector, which can be advanced by risk transfer programs, including crop insurance, but only if appropriately trained government and industry personnel are available. To meet these goals and the need for trained personnel, the International Institute for Agriculture Risk Management was formed to provide training, education and product development programs for both the mature and growing markets in developed and emerging markets.

Mr. Watts has spent a significant effort recently in the concept development of livestock catastrophic disease insurance. Early detection, early disclosure, and early containment of livestock diseases are critical to success in reducing the spread of livestock disease and have the potential to lead to the eradication of some catastrophic diseases. To harmonize with the early detection and disclosure, early containment is also essential to further the goals of USDA, promote herd health in the US, and further US trade objectives.

Founded in 1986, the firm has conducted numerous contracts involving crop insurance feasibility, development, and review that include projects with The World Bank, Agriculture and Agri-Food Canada plus 49 ongoing or completed agricultural economics projects with the United States Department of Agriculture's Risk Management Agency (RMA). In addition, W&A has developed over 1,500 farm-level business and/or restructuring plans and completed projects for the Farm Service Agency, Department of Justice, Internal Revenue Service and other government and commercial entities.



Robert Yonkers

Vice President & Chief Economist
International Dairy Food Association
Washington DC

PhD, Texas A&M University

Bob Yonkers is the Vice President & Chief Economist at the International Dairy Foods Association (IDFA), a Washington, DC-based trade association that represents the nation's dairy manufacturing and marketing industries and their suppliers, with a membership of 550 companies representing a \$110-billion a year industry.

As Chief Economist, Dr. Yonkers is responsible for overseeing the research and analysis of the economic impact of marketing conditions, government regulations, and alternative policies on the US and international dairy industries. Dr. Yonkers came to IDFA in 1998 from Pennsylvania State University, where he was a tenured faculty member in the Department of Agricultural Economics and Rural Sociology. At Penn State for 9 years, he conducted research and developed educational programs focused on the profitability and economic sustainability of Pennsylvania's milk producing, marketing and processing sectors, and related consumer issues.

First appointed by the US Secretary of Agriculture and the US Trade Representative in 2001, Dr. Yonkers serves on the Agricultural Technical Advisory Committee for Animals and Animal Products, an advisory body that provides information and advice relating to US agricultural trade policy to those cabinet officials. He is an active member of the International Dairy Federation's Standing Committee on Dairy Policies and Economics, and was elected Chair in 2008.

Dr. Yonkers earned a PhD in Agricultural Economics from Texas A&M University, a Master of Agriculture degree in Dairy Science from Texas A&M, and a Bachelor of Science degree in Dairy Production from Kansas State University. Bob resides in Springfield, Virginia with his wife Nancy and their two sons.

Industry Representatives Unable to Attend

Marty Albright, Koch Industries
MS, Kansas State University

Dave Berg, American Crystal Sugar Company
MS, North Dakota State University

Chuck Lyon, American Express International, Inc.
MS, University of Arizona

Jaral Neeper, Calcot Ltd.
MS, Texas Tech University

Mark McGinnis, Salmon, Lewis, and Weldon
MS, University of Arizona

