

Curriculum Vitae

GERALD R. CAMPBELL

PERSONAL DATA

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Birth Date: (November 30, 1945)

Marital Status: Married to Karen P. Goebel, Professor
and Extension Specialist, Consumer Science,
School of Human Ecology, University of
Wisconsin-Madison

ACADEMIC TRAINING

B.S., Agriculture, (Agronomy), The Ohio State University,
1967

M.S., Agricultural Economics, New Mexico State University,
1969

M.A., Economics, Michigan State University, 1972

Ph.D., Agricultural Economics, Michigan State University,
1973

PROFESSIONAL POSITIONS HELD

February, 1968 - September, 1969, Teaching and Research
Assistant, Department of Agricultural Economics, New Mexico
State University

September, 1969 - March, 1973, Research Assistant,
Department of Agricultural Economics, Michigan State

University

April, 1973 - July, 1979, Assistant Professor, Department of Agricultural Economics,
University of Wisconsin-Madison, University of Wisconsin-Extension

July, 1979 - July, 1984, Associate Professor, Department of
Agricultural Economics University of Wisconsin-Madison,
University of Wisconsin- Extension

July, 1984 - August, 1990, Professor and Extension
Specialist, Department of Agricultural Economics, University
of Wisconsin-Madison

September, 1984 - June, 1985, Visiting Professor, Department
of Agricultural and Applied Economics, University of
Minnesota, St. Paul, Minnesota

September, 1990 - June, 1995, Professor & Extension
Specialist, Department of Agricultural and Applied
Economics, University of Wisconsin-Madison
(zero budget appointment)

September, 1990 - August, 1991, Associate Dean, University
of Wisconsin-Extension, Cooperative Extension, Madison,
Wisconsin

September, 1991 - December, 1991, Acting Vice Chancellor,
University of Wisconsin-Extension, Madison, Wisconsin

December, 1991 - June, 1995 Vice Chancellor, University of
Wisconsin-Extension,
Madison, Wisconsin

1992 - 1994, Executive Director, Wisconsin Rural Leadership Program, University of
Wisconsin-Extension, Cooperative Extension, Madison, Wisconsin

August, 1999 - May, 2000, Lecturer, Human Issues Program, Edgewood College,
Madison, Wisconsin

July, 1995 - Present, Professor and Extension Specialist, Department of Agricultural and
Applied Economics, and Faculty Associate, Institute for Environmental Studies,
University of Wisconsin-Madison/Center for Community Economic Development,
University of Wisconsin-Extension, Cooperative Extension.
(Budget 55% Extension, 45% Instruction)

PROFESSIONAL HONORS AND AWARDS

Recognition for 25 years service to Cooperative Extension,
Epsilon Sigma Phi,
National Extension Honorary, 1999

Fellow, University of Wisconsin-Madison, Teaching Academy, 1997

John S. Donald Excellence in Teaching Award for Farm and Industry Short Course, 1983

Initiation to Epsilon Sigma Phi, National Extension Honorary, 1983.

College of Agriculture and Life Sciences, Outstanding Advising Award, 1982.

American Agricultural Economics Association, Outstanding Policy Contribution, as a member of NC-117 Regional Research Project, 1981.

Initiated to Gamma Sigma Delta, National Agricultural Honor Society, 1980.

Taylor-Hibbard Award for Outstanding Contribution to the Graduate Program, 1977.

PROFESSIONAL ORGANIZATION MEMBERSHIP

American Agricultural Economics Association

Community Development Society (and Wisconsin Chapter)

Wisconsin Extension Community Development Association

Consortium for Sustainable Agriculture Research and Education

American Association for Higher Education

Association of Leadership Educators

Wisconsin Association for Adult and Continuing Education
(Life Member)

Gamma Sigma Delta

Epsilon Sigma Phi

PROFESSIONAL ACTIVITIES SINCE JULY 1995 (Listed by area of work)

I. AGRICULTURE/FOOD SYSTEMS AND COMMUNITY ECONOMIC DEVELOPMENT

I initiated work to understand relationships between agriculture/food systems and community economic development. With the rapid growth of Wisconsin's urban communities interaction between farms and the urban fringe are becoming more complex. As Wisconsin farm income continues to depend heavily on off farm sources, the interaction of farm economics with community economics is of increasing interest. Among university based extension educators there has long been a gap between those who concentrate on community economics and those who concentrate on agricultural economics. That gap manifests itself in limited close examination of the dynamics of community agriculture/food system interactions.

Working with Ron Shaffer and Al Anderson in the Center for Community Economic Development and, agents in Waupaca and Richland counties, I developed an In-Service training module to introduce agricultural agents to the tools of Community Economic Development.

- 1) Western District, one day training, December 1997
- 2) Statewide, one day training, April 1998
- 3) Southeast District Agriculture Agents, one day training, May 1998

With Bill Ryan, CCED and John Allain, Kenosha County CRD Agent, I have worked on issues in the Southeast Wisconsin Food System which included a presentation to a day long workshop in Kenosha in November, 1998.

Presentation, "The Evolving Nature of the Agricultural and Food System Economy: Implications for Land Use and Local Economic Activity" N.E. District CNRED agents and CES/DNR Basin Educators, December, 1998.

Related Proposal Prepared but not Funded, "Sustainability in Rural Economic Systems, Interactions of Community, Agriculture and Environment: Models Suggested by SW Wisconsin," UW Agricultural and Natural Resource Consortium, Co-PI with Al Anderson, UW-Extension and Kevin Bernhardt, UW-Platteville, 1997-98, \$34,500

B. Cooperative Extension Issue Team – Promoting Agricultural and Business Competitiveness and a Sustainable Environment, I worked to move this teams three years effort into significant extension programs. This team has produced a solid foundation of understanding of sustainability which will be a base for continuing extension programs in counties and the state.

C. I developed with Ron Shaffer, George McDowell, VPI & SU, and John Ikerd, University of Missouri, an Organized Symposium (Agriculture, Food and Communities:

Interdependencies in 21st Century America) for AAEA annual meetings in Salt Lake City.

- D. Spring 2000 I co-taught Rural Economic Issues UW-Farm and Industry Short Course with Steve Deller, 30 students.

II. FOOD PRODUCTION, DISTRIBUTION AND CONSUMPTION SYSTEMS/SUSTAINABLE AGRICULTURE

Food Production, Distribution and Consumption Systems in the United States With Special Interest in Sustainable Agriculture - I have been working with John Ikerd, University of Missouri and colleagues across the U.S. trying to develop a deeper understanding of the challenges that our contemporary agricultural/food economy brings for a sustainable agriculture. The interest in sustainable agriculture with multiple objectives (profitability, environmental impact and social) raises a number of questions for a marketing system and a microeconomics framework built on short term profit maximization.

I was invited to be a part of this group (now referred to as "The Looking Glass Group" by Kate Smith, Penn State. The work was stimulated by an AAEA Pre-Conference on Sustainable Agriculture which I attended in 1997. This group was funded by a small grant from the W.K. Kellogg foundation.

I was the primary organizer and author of a proposal for a 1999 AAEA two day pre conference titled *AN ECONOMICS FOR OUR INTERDEPENDENT FUTURE*, which was not accepted by the AAEA board. In 1999 The Looking Glass Group developed two linked workshops titled *BREAKING FREE OF THE CHRONIC CRISIS IN NORTHWEST AGRICULTURE* held September 13, in Moscow, Idaho and September 14, 1999 in Pullman, Washington. Approximately 75 people attended the workshops. Results of the workshop conversations have been published in the Consortium for Sustainable Agriculture Research and Education Newsletter. I have been a leader in keeping the work moving forward through conference calls and e-mail..

A. Teaching related to Agricultural/Food Systems

AAE 421 Economic Analysis of Agricultural Markets, Spring 97, 30 students
AAE 375* Contemporary Issues in Food Systems, Fall 97, 7 students
AAE 375 Contemporary Issues in Food Systems, Fall 98, 4 students
(+ one as an Independent Study)
AAE 375 Contemporary Issues in Food Systems, Spring 99, 7 students
AAE 340/Rural Sociology Contemporary Issues in Food

Systems, Spring 2000, 7 students

*The "Issues in Food Systems" course development was funded by a grant from the Wisconsin Food System Partnership (WFSP)/W.K. Kellogg Foundation (\$5000.00). Course development was done collaboratively with Rick Klemme, Steve Stevenson and several community participants.

Growing out of the WFSP, was the Madison Food System Project (coordinated by Prof. Jerry Kaufman, Urban & Regional Planning). I serve on the advisory committee for that project. The Madison Food System Project held a major conference on the feasibility of creating a Madison/Dane County "Food Policy Council." Out of that meetings' followup activities came the group Research, Education, Action and Policy for the Dane County Food System (R.E.A.P.). I have participated in monthly meetings, I have arranged a Dane County Farms tour (with Nolan Anderson, Dane County Extension and Darlene Arneson, Dane County Farmer). This group also initiated the "Food for Thought Festival", as an educational adjunct to the Dane County Farmers Market, September 1999.

Graduate Committee Member for Jeff Herbach, Masters URPL Planning and Urban Gardening Programs 1998

I organized with Scott Peters a workshop, "Towards An Engaged, Connected University: Exploring New Models for University-Community Partnerships for Sustainable Community Development" Conference of the Community Development Society, Kansas City, MO, July 1998

I organized a workshop session with invited panelists Andy Fisher, Kate Fitzgerald, Michael Salinas, "Food: A New/Old Tool for Engaging Interests in Sustainable Community Development" Conference of the Community Development Society, Kansas City, MO, July 1998

- C. With Rick Klemme and Steve Stevenson, I work with a team of farm and industry participants on a USDA, Sustainable Agriculture Research and Education funded project to investigate Pasture Based Poultry Production and Marketing. My special area of work is in the current status and availability of processing facilities and identifying issues for future demand analysis. (Kathryn Pereira, Masters Student in AAE is the graduate assistant on this project)

Project Description, Evaluating Pasture Based Poultry Systems: Potential Contributions to Farm Diversification, Human Nutrition and Marketing Alternatives, over two years. Sustainable Agriculture Research and Education Program, Participant with Steven Stevenson, Rick Klemme and pastured poultry farmers and processors of Wisconsin-Minnesota. Fall 1997-99, \$89,348.00

- D. I am one of five Faculty Associates of the UW - Center For Integrated Agricultural Systems. We advise CIAS on issues related to faculty and student involvement with its programs. We meet with the CIAS governing council twice

per year. We also meet approximately one to two times per semester depending on issues needing discussion. In 1998-99 we participated in the planning and implementation of an extensive strategic planning process for CIAS.

Activities below are substantively related to CIAS related work.

I presented an invited seminar, Future Vision: Social Dimensions of Agricultural Sustainability, University of Michigan, Ann Arbor, March 1999

(I also served on the planning committee for the workshop)

I reviewed a draft research report on Prices From CSA Farms versus Prices from Alternative Sources, UW-Madison, Center for Integrated Agricultural Systems.

I participated in the National Conference, Celebrating the Tenth Anniversary of the creation of the Sustainable Agriculture Research and Education Program. Austin, TX, March 1998

Research Proposal Prepared but not Funded: The State of the Madison Foodshed, UW-CALS, Hatch Multi Disciplinary program, Co-PI with Jack R. Kloppenburg, Rural Sociology 1997-98, \$86,461

I developed a forum for Michael Fields Agricultural Institute, East Troy, WI, titled Community Supported Agriculture, Direct Marketing and Innovative Processing: Building a Collaborative Farmer-Consumer Food System. The forum included a CSA farmer, a CSA and market vegetable producer and processor of organic cheese. In 1997 the Conference was "Reclaiming the Sacred in Food and Farming".

I served on an Advisory Committee for the Michael Fields Institute, Healthy Meats Initiative.

- E. In Agriculture and Natural Resources extension programs I serve as a member of teams developing educational programs around issues in Agricultural Land Use, Urban Horticulture and Emerging Markets for Agricultural and Food Products.

I served on the planning group for a workshop for town and county officials on Issues in Citing Large Scale Livestock Facilities, March, 2000 in Kaukana, WI. My role was the creation of a presentation about community interactions with expanding livestock farms.

III. ORGANIZATION, LEADERSHIP & COMMUNITY DEVELOPMENT

- A. In the UW-Extension, Center for Community Economic Development I am working with colleagues Ron Shaffer, Al Anderson, Steve Deller and Calvin Brutus to develop applications of community development processes across the

many areas encountered by University of Wisconsin Cooperative Extension county based educators. We conducted one day workshops in Madison and Stevens Point in December, 1999.

Community Development approaches for Urban Southeast Wisconsin Extension Educators -- at the invitation of the Urban Initiative Steering committee I organized a team of specialists to plan with agents an in service training program (one day) providing perspectives on alternative approaches to Community Development for all Cooperative Extension faculty in Milwaukee, Kenosha, Racine, and Waukesha counties.

With Ron Shaffer, N.R. Sumathi and Al Anderson in CCED I worked to understand and apply ideas in the area of Social Capital. This includes work on a pending staff paper and the development of a workshop for N.E. District county based cooperative extension faculty in the CNRED program area in May 1998.

- B. ***Leaders, Groups and Community***, I serve as Editor for this newsletter series which supports the work of extension faculty in the areas of leadership, organizational development and community development.

Issues of *Leaders, Groups and Community* for which I was primary or co author:

Campbell, Gerald R., "Does the Leader Need to be in Control"? (October 1999 No. 14) 2pp.

Campbell, Gerald R., "Abundant Harvest" (September 1999 No. 13), 2pp.

Campbell, Gerald R., "Turning To One Another: The Opportunity In Facing Y2K" (February 1999 No. 12) 2pp

Campbell, Gerald R., "What You Can Do For Your Community" (September 1998 No. 11), 4 pp.

Campbell, Gerald R. "Leaders and Learning: Learning Through Public Work" (May 1998 No. 10), 4 pp.

Campbell, Gerald R. "Leaders and Learning: Leadership Without Easy Answers" (April 1998 No. 9), 4 pp.

Campbell, Gerald R. "Leading through Learning " (March 1998 No. 8), 4 pp.

Hembd, Jerry and Gerald R. Campbell, "Asset Based Community Development" (October 1997 No. 6)

Hembd, Jerry and Gerald R. Campbell, "Consensus Decision-Making Process" (December 1997 No. 7)

- C. Community Visioning for Stone Lake, Wisconsin - I worked with Dave Berard, Sawyer county to design a community survey, analyze and write up the results, and with Dave and Bev Stencel, Washburn County to present the results to the Stone Lake Community. I then worked with them to develop a Stone Lake community visioning process.

Dave Berard, UW- Extension, Sawyer County, Gerry Campbell, UW-Madison/Extension, CCED and Beverly Stencel, UW-Extension, Washburn County, "Visioning The Communities Future: Results of the Stone Lake Area and Community Survey", 1998, September, 1998, approximately 10 pp. (available on the CCED web site)

- D. Wisconsin Rural Leadership Program (WRLP) - I serve on the Board of Directors and as the Education Seminar Chair for the Wisconsin Rural Leadership program. This program works with groups of 30 community leaders to enhance their leadership skills and build a leadership base for Wisconsin communities.

I continue to teach in the areas of leadership and organizational development for WRLP. I organized and co-chaired the 3-day Education Seminar for rural community leaders held in Janesville, WI, January 1997 and again in January 1999. We created learning opportunities concerning all aspects of community leadership in K-12 schools including extensive involvement with educational leaders in Janesville and Rock County communities.

- E. DEVELOPING RELATIONSHIPS WITH THE CORPORATION FOR NATIONAL SERVICE - AMERICORPS/VISTA

I took leadership in the development of a proposal to the Corporation for National Service to place Americorps/VISTA volunteers in Manitowoc and Oneida County Extension offices. The proposal was accepted in Spring 2000 and recruitment is underway for the Oneida County site. Volunteers will work to build local capacity of community members in information technology.

- F. OTHER

I participated in the LOKA Institute Conference on Community Based Research, Amherst, Massachusetts June 1999

I participated in a national conference on Youth Citizenship organized by UW-Extension, Cooperative Extension with support of the W.K.Kellogg foundation, June 1999

Presentation, "Basic Concepts in Cooperative Enterprise" for Wisconsin Staff of USDA, Rural Development, at the invitation of David Gibson, USDA, Rural Development Wisconsin Lead Officer, January, 1999

Presentation, "Information Technology and Cultural Change"
UW-Extension, Cooperative Extension, Technology Conference
Wisconsin Dells, WI, Sept., 1998

Participant in 3 day In Service on Strategic Planning and Strategic Thinking, UW-Cooperative Extension, CNRED Program Area, June 1997

“Leadership Challenges in the University of Wisconsin Today” UW-Extension, Extension Administrative Leadership Program, Madison, Wisconsin, December 1998

Wisniewski, Mary Ann and Gerald R. Campbell, “The University of Wisconsin-Extension Administrative Leadership Program”, Program Note, *Continuing Higher Education Review*, National Universities Continuing Education Association, Vol. 59, No. 3 (Fall 1995), pp. 166-172.

IV. INNOVATIONS IN TEACHING AND LEARNING

There is a growing conversation among faculty across the nation and at UW-Madison about faculty roles and rewards as the university seeks to define its future as a teaching/learning institution. I have been a student of this growing movement first as a University administrator and now as a practicing teacher.

Inducted into membership in the UW-Madison, Teaching Academy, 1997

(elected to the executive committee in 1999)

Funded Projects, WEBct application to AAE/Rural Sociology 340, UW DoIt, Developer of WEBct applications Fall 1999-Spring 2000, \$1,000

Starting Fall Semester 1999, I served on the UW-Madison Morgridge Center for Public Service Faculty Advisory Group. For this I bring AAE \$3000.00 S and E to support my work and professional development.

I participated in the national conference “Envisioning Public Service in the 21st Century” Sponsored by the UW-Madison Morgridge Center for Public Service, April 7-9, 1999

Invited Presentation for the Madison Area Quality Improvement Network annual Hunter Conference, May 1996, “Organizational Learning” session *From Teaching Farming to Learning the Food System: Transforming the UW-Madison College of Agriculture and Life Sciences*, [with Maury Cotter at UW Madison and Caryl Terrel (Sierra Club) member of the Wisconsin Food System Partnership Steering Committee].

V. COMMUNITY SCHOLARS PROGRAM (CSP)

Wisconsin Food System Partnership-Community Scholars Program grew out of the WFSP visioning process. Following a year of study of the service learning movement a basic framework was created by Gene Summers as faculty director and a steering group

of campus based and community partners. I became faculty director of the program in Spring 1998 and with support of Debi Biemyer, Program Coordinator and John Ferrick, Academic Planner I got the program into operation.

The Community Scholars Program (CSP) is a one-year academic program for undergraduate students at the University of Wisconsin-Madison that combines opportunities for community service and experiential learning. CSP creates partnerships among students, faculty/staff, and community organizations to develop projects that address identified needs.

CSP students are required to participate in an interdisciplinary seminar which utilizes both university and community issues as tools for teaching and learning. CSP encourages students to draw upon their community work for in-classroom learning, linking their experiences with theory, curriculum, and readings. During the Fall semester, students focus on needs assessment and project planning with their community partners; in the Spring semester, teams implement their research plans. At the year's end, students present their research projects to their faculty/staff and community partners and the CSP seminar.

The goals of CSP are to:

facilitate partnerships between students, faculty and staff, and communities, address community needs by utilizing and combining existing community and university resources, promote civic responsibility among all participants, and recognize service-learning, participatory research, and community-based experience as important educational tools.

CSP receives funding from the Wisconsin Food System Partnership (WFSP) in the College of Agricultural and Life Sciences, a grant from the W.K. Kellogg Foundation.

In 1998-1999 CSP began with 12 students and 7 students completed the program. In 1999-2000 CSP served 13 students.

In March 1999 I developed with John Ferrick, UW, CALS WFSP a proposal for additional funding (\$150,000) for the Community Scholars Program. The proposal was not funded.

In March 2000 I developed with John Ferrick a proposal to the Corporation for National Service which would further enhance the capacity for service learning among faculty and staff in the UW College of Agricultural and Life Sciences and in the Madison community. (\$150,000) decision on funding policy.

VI. LAND GRANT UNIVERSITIES: CHALLENGE AND CHANGE

Much of my interest since the early 1990's has been in the evolution of the University of Wisconsin System and University of Wisconsin-Madison as a specific case of Land Grant University struggles to serve students, citizens, communities and firms in an increasingly knowledge driven economy.

- A. The evolution of the Land Grant University as a Creator and Servant of Democracy has been the area of collaborative work with Scott Peters at the University of Minnesota (now at Cornell University) – We examine the history and evolution of the Land Grant University as an institution engaged with it's communities. The work provided the foundation for our joint workshop at the National Community Development Society meetings, July 1998 and my presentations at the University of Minnesota in 1996.

Presentations

“Rethinking the Promise of Extension Work” (as part of a Panel of presenters organized by Scott Peters, UM, Extension Service) annual conference, faculty and staff for the Minnesota Extension Service, Brainerd, Minnesota, October, 1996

“Can Learning Become the Center of Land Grant Universities and Cooperative Extension” State level faculty and staff of Minnesota Extension Service, University of Minnesota, St. Paul, Minnesota, October, 1996

“Partnerships for Agricultural and Resource Economics” for The Council For Agricultural and Resource Economics, Washington, D.C., May, 1998

University of Wisconsin-Madison, Agricultural and Applied Economics Departmental Seminar: “What and Who are Land Grant Universities For?” October 1998

Campbell, Gerald R. Can Learning Become the Center of Land Grant Universities and Cooperative Extension?, UW-Extension, Center for Community Economic Development, Staff Paper 96.9, 25 pp.

Campbell, Gerald R., “Can Learning Become the Center of Land Grant Universities and Cooperative Extension?” Consortium for Sustainable Agriculture Research and Education, Elizabeth Bird Editor, C/O Center for Integrated Agricultural Systems, UW-Madison, Madison, WI, Consortium News, No. 13, January 1997pp. 9-12.

- B. I became a part of the American Agricultural Economics Association (AAEA) delegation to the W.K. Kellogg sponsored “Conversations on Change” project. In 1998 I became a leader with Stephanie Mercier, U.S. Senate Agriculture Committee staff, among AAEA members in the project. I work with two teams, Outreach -- which aims to understand the public's perceptions of agriculture and agricultural science and help the professional societies related to agriculture and agricultural sciences develop communication with the public, government and other professionals; Orchids Team - aims to expand the points of view brought into the COC conversations including but not limited to groups not represented (low income, racial minorities etc.) and issues not considered (ie. Labor in the food system, organic agriculture etc.) This work took about one day a month in 1998-99 as well as an annual meeting.

At the Conversations on Change annual meeting in 1999, I lead the development of two sessions aimed at connecting the participants to the place where the meeting was held. This involved an organized tour of Community and School Gardens and a presentation by two experts on Migrant Labors Issues. The activities illustrated how professional societies could connect to the important issues in the places where they hold their meetings. Scientists and Social Scientists representing the member professional societies in CAST, San Antonio, Texas, February, 1999. This work was funded by a COC grant which I prepared.

C. Organized Symposium for AAEA, 1997 - With Marc Johnson
at Kansas State

University I developed an Organized Symposium for the AAEA Toronto Meetings listed as FS-7A, "A Dialogue on the Perceived Relevance of Agricultural/Applied/Resource/Food Economics Lead by College/University Administrators". The symposium included (in addition to the organizers) Larry Connor, Dean at Florida and David Chicoine, Dean at University of Illinois.

I proposed and presented workshops at the American Association for Higher Education conferences on Faculty Roles and Rewards January, 1996, *Experts on Tap, Not on Top: Lessons From University of Wisconsin Faculty Work in Extension and Continuing Education*, with colleagues at UW Extension and UW Green Bay, and their Annual Conference, March 1996. *Crossing Boundaries to Build a Preferred Vision of the Food System in 2020: Lessons in Building Partnerships*, with Ken Shapiro at UW Madison and colleagues from the W. K. Kellogg Food System Professions Education initiative at University of Maryland, University of Minnesota, Iowa State University and Tuskegee University.

Agriculture, Food, and Human Values Society: Annual Meeting, Madison, WI, June 1997, Invited participant on a Panel on Institutional Reward Policies, Implications for moving Food and Agricultural Systems toward Sustainability. Title of my remarks *Changing Views of Scholarship: a Context for Recognizing Work Encouraging Sustainability*

Presenter at UW System, Undergraduate Teaching Improvement Council, conference on "The New American Scholar, Bringing the Wisconsin Idea into the 21st Century", 1996

Campbell, Gerald R. with Kathleen Paris, "Visioning to Create a Future", *Quality News and Updates*, May/June 1997, Vol, 1, No. 3, UW-Madison, Office of Quality.

I reviewed Extension and the Land-Grant University into the 21st Century- Renegotiating or Abandoning a Social Contract Draft Book Chapters from George Mc Dowell, V P I & S U, 1999

VII. PROFESSIONAL SERVICE

A. SERVICE TO UW AGRICULTURAL AND APPLIED ECONOMICS

I advise with the help of Marv Johnson the Agricultural Business Club. The club initiated it's first efforts in bringing academic content to their activity. Their Fall 1998 forum on Conditions in Wisconsin Agriculture was introduced by our CALS Dean and included students, alumni and faculty as presenters. Over 70 people attended the two and one half hour forum. Students learned through sharing their knowledge with others across the college. They repeated the forum in Spring 2000 with similar attendance and impact.

I organized the AAE Departmental team for presentations in the College of Agricultural and Life Sciences, Teaching Improvement Committee, Innovations in Teaching Seminar Series (Presenters included Dan Bromley, Bill Provencher, Marv Johnson, and me)

The Undergraduate Research Project with Becca Derrig-Green (UW undergraduate from Community Scholars), UW Hilldale-Holstrom was funded for Summer 1999 (\$1000)

Member, Personnel Committee (1998-99)

Member, Extension Committee (1997-98)

Member, Undergraduate Committee (1997, Chair 1998-Present)

I took leadership for the undergraduate committee and moved the departments undergraduate program and it's relationships with the college and the university forward. Topics of work included assessment, advising and an honors program.

I currently act as advisor for about 15-20 students. As Chair of the Undergraduate Committee I am currently acting as the advisor for most entering undergraduate students.

B. SERVICE TO UW COLLEGE OF AGRICULTURAL AND LIFE SCIENCES

Member, CALS, Instructional Improvement Committee

Member, CALS, Honors Program Committee

Member, CALS, Search Committee for Associate Dean for Extension
Member, CALS, WFSP Steering Committee
Member of the Advisory Committee of the University of Wisconsin, Center for Cooperatives.
Member of the Tenure Mentoring Committee for Assistant Professor Calvin Brutus, Agricultural Journalism and Cooperative Extension.

I reviewed the Hatch proposal "Creating a Social-Demographic Layer for Landscape Scale Analysis in the Upper Mississippi Flyway" CALS Research Division

Chair, CALS Review of the University Center for Cooperatives – beginning in Fall 1995 and running through March 1996 I served as chair of a panel to review the UW Center for Cooperatives. I researched and wrote the draft report, handled correspondence with outside sources and managed the committee's operations.

C. SERVICE TO UW-EXTENSION, COOPERATIVE EXTENSION

UW-Extension Standing Committee on Program: Advises the Dean of Cooperative Extension and the Cooperative Extension Administrative Group, 1996-99

UWEX, Cooperative Extension Committee to design Program Planning, 1998-99

D. SERVICE TO UW-MADISON

I advise David Kraenzel, who is seeking a Ph.D. in Continuing and Vocational Education, with a mind in Agricultural and Applied Economics, 1990-2000

I am a member of the Executive Committee of the Teaching Academy.

E. SERVICE TO UW SYSTEM

- . In 1999 I was appointed by UW System President Katherine Lyall to the UW -System Accountability Review Task Force as one of only two faculty members. I took an active role in the task force and pressed for student learning to be the center of University of Wisconsin Systems' accountability framework.

DECEMBER 1991 - JULY 1995, VICE CHANCELLOR AND PROVOST, UNIVERSITY OF WISCONSIN-EXTENSION

I was appointed Vice Chancellor, UW-Extension (UWEX), December 1991. I was named Provost, UW-Extension in 1994. UWEX is one of 15 higher education institutions in the UW System. UWEX had a budget of about 150 million dollars and over 1500 employees. The Cooperative Extension division had inter-institutional agreements with 7 of the UW Institutions and the Continuing Education Extension had inter-institutional agreements with all 14 of the UW-System Institutions. The Extension Communications division operated Wisconsin Public Broadcasting in partnership with the Wisconsin Educational Communications Board and operated the statewide system of telephone and video conferencing used by the UW institutions and other state agencies. UW-Extension also had responsibility for a number of business services including: the operation of the Wisconsin Center (now the Pyle Center) and related facilities at Lowell Hall and the Frederick Center; a printing services group which served UW-Extension and UW-Madison, the Photo-Media lab and a number of administrative services which also served the UW-Centers and it's 13 campuses.

With the leadership of the UW-System Office of Academic Affairs, and the Vice Chancellors (Chief Academic officers) for the other 14 UW-System Institutions I helped shape UW-System and UW-Extension policy on a number of matters including: faculty workload, university accountability, enrollment management, biennial budgets, policies on distance education, Summer School, tuition for older adults, tenured faculty review and the UW Regents policy on UW-Extensions relationships with the other UW Institutions.

As Vice Chancellor and Provost, UW-Extension I am most proud of my leadership in the following initiatives:

The working model for the Extension Administrative Leadership Program which continues to train faculty and academic staff in ways which provide them with the broad insight necessary for the dispersed leadership essential to a creative organization.

The creation of an Institution level fund to encourage new extension activities which involved more than one of the UW-Extension Divisions.

The continuing examination of telecommunications and distance education policies across and within the UW Extension Divisions.

The further development of policies concerning the collaborative faculty and academic staff with UW-Extension funded appointments at other UW-Institutions (primarily UW-Madison and UW-Milwaukee)

The enhanced working contributions of the UW Systemwide Extension Council in shaping Extension policies which had impacts across the UW-System.

The development of a new understanding between the Wisconsin

Technical College System and the UW System which shifted the basic premise of the relationship toward one of mutual interest in helping Wisconsin citizens learn throughout their lives.

The encouragement of a strategic planning process for Continuing Education at the UW-System Institutions as a basis for future allocations of continuing education budget authority.

Working with the UW-Extension Faculty Senate to move guidelines for evaluating candidates for tenure and for tenured faculty review on to stronger foundations related to the institutional and division missions.

Leading UW Extension's involvement in the pursuit and ultimate contributions to the W.K. Kellogg funded Food Systems Professions Education project which became known as the Wisconsin Food System Partnership. I served on the steering committee led by UW-Madison, CALS Associate Dean, Ken Shapiro which wrote the project proposal and managed the early evolution of the project.

SEPTEMBER 1991 - DECEMBER 1991, ACTING VICE CHANCELLOR, UNIVERSITY OF WISCONSIN-EXTENSION

I was appointed Acting Vice Chancellor UWEX in September 1991. I had the opportunity to work on a broad range of issues in collaboration with the Chancellor, and his staff and the UW-Extension divisions. Major items included the collaboration of UWEX and the Educational Communications Board in the operation of Wisconsin Public Television and Radio; the development of Program Planning and Budgeting Guidelines for the annual interinstitutional agreement process, the outline and development of a process for strategic planning for information technology and distance education; and the development of a UWEX plan for the reallocation of resources to support excellence, responsiveness and accountability within the broad UW System plan guidelines. I developed a working relationship with the Vice Chancellors in the UW System institutions. I was able to articulate the unique concerns of UW Extension and to understand the campus environments in which integrated extension programs are created and administered.

SEPTEMBER 1990 - DECEMBER 1991, ASSOCIATE DEAN, COOPERATIVE EXTENSION, UNIVERSITY OF WISCONSIN-EXTENSION

I was appointed Associate Dean of the Cooperative Extension Division, UWEX effective September 1, 1990. I worked very closely with the Dean, Program Leaders and District Directors in all aspects of administration. I was an important part of decision making in a collegial environment. I was a member of the UWEX Chancellors Executive Committee. I served as the

Cooperative Extension liaison to the Continuing Education Extension Committee which gave me an opportunity to know and work with the campus representatives who are the key linkage to campus based Continuing Education Extension Programs. I was asked to serve on the Continuing Education Extension Strategic Planning Steering committee because of the credibility I had built with them.

In the Cooperative Extension Associate Dean role there are several areas where I had specific leadership responsibilities including human resources, strategic planning and interinstitutional relations.

Accomplishments in which I was a major contributor include:

Human Resources -- Progress in the understanding of the interaction between academic staff and faculty in the operation and shared governance of Cooperative Extension.

Clarification and the development of new draft policies on the role of the office chair as a leader in a collegial environment and on the compensation for the county office chair role.

The design and implementation of a revised planning and reporting system for Cooperative Extension faculty and staff. This included the many considerations in expected information needs at local, state and federal levels for information about plans and accomplishments. Specific new features of the system include explicit planning for more diverse audiences and the use of electronic filing of plans and reports in a computer searchable database.

The development of a draft Organizational Plan for Cooperative Extension which recognizes the important interaction of the number of faculty and staff, opportunity for staff development, availability of instructional technology and program support. The draft plan provides the starting point for extensive discussions about human resources and the systems to support them.

Interinstitutional relations -- The successful completion of a memorandum of agreement which clarified the operating procedures for cooperative extension with a county executive and the county extension committee. This involved extensive negotiations, the interpretation of UWEX policy, State Law and county rules. Most importantly it involved the development of effective communications and trust with both the County Executive staff and the county extension committee.

The reestablishment of liaison relationships between the Cooperative Extension Division and the Continuing Education Extension Committee. I believe I was able to bring credibility to the Cooperative Extension Division communication with the CEE campus representatives through participation in their meetings and recognition of their concerns.

I was liaison for Cooperative Extension with the UW-Madison Center for Integrated Agricultural Systems/Nutrient and Pest

Management Program and The Agriculture Technology and Family Farm Institute and the UW System Agriculture and Natural Resources Consortium. I actively participated with all these institutions and disciplines to assure effective collaboration in applied research and extension program. I was able to contribute both academic and administrative ideas in the development of these programs which have unusual dimensions of collaboration between disciplines, campuses and active external advisory groups.

Strategic Planning -- The leadership for completion of the statewide Strategic Planning process which I had earlier participated in as an integrated faculty member. I oversaw in consultation with the Strategic Planning Executive Committee the final training for and completion of the local concern identification and the development of the priority concerns for recommendation to the Dean. This involved extensive coordination of faculty and staff activities in support of the strategic planning process.

I was also involved in communicating the results of strategic planning to faculty, staff and external audiences. This involved participation in the creation of publications and public presentations.

FACULTY CAREER PRIOR TO SEPTEMBER 1990

I. EXTENSION/OUTREACH

Since my initial appointment at Wisconsin (1973), I have had responsibilities as a state extension marketing specialist. The percentage budgeted for that appointment has ranged from 25 to 55 percent of my time (with a leave from extension responsibilities in 1977-78 and during my sabbatical year 1984-85). I am now budgeted 55 percent extension on an academic year appointment.

I have centered my extension programs on the economic problems of farmers in marketing agricultural products. Most of my attention has focused on marketing crops especially grain. My programs have been developed in collaboration with agricultural economists on the Madison campus and at University of Wisconsin-Platteville and University of Wisconsin-River Falls, state extension staff in other UW-Madison departments especially Agronomy and county and area faculty.

Throughout my career I have directed my extension programs at providing clientele with a basic understanding of the economic principles and forces at work in the variety of marketing problems that they face. I have tried to provide an understanding of how marketing problems fit in the overall context of agriculture and the broader economy. The motivation for and effect of public policy has been a key element in most programs. I provide below an overview of the objectives, methods, and recent activities for major recent extension programs. Extension publications are listed in the Professional Publications section of this resume.

A. GRAIN MARKETING ECONOMICS AND POLICY

Objective: To provide basic understanding of grain marketing economics to participants in the grain marketing system.

Primary Methods: Lecture/Workshop of 10 to 20 hours instruction designed for farmers in collaboration with county faculty. Workshops for 2 to 10 hours instruction for extension faculty and agricultural professionals. Development of fact sheets and other publications with basic economic concepts explained and related to current economic conditions. Single event presentations to key grain marketing groups to provide reflections on current economic conditions and the impacts on the Wisconsin grain economy. The provision of timely bulletins on economic conditions in the grain economy through the WISPLAN electronic mail system.

Examples: Grain Marketing Workshop of three afternoon sessions in Fond du Lac county were presented with county faculty and local USDA agency personnel. A workshop on grain marketing strategies for Winnebago County was developed in collaboration with Professor Jeff Key. I gave outlook presentations to corn growers organizations in Columbia, Rock, Juneau, Adams and Marquette counties. Workshops centered on policy developments with emphasis on the economics of Generic Commodity Certificates and the continuing changes in

federal feed grain and wheat policy were held in Dane, Chippewa, Racine, Kenosha, Walworth, Manitowoc, Marathon, Juneau, Wood, Columbia, Fond du Lac, Monroe, Sheboygan, Oconto, Washington, and St. Croix counties. Workshops centered on the economics of Generic Commodity Certificates were held in Marathon, Racine, and Monroe counties. A special series of seminars on agricultural options and futures was presented in Dane county which had been selected to participate in a special USDA program. The seminars were developed in collaboration with the Dane County Extension Office staff and the Dane County Agricultural Stabilization and Conservation Service Staff. Workshops on agricultural options were conducted at the annual Corn/Soy conference for Wisconsin corn and soybean growers. Outlook presentations were made to the Wisconsin Farm Bureau Federation Grain Committee. I also served as an advisory member of the educational programs committee for the Wisconsin Grain Dealers Association.

I have carried my grain marketing program beyond Wisconsin through the North Central extension producer marketing committee. I have written and been a cited reviewer of several publications in that committee's Producer Marketing Management series. I also contributed video comments to a regional program on the Options and Futures pilot program developed by Ohio State with the cooperation of north central extension specialists. I have been involved with extension specialists at Ohio State and Kentucky in developing a proposal for a regional series of satellite broadcasts and educational seminars on agricultural marketing.

B. WISCONSIN'S ROLE IN A WORLD ECONOMY

Objective: To develop an understanding of the economics of international trade and finance and the growing importance of international economics to the Wisconsin Economy.

Methods: Seminars, workshops and publications for farmers, business and community leaders, and extension professionals.

Examples: I planned and organized with Professors Ayse Somersan and Bob Rieck international trade and public policy workshops for the three Wisconsin Rural Leadership Program groups. (Thirty rural leaders from across Wisconsin are in each group.) These 4-day seminars included pre-seminar assignments, presentation of papers, coordinating panel discussions and field interviews. The first seminar was held in Minneapolis/St. Paul, Minnesota and the most recent two were held in Washington, D.C.

I developed manuscripts on international trade for the news letter Economic Issues, and conducted educational seminars on international trade and finance in Sauk County with Ayse Somersan. I led agent training on the impact of international trade on the Wisconsin economy for Community, Natural Resource and Economic Development Agents at conferences in Wisconsin Rapids and Madison.

C. PROFESSIONAL DEVELOPMENT IN MARKETING AND POLICY ECONOMICS FOR COUNTY FACULTY

Objective: To strengthen the capacity of county based faculty to design and conduct educational programs about grain marketing and economic policy issues.

Methods: Workshops at Statewide and district conferences.

Examples: In collaboration with Professors Bob Cropp, Ed Jesse and Dick Vilstrup I was involved in a continuing program to upgrade the agricultural marketing skills of extension county based faculty. My program centered on changes in feed grain programs and the evolution of the agricultural options market and their impacts of grain marketing. Workshops were 1.5 hours at district meetings for agriculture/agri-business county faculty.

I developed with Professor John Cottingham a program of agent training for agents in the Northern and Western districts on "Direct Agricultural Marketing". This involved a full day training session and the development of a resource notebook "Marketing, Pricing, Advertising and Business Practices for Direct Marketing of Agricultural Products" This set of materials (about 300 pages) was assembled from Small Business Development Center, U.S. Small Business Administration, North Central Extension Publications, UWEX Recreation Resources Center, and other public and private sources. UWEX Ag/Ag Business programs provided one set of the materials to each county as a reference for teaching and programming in direct marketing.

I made presentations at three different sessions of the recent CES wide faculty conference. I prepared presentations on "Accepting and Implementing CES Priorities" (for all CES Faculty); "Understanding Agricultural Profitability" (with Professor Bruce Jones primarily Ag/Ag Business Faculty) and "Effective Cooperation in Extension Programming" (with Professor Glen Pulver for all CES faculty working on Community Development problems).

D. DIVERSIFYING WISCONSIN'S AGRICULTURAL ECONOMY

Objective: To provide education on the basic economics of alternative enterprises to diversify farm income sources including the role of markets and market development.

Methods: Providing information on economics of alternative enterprises. Working with the Wisconsin Department of Agriculture, Trade and Consumer Protection and other public and private agencies interested in diversification issues. Providing research based publications on Direct Marketing opportunities.

I have been working with Professor David Curwen to try to understand and coordinate extensions activities in alternative agricultural enterprises. This has mainly involved providing information on marketing issues raised by alternative enterprises. I have worked closely with Will Hughes, Wisconsin Department of Agriculture Trade and Consumer Protection (WDATCP) on issues involving

agricultural diversification. This included testimony on some special economic problems of alternative enterprises for a WDATCP hearing.

I have worked with Professor John Cottingham in developing educational programs in direct marketing of agricultural products. This included the agent training seminars cited above, writing for a direct marketing newsletter and cooperation on direct marketing research. The direct marketing research is yielding results on farmers markets and "pick your own" marketing that will form the foundation of further educational programs.

II. RESIDENT INSTRUCTION

Throughout my career at Wisconsin I have had responsibilities for teaching courses at all levels of my department's academic programs. The courses for which I have had major responsibility are outlined below. I have been among the highest rated teachers in our department based on student ratings each semester.

Grain Marketing Short Course, in Farm and Industry Short Course, a 4 week course meeting 1 hour daily, Taught Annually since 1974, typical enrollment 20-30 students.

Agricultural Economics 322, Commodity Marketing, a 3 credit course for undergraduates, taught annually under this and previous numbers since 1974, typical enrollment 50-80 undergraduate students.

Agricultural Economics 339, Marketing Agricultural Products, 3 credit course for undergraduates, taught annually 1974-76, typical enrollment 50-75 students.

Agricultural Economics 322, Cooperatives, 3 credit course for undergraduates, taught annually 1974-75 with Professor Frank Groves, typical enrollment 50-80.

Agricultural Economics 875, Organization of Agricultural Marketing Systems, a 3 credit course for Masters and Ph.D. students, taught in collaboration with Professor Bruce Marion, every other year since 1984, typical enrollment 8 students.

Agricultural Economics 973, Agricultural Market Analysis, a 3 credit course for M.S. and Ph.D. students, co-taught with Professors Willard Mueller and Bruce Marion, 1974-79.

Agricultural Economics 875, Advanced Agricultural Marketing, a 3 credit course for M.S. and Ph.D. students, 1979 and 1980, enrollment 5-8.

In addition to the formal courses listed above I have served as the academic advisor for graduate students in Agricultural Economics and Ph.D. in Development graduate students. Typically I have served as major Professor for 2-3 Masters Students and 2 Ph.D. students each year. In addition I have served as a reading committee member on about 3 additional student committees each year.

Undergraduate Advising, I served as undergraduate advisor responsible for approval of student course programs for approximately 35-50 undergraduate students each year.

III. FUNDED RESEARCH PROJECTS

Developing Effective Purchasing Strategies for Corn and Soybean Meal for Wisconsin Dairy and Livestock Producers, Hatch Project, Wisconsin Agricultural Experiment Station, 1988-92.

Direct Agricultural Marketing In Wisconsin: A Profile of Consumers, Producers and Markets, UW Consortium for Joint Agricultural Research, with John Cottingham, UW Platteville and Brian Smith, UW River Falls, 1988-90.

Grain Marketing Strategies Using Options and Futures, Knowledge and Use Among Wisconsin Farmers and Grain Marketers, Hatch Project, Wisconsin Agricultural Experiment Station, 1984-88.

Computer Aided Graphics for Commodity Markets Concepts, UW-Madison Trochos Project for the development of Computer Aided Instruction Materials, 1986-88.

Vertical Organization and Economic Performance in Grain Marketing Cooperatives, University Center for Cooperatives with funding from the USDA Agricultural Cooperative Service, 1984-87.

Economic Profile of the Wisconsin Grain Marketing System, Hatch project Wisconsin Agricultural Experiment Station, 1981-83.

Market News Reporting for Contracted Processing Vegetables, (Peas, Sweet Corn and Snap Beans): Need Feasibility and Effectiveness, Wisconsin Agricultural Experiment Station with funding through the Wisconsin Department of Agriculture Trade and Consumer Protection from the USDA, Agricultural Marketing Service, 1978-80.

Grain Marketing Strategies for Wisconsin Farmers and Operators of County Elevators, UW Consortium for Joint Agricultural Research, with John Cottingham, UW Platteville, 1978-80.

Efficiency of the Live Hog Futures Market as a Hedging and Forecasting Tool, University of Wisconsin Graduate School, 1976-78.

The Role and Competitive Impact of Agricultural Marketing Cooperatives, Farmer Cooperative Services, USDA, with Professors Mueller and Marion, 1976-79.

Organization and Competition in the U.S. Food System, A North Central Regional research project with core staff at UW-Madison. I had a contributing project with Professors Willard Mueller and Professor Bruce Marion from 1975-83. My research concentrated on vertical coordination in the processed vegetable subsector.

IV. DEPARTMENTAL GOVERNANCE AND ADMINISTRATION

The department of Agricultural Economics at the University of Wisconsin-Madison operates with a very high degree of faculty input into governance and administration. I have been a very active participant in our departments governance. The major committees, their responsibilities and my role in them are outlined below:

The Executive Committee, consists of all tenured faculty in the department. It functions as the final body responsible in department policies and decisions on personnel matters. This includes the final evaluation of new faculty offers of employment, the evaluation of requests for tenure and promotion and the development of recommendations to the Dean of the College of Agricultural and Life Sciences for the distribution of faculty merit pay increases. Member, 1979-89.

The Undergraduate Committee, has been responsible for the administration and planning of undergraduate programs and policies. This includes the development of curriculum guidelines, the initial evaluation of new course proposals and the evaluation of student petitions for exceptions to existing policy. The committee works closely with undergraduate advisors and the departments student records secretary. Member 1976-89, Chair 1976-84.

The Computer Committee, has been responsible for the administration and management of department computing resources including one full time staff member, approximately 4 part time student programmers, computing accounts for over 150 faculty, staff and graduate students and a network of over 50 computer work stations. Member 1985-89 and Chair 1986-88.

The Long Range Planning Committee, has been charged with developing long range plans for Faculty and Staff for through the year 2000. Member 1989.

The Personnel Committee, was responsible for the development and administration of major departmental personnel policies including the initial description of positions, acting as the Departments search and screen committee for nine positions and evaluating faculty for promotion and tenure. Member 1985-87 and 1974-75.

The Finance and Fund Raising Committee, was responsible for the organization and execution of a major fund raising campaign to improve the departments facilities. Resulted in the collection of over \$250,000 in gifts from alumni, friends and business donors. Member, 1981-84.

The Space Planning and Allocation Committee, Responsible for planning and policies for space allocation for the department's move into Taylor Hall. Included the allocation of faculty office space, staff offices, conference rooms and computing facilities. Member, 1981-82.

The Goals Priorities and Staffing Committee, was responsible to recommend to the department a plan for redefinition of faculty positions in the context of changing program needs. This included the definition of new positions and priority rankings of the positions, 1981.

The Graduate Admissions and Financial Aids Committee, was responsible for the evaluation of applicants for graduate admission and financial aid. The committee recommends candidates eligible for financial aid to department project holders. The committee also acts as the graduate program policy committee for current graduate students and for evaluation of major changes in graduate program policy. Member, 1979-81 and 1973-74.

The Graduate Student Orientation Program Committee, was responsible for the development and supervision of a one and one half day orientation program for new graduate students., Director 1975-78.

The Extension Programs and Public Affairs Committee was responsible for the developing programs and policy for departmental contacts beyond the campus. Member, 1973.

V. COLLEGE AND UNIVERSITY GOVERNANCE AND ADMINISTRATION ACTIVITIES

I have been an active contributor to faculty governance beyond my department. The major committees on which I have served as a member or leader are indicated below.

A. University of Wisconsin Extension, Cooperative Extension and Agriculture/Agri-Business Programs

Member of the State Sub Program Planning Committees in Agricultural/Agri-Business Programs for Grain Crops and Marketing and Food Processing, 1973-87. (Vice Chair Corn and Soybean sub program committee 1976-1980; Vice Chair Marketing and Food Processing, 1981-82)

Member, Ad Hoc Committee on the Composition and Responsibilities for the Systemwide Extension Council, 1989

Co Chair, Agriculture/Agri-Business Programs, Ad Hoc Alternative Agricultural Enterprises Committee 1987-89

Co Chair; Member, UWEX WISPLAN Policy Committee, 1981-84

Vice Chair, Agriculture/Agri-Business Programs, Long Range Planning Task Force 1981-83

Member, CES, Computer/Communications System Review Committee, 1983-84

Member, CES, Faculty Compensation Committee, 1983

Member, CES, Planning Committee for Wisconsin Farm Progress Show, 1979, 1980, 1982

B. COLLEGE OF AGRICULTURAL AND LIFE SCIENCES (CAL S)

Chair, Faculty Advisory Committee for Curricular Revitalization Project (funded by Kellogg Foundation), 1986-89; Chairman Project Evaluation Subcommittee

Member, Instructional Improvement Committee, 1986-89

Member, Business and Industry Subcommittee, College Curriculum Committee, 1985-89

Member, Centennial Celebration Committee; Chair, Student Events Subcommittee, 1987-89

Member, Ad Hoc Committee on Integrated Agricultural Systems, 1987-89

Member, Long Range Planning Committee and Subcommittees on Crops, Animals and Marketing, 1986-87

Member, Coordinative Internship Advisory Committee, 1977

C. UNIVERSITY OF WISCONSIN-MADISON

Member, Ad Hoc Committee to consider a UW-Madison system to elect initial Representatives to the Systemwide Extension Council, 1989

Member, Faculty Senate, 1987-88 and 1974-75

Member, Academic Misconduct Review Committee, 1981-83

Member, Informal Adjudication Review Committee, 1983-84

Member, Student Conduct Hearing Panel, 1984-85

VI. NATIONAL AND REGIONAL PROFESSIONAL ACTIVITY

Member, Editorial Council North Central Journal of Agricultural Economics, 1982-84

Member, American Agricultural Economics Association (AAEA) Extension Affairs Committee, 1981-84

Chairman of an AAEA Extension Subcommittee to plan and coordinate the first AAEA sponsored Extension Workshop, 1983-84

Member, North Central Regional Extension Producer Marketing Committee, 1981-89; Secretary 1986, Chair 1987

Member, AAEA Nominating Committee, 1986

VII. INTERNATIONAL EXPERIENCE

Participant in Wisconsin Rural Leadership Program International Seminar, Hong Kong and Peoples Republic of China Sept. 1989

Participant in problem identification and research design investigating market opportunities for and barriers to non traditional agricultural exports from Costa Rica to the United States, 1987-88

Participant in horticultural marketing problem definition and research design mission, Senegal and The Gambia, Dec. 1986-Jan. 1987 Research on Fruit and Vegetable Marketing in the Gambia, July-August 1987 and June-July 1988

Participant in University of Wisconsin, Land Tenure Center program in collaboration with the Mexico Food Systems Research Project, 1981 conference in Mexico, 1982 conference in the United States

Supervision of Ph.D. Research Candidate in Peru doing potato marketing research, 1979

Nave Committee, International Programs Office Travel Grant for Research in Peru, 1979

Advisor to the International Potato Center Lima, Peru on potato marketing research, 1978

Advisor on M.S. theses and papers related to agricultural marketing in Mexico, Ethiopia, Kenya and The Gambia

Wisconsin Extension Community Development Association

PROFESSIONAL PUBLICATIONS

A. Journal Articles, Chapters in Books, Research Reports, and Bulletins

Campbell, Gerald R. and Philip E. Harris, Commodity Certificates in the 1986 Feed Grain Programs and Their Tax Consequences, Journal of Agricultural Taxation and Law, Fall 1986, pp. 284-294.

"The Grain Marketing System," Marketing for Farmers, Gene Futrell ed., Doane Western Inc., St. Louis, Missouri, 1982, pp. 7-16.

"Selling Through Cash Contracts," Marketing for Farmers, Gene Futrell ed., Doane Western Inc., St. Louis, Missouri, 1982, pp. 75-85.

Oscar B. Martinson and Gerald R. Campbell, "Betwixt and Between: Farmers and the Marketing of Agricultural Inputs and Outputs," Rural Sociology of the Advanced Societies: Critical Perspectives, F.H. Buttel ed., Montclair N.J. Allanheld, Osmun, 1980, 40 pp.

Helmberger, Peter, Gerald R. Campbell, and William Dobson, "Organization and Performance of Agricultural Markets," A Survey of Agricultural Economics Literature Vol. III, University of Minnesota Press, Lee Martin ed., 1980, pp. 503-628.

Campbell, Gerald R., and Brian Schmeising, "Impact of Buyer Relationships on the Performance of Local Grain Elevators," North Central Journal of Agricultural Economics, 1, (1979): 39-45.

Campbell, Gerald R., "Live Hog Futures: Risk Shifting Mechanism or Price Forecasting Agency," Journal of the American Society of Farm Managers and Rural Appraisers April 1979, pp. 62-66.

Martinson, Oscar B., and Gerald R. Campbell, "Social Network Analysis: Suggested Applications to Economic Control," Journal of Economic Issues, June, 1979, pp 471-488.

Campbell, Gerald R., book review of Norman Furniss and Timothy Tilton, The Case for the Welfare State, Indiana University Press, Journal of Economic Issues, December 1978. pp. 958-960.

Clevenger, Thomas S., and Gerald R. Campbell, "Vertical Organization: A Neglected Element in Market Structure Profit Models," Industrial Organization Review, Vol. 5, 1977, pp. 61-66.

Peterson, G. A., and Gerald R. Campbell, "Observations of Grain Marketing Problems in Wisconsin," in Abstracts of Research Results, NC-104, Systems Analysis of the Economics Center, September 1976, Regional Research Report 32, pp. 20-21.

Campbell, Gerald R., "Procurement Contracting and Sow Leasing in the Hog Pork Subsector," with Marvin Hayenga, Agricultural Economics Report No. 257, Department of Agricultural Economics, Michigan State University, November 1973, 135 pp.

Campbell, Gerald R., "Vertical Coordination in the Pork Industry," with Marvin Hayenga, Richard Duvick, William Bursch and John Allen, Department of Agricultural Economics, Michigan State University, Agricultural Economics Report 194, February 1972, 34 pp.

Campbell, Gerald R., "Marketing Practices, Problems, and Alternatives of the Pecan Shelling Industry in the Southwest," with Thomas S. Clevenger, New Mexico State University, Agricultural Experiment Station Bulletin 582, August 1971, 37 pp.

B. Invited Papers, Staff Papers, and Working Papers

Shiha, Amr N., Thoms L. Cox and Gerald R. Campbell, "Modeling Sequential Binary Responses: An Application to Wisconsin Farmers' Attitudes Toward

Agricultural Options," Staff Paper No. 310, Department of Agricultural Economics, University of Wisconsin-Madison, October 1989, 25 pp.

Campbell, Gerald R., "Computer Concepts for Agribusiness", (Book Review) Agribusiness, 1988, 2 pp.

Campbell Gerald R. and Lisa Daniels, Technical Report: Horticultural Marketing Mission to The Gambia, June - July, 1988, Office of International Agriculture Programs, College of Agricultural and Life Sciences, University of Wisconsin - Madison, GARD Project Report, July 1988, 12 pp.

Somersan, Ayse and Gerald R. Campbell, Agricultural Trade Issues and the GATT, Economic Issues, Department of Agricultural Economics, College of Agricultural and Life Science, University of Wisconsin-Madison, No. 107, Oct. 1988, 4 pp.

Campbell, Gerald R. and Amr Shiha, "Wisconsin Corn and Soybean Producers Knowledge and Use of Options and Related Marketing Instruments", Department of Agricultural Economics, University of Wisconsin-Madison, Staff Paper No. 276, December 1987, 14 pp. plus appendices.

Campbell, Gerald.R., "Marketing Generic Commodity Certificates", Department of Agricultural Economics, University of Wisconsin Madison, Marketing and Policy Briefing Paper No. 13, March 1987, 18 pp.

Campbell, Gerald.R., "Thinking About Your Opportunities for Marketing Generic Commodity Certificates, Fall 1987", Department of Agricultural Economics, University of Wisconsin Madison, Marketing and Policy Briefing Paper No. 19, Sept. 1987, 8 pp.

Campbell, Gerald R. and Ayse Somersan, U.S. Agriculture and International Trade, Economic Issues, Department of Agricultural Economics, College of Agricultural and Life Science, University of Wisconsin-Madison, No. 105, Oct. 1987, 4 pp.

Campbell, Gerald R. and Lisa Daniels, Technical Report Horticultural Marketing Mission to The Gambia, December 25 to January 18, 1987, Office of International Agriculture Programs, College of Agricultural and Life Sciences, University of Wisconsin - Madison, GARD Project Report 16, February, 1987, 32 pp.

Campbell, Gerald R. and Lisa Daniels, Horticultural Exports from The Gambia to the EEC: An Overview of Issues and Concerns, Office of International Agriculture Programs, College of Agricultural and Life Sciences, University of Wisconsin - Madison, GARD Project Report 25, August 1987, 9 pp. plus attachments.

Campbell Gerald R. and Lisa Daniels, Technical Report: Horticultural Marketing Mission to The Gambia, July - August, 1987, Office of International Agriculture

Programs, College of Agricultural and Life Sciences, University of Wisconsin - Madison, GARD Project Report 26, August 1987, 34 pp.

Buse, Rueben C. and Gerald R. Campbell, "The CALS HP-9000 for the Beginner; Getting Started Mail and Minitab." Staff Paper No. 264, Department of Agricultural Economics, Nov. 1986, 33 pp.

Campbell, Gerald R., "The New Information Technologies: Challenges to Agricultural Economics Extension Work, Staff Paper No. 260, Department of Agricultural Economics, Sept. 1986, 13 pp.

Campbell, Gerald R., "Computers in Agricultural Marketing: An Overview", North Central Computer Institute, Workshop on Computers in Agricultural Marketing, Oct. 13-15, 1986, Des Plaines, Illinois, 5 pp.

Campbell, Gerald R., "Agricultural Options the Outlook for Farmers Use in Marketing Management." Proceeding of the Annual Agricultural Outlook Conference, USDA, Washington, D.C., December 1984, 12 pp.

Campbell, Gerald R., "Computers in Course Administration: The Computer as a Classroom Tool," Proceedings of North Central Computer Institute Workshop, October 1984, 11 pp.

Campbell, Gerald R., "Exchange Traded Options on Agricultural Futures Contracts: Implications for Producer Marketing Management, Department of Agricultural Economics, University of Wisconsin, Madison, Wisconsin, Staff Paper No. 220, April 1984, 23 pp.

Campbell, Gerald R., "New Options in Agricultural Marketing," Economic Issues, Department of Agricultural Economics, University of Wisconsin-Madison, No. 83, January 1984, 4 pp.

Campbell, Gerald R. and Peter W. Abe, "The Great Lakes Changing Role in U.S. Grain Exports," Economic Issues, Department of Agricultural Economics, University of Wisconsin-Madison, No. 78, April, 1983, 4 pp.

Campbell, Gerald R. and Ricardo Danel, "United States Corn Exports: Recent History and Future Potential," Seminar on the Future of Corn in the U.S. and Mexico, Johnson Foundation Conference Center, Racine, Wisconsin, September 9-10, 1982, 19 pp. plus appendices.

Campbell, Gerald R., "Experimental Contract Reporting Program," Proceedings of the 25th National Bargaining Conference, USDA, Agr. Coop. Service, Report No. 6, October 1981, pp. 62-65.

Campbell, Gerald R., "Theoretical and Mechanical Issues in Contract Price Reporting," Market Information and Price Reporting in the Food and Agricultural Sector, N.C. Project 117, Monograph 9, Agricultural Experiment Station, University of Wisconsin-Madison, August, 1980, pp. 127-134.

Campbell, Gerald R., "The Russian Grain Embargo: It's Evolution and Impact," Economic Issues, Department of Agricultural Economics, University of Wisconsin-Madison, No. 52, December, 1980, 4 pp.

Campbell, Gerald R. and Rick Garland, "Agricultural Marketing Cooperatives and Market Power," Economic Issues, Department of Agricultural Economics, University of Wisconsin-Madison, June, 1980, 4 pp.

Campbell, Gerald R., and Larry G. Hamm, "Vertical Organization and Coordination in Processed Peas, Sweet Corn, and Snap Beans," (Symposium on Vertical Organization and Coordination in Selected Commodity Subsectors, American Agricultural Economics Association Annual Meeting, Blacksburg, Virginia, August 69, 1978, 19 pp.).

Yuen, Annie, Gerald R. Campbell, and Marvin Hayenga, "Vertical Organization and Coordination in Selected Commodity Subsectors: An Interim Report on Cross Subsector Analysis," presented as part of an organized symposium, AAEA Annual Meeting, Blacksburg, Virginia, August 69, 1978, 38 pp.

Campbell, Gerald R., and Marvin Hayenga, ED., "Vertical Organization and Coordination in Selected Commodity Subsectors," NC-117, Working Paper #20, August 1978.

Campbell, Gerald R., and Peter Emerson, "The United States Food and Fiber System: Selected Aspects of Structure and Performance," Discussion Paper for a Seminar on United States and Soviet Agribusiness Systems, Harvard Business School, November 16-18, 1977 (jointly sponsored by Harvard Business School and USDA).

Campbell, Gerald R. and Brian Schmiesing, "Are Wisconsin Seasonal Price Patterns Changing?" Economic Issues, Department of Agricultural Economics, CALS, University of Wisconsin-Madison, No. 14, October 1977, 3 pp.

Campbell, Gerald R., and Brian Schmiesing, "Seasonal Patterns for Selected Wisconsin Agricultural Commodities," Staff Paper #130, Department of Agricultural Economics, University of Wisconsin Madison, November 1977, 45 pp.

Schmelzer, John R., and Gerald R. Campbell, "An Overview of the Number, Size Diversification, and Market Share of Agricultural Marketing Cooperatives in Various Commodity Subsectors," Proceeding of NC-117 Workshop on Cooperatives and the Public Purpose, June 6-8, 1977, 46 pp.

Campbell, Gerald R., and Bruce Marion, "Summary of Observations on Vertical Coordination Think Tank," Report prepared for members of the Vertical Coordination Subcommittee, NC-117, March 1977, 10 pp.

Schmelzer, John, Gerald R. Campbell, and Annie Yuen, "Production and Consumption Trends in the U.S. Fruit and Vegetable Subsectors," NC-117 Working Paper No. 5, Department of Agricultural Economics, University of Wisconsin, Madison, June 1976, 72 pp.

Campbell, Gerald R., "The Role and Current Status of Market News and Economic Outlook Information for Wisconsin Agriculture: A Preliminary Report," prepared at the request of Farnum Allston, Director of the Wisconsin Office of the Upper Great Lakes Regional Commission, June 1976, 23 pp. plus appendices.

Clevenger, Thomas S. and Gerald R. Campbell, "Vertical Market Organization and the Structure Profits Relationship," NC-117 Working Paper No. 4, Department of Agricultural Economics, University of Wisconsin, Madison, December 1975, 22 pp.

Campbell, Gerald R., "Grower First Handler Exchange Arrangements in Wisconsin Processed Vegetable Industry, in Coordination and Exchange in Agricultural Subsectors," NC-117 Monograph 2, Department of Agricultural Economics, University of Wisconsin-Madison, Wisconsin, September 1975, pp. 29-41.

Campbell, Gerald R., and Thomas Clevenger, "An Institutional Approach to Vertical Coordination in Agriculture," NC-117 Working Paper No. 1, 16 pp. Also presented as a contributed paper at the annual meetings of the American Agricultural Economics Association, Columbus, Ohio, August 1975.

Campbell, Gerald R., "Food Statistics: Take Them with a Grain of Salt," paper presented as part of the Third National Seminar for Consumer Representatives in State and Local Government, Center for Consumer Affairs, UW-Extension, Milwaukee, July 10-12, 1975, 14 pp.

Campbell, Gerald R., "The U.S. Food Economy in the Coming Decade: Problems and Policies," Proceedings, Wisconsin Governor's Conference on Nutrition for Health, April 4-5, 1975, pp. 19-32.

Campbell, Gerald R., with Jennie Edwards, "Soybeans as a Source of Food in Human Diets," Staff Paper No. 94, Department of Agricultural Economics, University of Wisconsin-Madison, February, 1975, 21 pp.

Campbell, Gerald R., and Marvin Hayenga, "Vertical Coordination Shifts in the Hog Pork Subsector," Staff Paper No. 69, Department of Agricultural Economics, University of Wisconsin-Madison, August 1973, 10 pp.; presented as a Contributed Paper, American Agricultural Economics Association, Annual Meetings, Edmonton, Alberta, Canada, 1973.

Campbell, Gerald R., "An Introductory Bibliography for Research on Vertical Coordination in Agriculture," Staff Paper No. 63, Department of Agricultural Economics, University of Wisconsin-Madison, July 1973, 11 pp.

C. Extension Publications and Papers

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