



# AG ECON NEWS

Department of Agricultural Economics, Oklahoma State University

Fall 2012

## News from the Department Head

As we draw another calendar year to a close, I am happy to report that the "state of the state" (or department in this case) is excellent. I have enjoyed becoming more familiar with the range of our activities this semester.

We continue to attract good students at the undergraduate and graduate level, our faculty do admirable work in teaching and advising them, and the students leave as satisfied customers as evidenced by very positive exit interviews.

The happy outcome is that both students and faculty are recognized as outstanding, and some of the recent awards are highlighted in this newsletter.

Our faculty also make significant contributions in applied research and in Extension programming. Research results are shared through professional meetings and publications as well as Extension meetings.

Our faculty appear regularly in local, area and state events as well as on SunUp, OSU's weekly TV program. They also contribute to a growing national and international reputation.

Keep up with us by checking our website regularly for news and new publications or follow and like us on facebook.

Damona Doye  
Acting Department Head

## Rural Economic Outlook Conference addresses future trends and concerns

Over 170 people attended the 2012a Rural Economic Outlook Conference hosted by the OSU Agricultural Economics Department in November at the ConocoPhillips OSU Alumni Center.

The focus of the conference continues to be expectations for the rural economy and agriculture.

It provides bankers, agricultural leaders, and others with vital information that helps in planning for the future.

Following a welcome by Mike Woods and Damona Doye, Lyndall Stout, OSU SunUp Producer and Director served as the conference moderator.

### Keynote Speech

The keynote address, "Globalization: Implications for U.S. and Oklahoma Agriculture," was presented by Dr. Dick Crowder, Professor of International Trade at Virginia Tech University.

Dr. Crowder graduated from OSU with a Ph.D. in agricultural economics and is a recipient of the Distinguished Agricultural Alumnus Award at OSU. He recently served as the chief agricultural negotiator at the Office of the U.S. Trade Representative.

He began his presentation by saying, "I am more optimistic about agriculture than at any other time in my career. It is a great time for agriculture."

In addressing how important globalization is to agriculture, he referenced a quote by Steve Jobs, who stated, "We are just one world now," which Crowder said, highlights the increasing interdependence among countries and people.



Economic Conference Keynote speaker Dick Crowder

### Agriculture's Future

Dr. Crowder stated that like other businesses of the future, agriculture will, from today forward, experience the following phenomena:

- Be a profitable growth industry
- Be an increasingly global industry
- Become increasingly high tech
- Be a high profile, public industry
- Experience rapid productivity growth

Conference (Continued on page 2)

# Rural Economic Outlook Conference

## Conference (Continued from page 1)

He challenged all people involved in agriculture to “capture the opportunity” of the future with the following actions:

- Meeting global customer expectations
- Increasing competitiveness in the global market
- Ensuring food safety
- Enhancing food security
- Practicing comprehensive risk management
- Being a policy player



Conference presenter Bart Fischer

## Farm Bill

The next speaker, Bart Fischer, Chief Economist of the House of Representatives Agriculture Committee in Washington D.C., discussed the new Farm Bill. He talked about budget issues; the impact of the 2011 election; the components of the 2012 Farm Bill, in particular crop insurance; and the path forward in passing the Farm Bill.

## USDA-EPA Concerns and Issues

Dr. Larry Sanders then introduced Terry Detrick, President of American Farmers and Ranchers, and Josh Svaty from the Environmental Protection Agency (EPA), Region 7. Detrick presented some concerns of

farmers and ranchers with respect to EPA activities in Region 7. These concerns include conservation efforts; the improvement of water sources, particularly streams; dust control; and other regulations.

Svaty responded to the farmers’ and ranchers’ concerns and addressed some of the issues that have come up recently regarding the EPA and its regulations.

## Outlook Panel

Next, Ron Smith, editor of Southwest Farm Press introduced members of an Outlook Panel who discussed the future of agriculture in several areas: Dr. Shannon Ferrell - Ag Law Future Trends; Dr. Kim Anderson - Marketing Outlook: Wheat and Corn Situation and Outlook; Dr. Derrell Peel - 2013 Cattle Situation and Outlook; and Dr. Damona Doye - Land Values, Rents, and Rent to Value Ratios.

## Farm Bill

Closing out the afternoon session was Chad Wilkerson, Vice President, Economist, and Branch Executive of the Federal Reserve Bank of Kansas City, Oklahoma City Branch, who provided an “Update on the U.S. and Oklahoma Economies Ahead of the Fiscal Cliff.”

He discussed the U.S. economy and monetary policy, the Oklahoma

economy, and the rural economy, and how they all work together for agriculture.



Conference presenter Chad Wilkerson

The PowerPoint presentations for selected speakers are available for viewing and downloading at <http://agecon.okstate.edu/extension/ruralconference.asp>.

## Sponsors

Sponsors for this year’s conference were

- BancCentral
- Farm Credit Associations of Oklahoma
- Payne County Bank
- OSU Division of Agricultural Sciences and Natural Resources
- OSU Department of Agricultural Economics



Ag Econ students and staff enjoy the Rural Economic Outlook Conference.

## Aggie-X Tailgate

On Saturday, following the economic conference, the Aggie-X Club hosted their annual Alumni Tailgate complete with roasted pig.

Students, staff, faculty, alumni, and parents attended the event and feasted on “pulled” pork, various sides, and dessert.

The tailgate is becoming a much-anticipated tradition each year, with Dr. Derrell Peel manning the smoker for many hours to produce the succulent main course. Aggie-X members then dig in to “pull” the pork into serving-size pieces.

This year’s tailgate was held prior to the OSU-West Virginia football game.



*(right to left) Shida Henneberry, Joe Williams, Trindle Brueggen, Gina Jackson, and her father enjoy the Aggie-X Alumni Tailgate.*



*Dick Crowder (right), OSU Alum and Rural Economic Conference keynote speaker, talks with Brian Adam at the Aggie-X Alumni Tailgate.*



*Aggie-X officers “pull” the pig at the annual Alumni Tailgate.*

## Aggie-X/Homecoming News

In a fall filled with Aggie-X activities, the officer team had the fortune of taking on new change and watching our membership grow.

Kicking off the semester, Aggie-X welcomed several new members to the annual Back to School bash at Boomer Lake. At the event, students developed their networking skills through socializing with their peers and various faculty members.

Moving into the fall, members and officers of Aggie-X took the opportunity to give back to Stillwater in Oklahoma State's annual Hunt for Hunger. Various students from the club teamed up and hit the streets around Stillwater to collect canned food items for donation.

During our annual Aggie-X tailgate, Aggie-X hosted lunch for alumni, faculty members and current students. Complete with a win over WVU, the day went off without a hitch, and the club looks forward to putting together another successful

gathering in the fall of 2013.

Taking the opportunity to build a stronger knowledge of agribusiness, members toured the Cargill grain facility in Wichita, Kansas at the end of November. The trip served as a chance for students to learn more about where their education and passion for agriculture can take them in future careers.

Also, this year's Oklahoma State Men's Basketball season kicked off, and members are back to manning the concession stand. As this is our club's primary fundraiser, the work in the stand not only allows members to socialize and network with one another, but gives them the chance to earn the funds we put to use in our activities throughout the year.

Aggie-X alumni are more than welcome to stop by concession stand #128 to catch-up if they are in town for a ball game.

Finally, Aggie-X would like to

announce the date of this year's golf tournament as April 13, 2013, the same day as the annual Agricultural Economics banquet. As we are still looking for participants and sponsors for the event, anyone interested in the tournament should email Jason Harris at [hjasonp@okstate.edu](mailto:hjasonp@okstate.edu) for more information.

With another successful semester almost complete, we are looking forward to what promises to be a busy spring.

--Aggie-X Officer Team

Mark your calendars  
for April 13, 2013  
for the annual  
Scholarship and  
Awards Banquet in  
Stillwater.

---

## Shannon Watson part of Homecoming royalty

Shannon Watson, a senior from Osceola, Missouri and an agricultural economics student, was selected as one of the top five women in the 2012 Homecoming Court.

Selection of the Homecoming royalty is based on scholastic excellence, campus activities, and a genuine desire to represent OSU and the OSU Alumni Association as an ambassador.

Watson is a Honors College student and a member of the Agriculture Future of America.

She received the Matthew 25:40 Scholarship for travel abroad work in developing countries, where she participated in community improvement projects.



### ***OSU Seniors of Significance include six ag econ students***

For the second year in a row, six of the 40 students named by the OSU Alumni Association as OSU Seniors of Significance for 2012 are students in the department of agricultural economics.

They are Trindle Brueggen (Okarche, agribusiness), Samantha Geis

(Loyal, agribusiness), Shannon Mallory (Tecumseh, agribusiness), Shannon Watson (Osceola, Missouri, agricultural economics), Jonathan Wedel (Stillwater, agribusiness), and Jace White (Cherokee, agribusiness).

The Seniors of Significance award recognizes seniors who have excelled through academic achievement;

campus and community activities; academic, athletic, or extra-curricular honors or awards; scholarships; and work ethic during their time at OSU, bringing distinction to OSU.

This year's winners and their families were recognized at a special ceremony at the ConocoPhillips OSU Alumni Center in November.

---

### ***Ag econ students selected as top freshmen and women***

Five ag econ students have been selected by OSU's Mortar Board as top ten freshmen men and women.

They are Brandon Baumgarten (Oilton, agribusiness, pre-law), Cade Broadbent (Cashion, agricultural communications/agricultural economics), Dalton Downing (Grove, agribusiness, pre-law), Chacey Schoepel (Fairview, agribusiness, pre-law), Chris Stockton (Duncan,

agribusiness, marketing), and Ty Schoenhals (Kremlin, agricultural economics).

These six students, along with Sarah Coffey (Edmond, agricultural economics) and Brian Highfill (Enid, agribusiness, pre-law) were previously selected as top twenty freshmen men and women.

Selection of students, who are now sophomores, is based on

scholarship, community service, campus involvement, and outstanding leadership during their freshman year. The honor is to recognize and encourage leadership among freshmen.

The Top Ten Freshmen men and women and their families were honored at a special ceremony at Willard Hall and at the OSU-TCU football game.

---

### ***Phi Kappa Phi accepts ag econ student***

Ag econ student Tayler Witte (Stillwater, agricultural economics) has been accepted to be inducted and initiated into the OSU Chapter of the Honor Society of Phi Kappa Phi.

Invitation to membership is based on academic achievements and exemplary character.

The Honor Society of Phi Kappa Phi was founded in 1897 and is the oldest and most selective honor society for top-ranking students from all academic disciplines.

---

### ***Watson on AFA student advisory team***

Ag econ student Shannon Watson is one of nine "exceptional collegiate men and women" selected as an Agriculture Future of America (AFA) Student Advisory Team member.

These students are selected based on their AFA involvement, geographic representation, interest in agriculture, and leadership abilities.

Team members serve as ambassadors for AFA, meet with industry and association leaders, receive media communications training, and plan the AFA Leaders Conference.

Shannon was one of 40 students who participated in National Ag Day activities in Washington D.C. in

March.

The activities included a training program coordinated by AFA for AFA students and 60 other students representing related groups. The training was designed to give "students practice and perspective on how to create successful messages."

The students used the training to share a message about agriculture by visiting Capitol Hill and meeting directly with legislators and advisors from the students' home states.

They also participated in training sessions on policy and regulation impacts to agriculture and attended an Ag Day luncheon on Capitol Hill.



Ag Econ graduate students pose together at the annual department fall picnic at Lake Carl Blackwell .

### ***New graduate students join ag econ program***

The following 19 new graduate students bring the total in the ag econ graduate program to 55:

- Justin Anderson, M.S., Oklahoma
- Samantha Durborow, Ph.D., California
- Lance Gagelman, M.S., Kansas
- Monika Ghimire, Ph.D., Nepal
- Amadou Gouzaye, Ph.D., Niger
- Zhepeng Hu, M.S., China
- Seonwoong Kim, Ph.D. South Korea
- Vasco Langa, M.S., Mozambique
- Frederic Ouedraogo, Ph.D., Burkina Faso
- Robert Parrish, M.S., Oklahoma
- Zhiming Qiu, M.S., China
- Katie Smithson, M.S., Oklahoma
- Prasanna Surathkal, Ph.D., India
- Nathan Thompson, Ph.D. Florida
- Yu Wang, M.S., China
- Sarah Ward, M.Ag., Oklahoma
- Amanda Weaver, Ph.D., Arkansas
- Lance Weaver, Ph.D., Texas
- Randi Williams, M.S., Oklahoma

### ***Malone's article on local food featured in e-newsletter***

The September 12-18, 2012 edition of the e-newsletter *Daily Yonder* contains an article by ag econ graduate student Trey Malone and associate professor Dr. Brian Whitacre on "How Rural is Our Local Food Policy?"

Malone and Whitacre discuss the "Buy Local" movement, its premise and policies. They address whether local strategies for buying local products are meeting the anticipated goals.

According to the article, the question is simple: Will promoting locally grown foods actually foster economic growth in rural communities? Or, on the other hand, does promoting local

foods actually create more adverse unintended consequences than the programs are worth?

While the "Buy Local" movement was primarily intended to bolster rural economic development as a way to increase jobs and incomes in rural areas, data, says Malone and Whitacre, suggest that support for local food systems is instead becoming a strongly urban phenomenon.

To read the article, go to <http://www.dailyyonder.com/local-food-policy-it-it-truly-focussed-rural/2012/08/24/4364>.



Local produce at a rural farmer's market

### **Graduate students receive scholarships and fellowships**

Eleven ag econ graduate students were awarded scholarships and fellowships from the department for Fall 2012 and Spring 2013.

**Spielman Scholarship**

(Jan and Hank Spielman)  
 Deepayan Debnath Ph.D.  
 Brandon McFadden Ph.D.  
 Johnna Rushin M.S.  
 Seth Menefee M.S.

**Leo and Betty Blakley Graduate Fellowship**

Brandon McFadden Ph.D.  
 Johnna Rushin M.S.

**The Leonard F. Miller Distinguished Graduate Fellowship in International Rural Development**

Amadou Gouzaye Ph.D.

Deepayan Debnath Ph.D.  
 Admas Siyoum M.S.

**Clem Ward Endowed Scholarship**

Zakou Amadou Ph.D.

**Endowed International Agricultural Economics Fellowship Fund**

Amadou Gouzaye Ph.D.

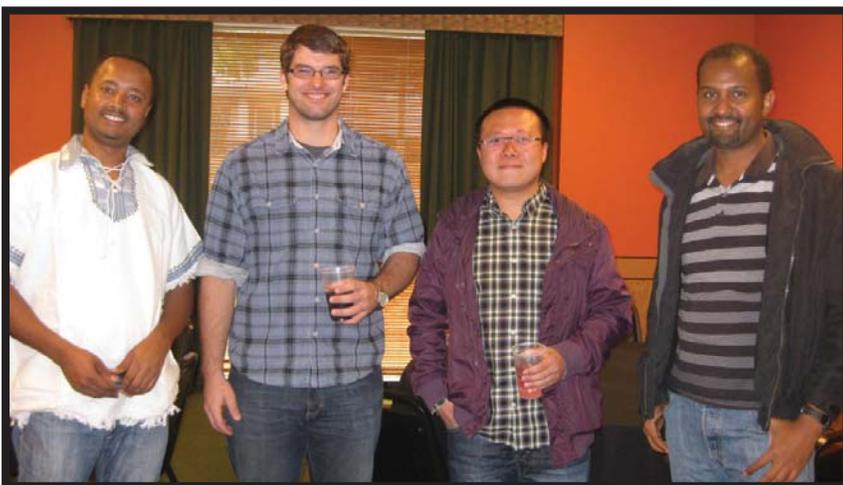


Chanjin Chung (left), ag econ graduate student advisor, and Damona Doye (right), acting department head, present the Distinguished Graduate Fellowship in International rural Development to graduate student Amadou Gouzaye.



Chanjin Chung, ag econ graduate student advisor, and Damona Doye, acting department head, present the Clem Ward Endowed Scholarship to graduate student Zakour Amado.

### **Graduate students attend GSA International Dinner**



(left to right) Ag econ graduate students Temesgen Helsabo, Trey Malone, Yu Wang, and Bruk Seyoum at the 2012 ag econ Graduate Student Association International Dinner.



Ag econ graduate students, their families, and faculty members enjoy the variety of food at the ag econ Graduate Student Association International Dinner.

### *Thesis/Dissertation topics*

#### Summer 2012

**Brenna Ellison**, Ph.D. - Three Essays on the Effects of Calorie Labeling in Full Service Restaurants

**Monika Ghimire**, M.S. - GIS and Hydrological Simulation Model Integrated Feasibility Study of Irrigation Development Under Salinity

**Amadou Gouzaye**, M.S.- The Value of Price Stabilization Policy for Cotton Producers in Burkina Faso

**Frederic Ouedraogo**, M.S. - The Economic Impacts of Land Use Changes Associated With Switchgrass-Based Ethanol Production in Oklahoma

**Mallory Vestal**, Ph.D. - Essays on Demand, Production, Marketing, and Policy Issues in the Bovine and Equine Industries

**Lance Weaver**, Ph.D. - Should We Pay Farmers Not To Farm? A Case of the Conservation Reserve Program

**Brian Williams**, Ph.D. - An Analysis of Retained Ownership and Value-Added Management Practices By Cow-Calf Producers

**Tesfaye Woldesenbet**, M.S. - Economic and Environmental Tradeoffs from Switchgrass and Ethanol Production (A Case in Oklahoma)

#### Fall 2012

**Zakou Amadou**, Ph.D. - Three Essays on Value Enhancement Marketing Strategies for Cull Beef Cows

**Hiren Bhavsar**, Ph.D. - Chloride Control and Irrigation Management: GIS Aided Approach to Economic Feasibility in Cotton

**Deepayan Debnath**, Ph.D. - Three Essays: Reservoir Management; Switchgrass Land Leasing; And Its Environmental Impact

**Annie Nsafoah**, M.S. - Centralized Grain Storage in Ghana: A Feasibility Analysis

**Angelica Serrano Paez**, Ph.D. - Health Economics and Grain Consumption Analysis Using Household Survey Data in Mexico

**Laura Pedraza Robles**, Ph.D. - Three Studies on Mexican Agriculture

**Stephanie Schumacher**, M.S. - Factors Limiting Producer Adoption of Value-Added Management and Marketing Practices and Determining Value Differences for Steers and Heifers

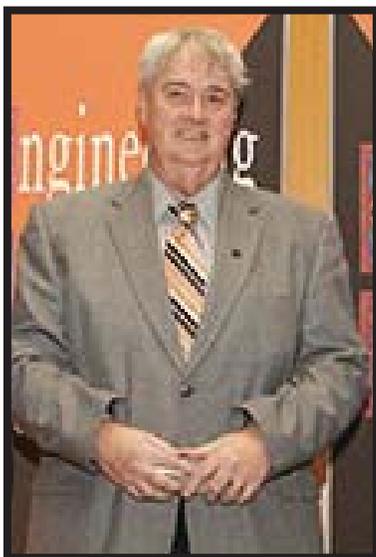
**Jeremy Walker**, M.S. - Valuing a Proposed Poultry Litter-to Energy Processing Plant Using Real Options

**Agus Widarjono**, Ph.D. - Food and Nutrient Demand in Indonesia

**Chris Baker**, M.S. - Ecological and Economic Tradeoffs in Wind Power Location

### **Ag econ faculty members honored at awards convocation**

Three ag econ faculty members were among the OSU faculty recognized at the University Awards Convocation recently at the Conoco Philips OSU Alumni Center for their service, work, and loyalty to the university.



Joe Schatzer, ag econ professor received the Excellence in Advising Award at the University Awards Convocation.



Ag Econ Assistant Professor Shannon Ferrell (left) receives the Merrick Foundation Teaching Award from David Henneberry at the University Awards Convocation. His award is presented to a faculty member who is judged to bring students a better understanding and appreciation of the American economic system.



Ag Econ Professor and Extension Economist Larry Sanders received one of the first Karin and Robert Sternberg Awards for Excellence in Advancement of the land grant mission of OSU at the University Awards Convocation. The award recognizes employees whose exemplary contributions promote the land-grant mission.

---

### **Awards presented at DASNR Fall Faculty meeting**

#### **Excellence in Student Advising and Mentoring**

Joe Schatzer received the CASNR Excellence in Student Advising and Mentoring Award.

This award is presented to a CASNR faculty or staff member with at least three years service. Its objective is to recognize and promote exceptional student advising and mentoring.

The award is judged based on evidence of advising/mentoring

activity and achievements provided by administrators, students, and other faculty.

#### **Sarkeys Distinguished Professor**

Damona Doye received the DASNR 2012 Sarkeys Distinguished Professor Award. The award was established in 1980 to honor Elmo Baumann, an agronomist who worked with the foundation after his retirement.

The award is based on outstanding contributions to agriculture through

teaching, research, or extension efforts.

#### **Years of service**

Seven ag econ faculty members were honored at the Fall Faculty Meeting with years-of-service awards for tenured faculty: Shida Henneberry and Art Stoecker (25 years); Notie Lansford (20 years); Rodney Holcomb (15 years); Chanjin Chung (10 years); and Shannon Ferrell and Kellie Raper (5 years).

---

### **Follow the ag econ department on Facebook**

Department: <http://www.facebook.com/pages/Oklahoma-State-University-Department-of-Agricultural-Economics/155458387839281?ref=hl>

Farm Management Extension: <http://www.facebook.com/OSUFarmManagement?ref=hl>

Women in Agriculture Programs: <http://www.facebook.com/OKWomenInAg?ref=hl>

### ***Ag Econ faculty and students attend AAEA meeting***

Ag econ faculty members and students were well represented at the Agricultural and Applied Economics Association (AAEA) meeting this past summer.

- One faculty member and two graduate students served as Moderators for paper presentation sessions.
- Nine Selected Papers were presented by faculty members or graduate students.
- Faculty were panelists in two Organized Symposiums.
- Four Posters were selected for presentation from our department.
- Six students competed in the Undergraduate Academic Bowl in Seattle, accompanied by graduate student Cole Lamson, who assists with the team. Derrell Peel has led the Quiz Bowl Team for several years but was unable to travel with the team this year. Student team members included Caroline Bremer, Kurt Gulick, Jason Harris, Vance Sharp, Robert Parrish, and Trindle Brueggen.
- Rodney Holcomb coached the Graduate Student Case Student Team composed of Johnna Rushin and Trent Milacek. The team finished third in the competition. Congratulations!
- Dr. Damona Doye serves as Chair of C-FARE, the Council on Food, Agricultural and Resource Economics.

---

### ***Current Issues presentations available on ag econ web site for viewing***

Several ag econ faculty and staff members have been presenting Ag Economics - Current Issues this past fall, using the Centra web conferencing system.

Presentations have included the following topics:

- A farm bill update
- Estimates for 2011 ACRE payments
- Crop/forage insurance deadlines
- Current trends in Oklahoma land values
- Timely software decision tools

- Drought management tools and resources
- A current market outlook
- A "Water Law" update
- Web presence strategies
- Trends with beginning farmers

Presentations are recorded and can be accessed for viewing on the ag econ website at <http://www.agecon.okstate.edu>. Click on "Ag Econ Centra Conferences Current Issues" in the left-hand column.

---

### ***Boyer receives ASA materials award***

Associate professor Tracy Boyer has received the 2012 Educational Materials Awards Program Certificate of Excellence from the American Society of Agronomy.

The certificate was presented "in recognition for the development of outstanding educational materials in the category of Publications 16 Pages and Under."

Dr. Boyer prepared the extension publication "Simple Irrigation Audit for Home Lawns in Oklahoma" along with co-authors Justin Moss, John Haase, Jason Vogel and Dennis Martin in DASNR.

---

### ***Sanders serves as judge for water conference poster contest***

Ag econ professor Larry Sanders recently helped judge the 21 submissions for this year's Student Poster Contest at the Governor's Water Conference and Water Research Symposium. The OSU Water Resources Board co-hosts the event

with the Oklahoma Water Resources Board.

Undergraduates from the University of Tulsa, OSU, and OU presented their research posters to symposium attendees and three of four judges. The poster contest was said to be "...a

big success," thanks partially to the "dedication of the judges."

Sanders was asked to help judge this year's competition because he has been a longtime participant and presenter at the Conference/Symposium.

### **Ag econ faculty member is associate director on federal government grant**

The New Product Development Center at OSU for which ag econ professor Dan Tilley is associate director, has received a \$1.9 million grant from the federal government to assist with job creation in the supply chain and market channel in the oil and gas industry.

The grant is part of twenty million dollars awarded to ten public-private partnerships across America to help revitalize American manufacturing and encourage companies to invest in the United States.

The New Product Development Center (NPDC) is a partner of the Oklahoma Manufacturing Alliance (OMA), the OSU Applications Engineering Program, the SBA program at the Center for International Trade and Development, and the Oklahoma Department of Commerce.

The grant will provide three years of funding and focus on 44 counties. By fostering growth and helping develop manufacturing within these counties, the NPDC and OMA will be able to promote sustainable

job growth and over-all company profitability.

Tilley states, "We have an outstanding oil and gas industry in Oklahoma that requires the support of diverse world-class suppliers. Our project will help small-and medium-sized manufacturers become part of the world-class suppliers to the gas and oil industry.

The NPDC is a multidisciplinary organization working with small-and medium-sized manufacturers in Oklahoma. They employ interns from engineering, business, and agricultural backgrounds, who work with OSU faculty and staff to assist manufacturers in product development and industry analysis.

### **Grandparents and grandchildren learn FARRM Game**

Kim Anderson, Eric DeVuyst, and J. C. Hobbs, once again taught the FARRM Game to a class of young students and their grandparents as part of the OSU Alumni Grandparent University agribusiness degree program this past summer.

For the fifth year, the grandchildren and their grandparents used the computer game to virtually manage a 1, 280-acre wheat, sorghum, cotton, and stocker farm and ranch. They made decisions about planting crops, and buying livestock and insurance to make the greatest profits.

Grandparent University provides an opportunity for young people to experience life on a college campus from staying in dorm rooms to attending classes in their "major."

### **Vitale promoted to associate professor**

Jeff Vitale, ag econ assistant professor, received a promotion to associate professor, action granting tenure, at the June Oklahoma State/A&M Board of Regents meeting.



*A grandfather and grandmother with their grandchildren work on the FAARM Game in the agribusiness degree of Grandparent University this past summer. On the table are items used in explaining wheat, cattle, and finances. These items include a bull from JCB Five Rivers Feedlot, a loaf of bread, a tractor from IFMAPS, and a bag of shredded money from the Federal Reserve.*

### ***Lusk speaks on food prices at TEDxOStateU event***

On November 1, 2012, TEDxOStateU was held on the campus of Oklahoma State University in Stillwater before a capacity crowd of nearly 800 in the Seretean Center Concert Hall.

Ag Econ professor Jayson Lusk was one of 19 people selected to talk to the crowd. Lusk spoke about the recent rise in food prices and the negative impacts on the poor. He underscored the benefits of modern food and agricultural technologies

to counteract these adverse price movements. In his talk, Lusk discussed some misconceptions people have about food and noted the danger of ideological naturalism applied to food.

The talk was an independently-organized TEDx event, licensed by TED (TED.com), which is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 26 years

ago, TED has grown to support those world-changing ideas with multiple initiatives. In addition to the those in attendance, approximately 20,000 people from 31 countries watched portions of TEDxOStateU via live streaming.

You can watch a recording of Dr. Lusk's talk at the following web address: <http://www.youtube.com/watch?v=e1A3mdpElgg>

---

### ***Oklahoma Women in Agriculture and Small Business Conference empowering the women of rural America***

Oklahoma's Statewide Women in Agriculture and Small Business Conference was held Aug. 8-9, 2012 at the Moore Norman Technology Center in Oklahoma City. The goal of the conference was to help producers manage their business risks through effective, market-based management solutions.

The two-day event was sponsored by Oklahoma Cooperative Extension Service (OCES) and USDA's Risk Management Agency (RMA).

Speakers included Secretary of Ag Jim Reese, Oklahoma Lieutenant Governor Todd Lamb, and Miss Oklahoma 2011, Betty Thompson.

The conference also included a legislative lunch panel discussion featuring Rep. Phil Richardson, Rep. Leslie Osborn, Rep. Lee Denney and Sen. Ron Justice who provided insights on legislative actions that affect state agricultural and small business owners. Conference participants could choose from a variety of concurrent sessions that were offered from three tracks – agriculture, alternative enterprises, and business and finance.

Networking was strongly encouraged throughout the conference, as opportunities for informal networking between participants and interaction with conference experts often lead to personal and professional inspiration, ideas and solutions. These opportunities were also true for the informational booths and women-owned businesses featured in the mini-mall.

An attendee commented on a survey that "the information and contacts I made are irreplaceable." A value-added feature to this year's conference was a post-conference training provided by the Beef Quality Assurance Program (BQA). BQA is part

of a national program that provides guidelines and best management practices for beef cattle production.

Planning for a statewide conference in August 2013 is in the preliminary stages. The planning committee is currently identifying keynote speakers and breakout sessions, and relationships with agricultural businesses, lenders, and insurance groups are being cultivated, which encourage long-term partnership and sponsorship. For more information about the statewide conference, contact Jennifer Jensen, Extension Assistant, Risk Management Education at 405-744-9826 or [jennifer.jensen@okstate.edu](mailto:jennifer.jensen@okstate.edu).



*Oklahoma Women in Agriculture and Small Business Conference planning committee members with Oklahoma Lt. Governor Todd Lamb at the 2012 conference.*

### ***Two new employees join ag econ department staff***

Two new employees have recently joined the ag econ staff. Lyndsey Wenninger is the department's new Accounting Specialist, and Hallie Frobose is a new Senior Administrative Support Assistant, who offices in the Student Center.

#### **Lyndsey Wenninger**

Lyndsey Wenninger began working in the agricultural economics department in June 2012. Her main job responsibilities are tracking and balancing all state and grant accounts and providing monthly reports for faculty and the department head.

She also inputs and tracks leave for monthly employees and prepares all employment paperwork for new monthly employees. In addition, she prepares routing paperwork, requisitions, and CVI's and approves travel in AIRs.

Lyndsey grew up in Duncan and earned a bachelor's degree in Finance from Oklahoma State University in 2007. After graduating from OSU, she married her husband, Jesse Wenninger, and moved to Dallas. She lived in Dallas for three years and worked in Corporate Accounting at CEC Entertainment, Inc.

Next, Lyndsey moved back to Stillwater and began working as a Financial Assistant and Graduate Coordinator for the Industrial Engineering department at OSU. She worked there for a year and a half before taking the Accounting Specialist position in the ag econ department.

#### **Hallie Frobose**

Hallie Frobose joins the ag econ



*New ag econ employee Lyndsey Wenninger (left) visits another new employee Hallie Frobose in the ag econ Student Center.*

staff as a recent CASNR graduate. She received her animal science degree this summer and is eager and excited to be staying in the CASNR family as a professional.

Hallie is originally from northwest Ohio where she was raised on a cow/calf and feedlot operation while exhibiting cattle and hogs through 4-H and FFA. She attributes her passion and success in agriculture to her parents, Dan (retired extension/niche beef marketing specialist) and Vicki (mixed practice Veterinarian).

For her undergraduate degree, Hallie attended Butler Community College where she participated on their livestock judging team. She then chose to transfer to Oklahoma State where she participated in numerous clubs and activities like Collegiate Cattlewomen.

She has worked heavily with youth livestock organizations such as the

National Junior Swine Association and has had multiple internship experiences in extension and in commercial swine production and research. Hallie is passionate about working and sharing her experiences with youth in agriculture. She feels lucky to have this opportunity to work in the ag econ department, which will hopefully lead to further contributions to CASNR students and faculty in the future.

Hallie provides website support for faculty, helps compile assessment data for undergrad and grad programs, prepares class work materials for teaching faculty, prepares recruiting materials and handbooks for the department, and assists the Undergraduate Coordinator as needed.

She also serves as the receptionist for the 4th floor and is responsible for assisting Drs. Epplin, Vitale, Schatzer, Tilley, Henneberry, and Norwood.

### **Heather Buckmaster shares career and school experiences**

Ag econ alumnus Heather Buckmaster shares experiences in her life.

#### **Career Path**

"After receiving my B.S. in Agricultural Economics in 1991, I spent two years as a US Peace Corps volunteer in The Gambia, West Africa, which was an amazing opportunity to make a difference and grow as an individual. I would encourage any student to consider it as an option after graduating.

This experience also shaped my views on food production. When you live in one of the poorest countries in the world where the vast majority of the population has little food security, and they are one degree from starvation and malnutrition, you are grateful for the abundant food production systems we have in the US.

After completing graduate school in 1996, I spent seven and a half years at the Colorado Beef Council where I was responsible for everything from advertising, foodservice, and retail programs to producer media, issues management, and sports marketing. The breadth of the experience in the job was invaluable. In one day, I might be reviewing new beef cuts with a broadline distributor and the next day I would be on my way to a cattlemen's meeting to give a presentation.

In 2005, I had the chance to move home and take the position of executive director at the Oklahoma Beef Council, and it is a proud honor to serve Oklahoma's farming and ranching families, including my own. It is always a challenge and never boring. I serve a wonderful board that takes seriously its commitment to ensuring the effective and efficient investment of beef checkoff dollars on a state, national, and international level.

#### **Looking Back at OSU**

In looking back at my time as

a student in the department, I remember the sense of individual attention we all received through the many professors in the department. There was certainly not a feeling you were just a number. To illustrate this, I remember Dr. Joe Williams yelling down the hallway with the demand I come to his office immediately. He wasn't my advisor, but he nicely chastised me, as he can only do, because he had seen that I had a poor grade in one class while I had an A in a far tougher class. (Yes, class attendance is important.) I remember feeling a strong sense of shame as if my favorite uncle had just chastised me. There was definitely a family feeling to the department.

I was a part of the very first Packer-Feeder game class taught by Dr. Trapp, Dr. Ward, and Dr. Koontz. It was the moment where I truly understood how human nature impacts all markets. Several of us feeders decided to band together to achieve a higher price from the four packers, and of course, one of our feeders broke rank and sold first. He knows who he is and I am still holding a grudge. Just kidding!

From graduate school, the process of analyzing research has probably been one of the most valuable tools I still use today. The realization that there is no such thing as completely objective research is an important one.

#### **Family**

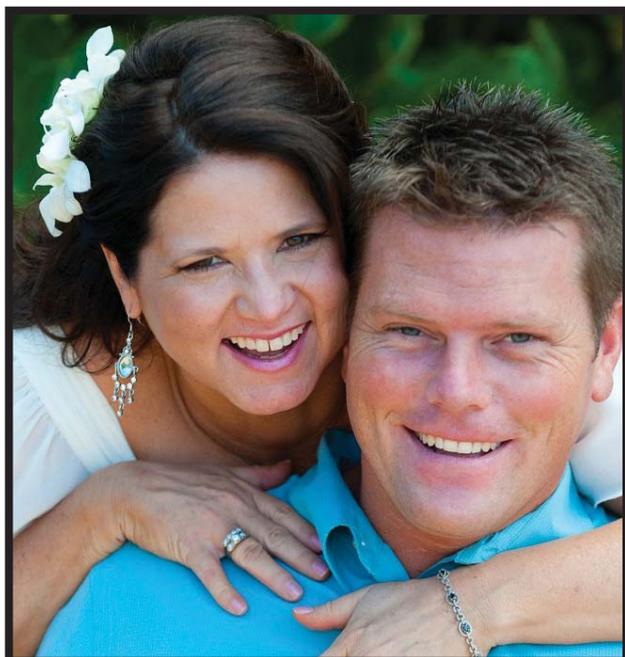
After many years of being single and causing despair for my parents, I was very fortunate to meet a wonderful man, Mike Schulte, in the course of my job, and we were married two years ago. We have very similar jobs in that we both serve

commodity organizations so we share a lot of the same challenges and opportunities. It brings a whole other dimension to the concept of bringing your work home.

#### **Advice for Current Students**

I always wanted to work in the beef industry. It is a genetic thing. Looking back, after fifteen years of working for the farmers and ranchers through the Beef Checkoff, I can't imagine doing anything else. However, the job that started me down my career path was a chance meeting while I was doing data entry for a couple of days as part of a temp job in Denver after graduate school. You never know where your dream job will come from, so be willing to do whatever it takes, even data entry with a Master's degree, to put yourself in the position to find that job.

As you enter the workforce, be willing to pay your dues. If you are asked to sweep the trash off the sidewalk in front of your office, do so happily or at least appear to do so happily. I say this because I was doing it myself



*Heather Buckmaster and her husband Mike Schulte*

*Buckmaster (Continued on page 14)*

### Department faculty host annual fall picnic for staff and students

Graduate students, staff, and emeriti faculty and staff and their families were guests of the ag econ faculty at the annual fall picnic at Lake Carl Blackwell in September. Eric DeVuyst and Joe Williams served up the traditional main course of roast pig that was accompanied by side dishes and desserts provided by faculty members.

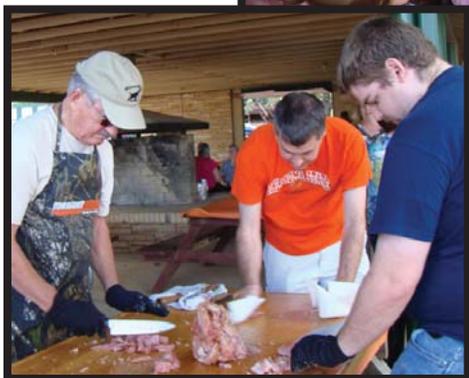
Emeriti faculty and families attending the picnic were Gordon and Jane Sloggett, Kim and Kathryn Anderson, and Joe and Sue Williams. Former department head Jim Trapp and his wife Carol and retired staff member Pat Schaefer and her husband Sam were also present.



*Emeritus Gordon Sloggett, his wife Jane, and Pat Schaeffer chat at the fall picnic.*



*Students at the fall picnic listen as Damona Doye, acting department head, gives the welcome.*



*left to right, Joe Williams, Eric DeVuyst, and Cody Peel prepare the roast pig for serving at the fall picnic.*

#### ***Buckmaster (Continued from page 13)***

in a dress and heels last week after a minor windstorm.

Know that to be successful, you will have to work more than 40 hours a week and never ask what the hours of a job are when interviewing. One OSU student emailed me about a job opening we had and she asked in her email, "What were the hours and what did it pay?" Needless to say, this was a very poor opening to her job search.

The ability to write will serve you very well and set you apart from others in the workforce. If your writing needs help, get help.

I have been fortunate to have

mentors all the way through my career. Seek out those individuals that have succeeded in your career path, and more importantly, those that have succeeded in creating a well-balanced life. Quite frankly, I am still a work in progress when it comes to balance.

Embrace change, but understand that change within any organization you are a part of can take time. A mentor of mine used this analogy with me, "Heather, you are trying to bring the cruise ship into dock at a right angle. To be successful, you need to bring it in gradually at multiple angles."

Finally, a great attitude is the most

important thing you can bring to your career and for that matter your life. One of the toughest but best days of my life was in the Gambia, West Africa. After walking barefoot for a few miles in 115 degree heat, crossing two chest-high water dikes and spending 6 hours hoeing in a rice field, knee deep in a muck with little crabs crawling all around me, I still remember the victory I felt at the end of the day and the sheer happiness I felt in spirit. I share this with students to let you know that there will be times when your job and life are going to be tough, but a great attitude and spirit will go a long way towards overcoming challenges."

#### ***Ag Econ News***

Published by the Department of Agricultural Economics at Oklahoma State University

Editor: Judy Rudin (Communications Specialist)

Contributor: Anna Whitney (Student Services Specialist)

IT: Senthilrajan Moorthy