

Cowboy Economist

Oklahoma State University • Department of Agricultural Economics

**Record Setting
Attendance**

**Lifetime
Achievement**

**Schoeppel Named
Truman Scholar**



From the Department Head

Comments from the Department Head

It's been an eventful and busy semester and we have lots of good news to share. We hired a new natural resource/environmental economics faculty member, Max Melstrom, and look forward to having him join us in June. Brian Whitacre, Associate Professor – Rural Development, and his wife Jill welcomed twin girls to the Ag Econ family. We enjoyed seeing alumni and departmental friends at the recent Aggie-X/Ag Econ banquet. Thanks to generous donors, we were able to award more than \$120,000 in undergraduate scholarships, a departmental record.

You'll read more details about awards in the newsletter but I'm happy to report that we again had undergraduate students named outstanding seniors at OSU and in CASNR as well as three top ten freshmen men. And, Chacey Schoepel, junior agribusiness major from Fairview, Okla., was named a 2014 Truman Scholar, continuing the Department's tradition of helping develop scholar/leaders recognized not only by OSU but also nationally. Our grad students also were recognized for research awards and in Three Minute Thesis (3MT) competitions.

In faculty news, Dr. Kim Anderson received the Southern Agricultural Economics Association Lifetime Achievement Award and Dr. Wade Brorsen has been named a 2014 Fellow of the Agricultural and Applied Economics Association (AAEA), our first AAEA Fellow in 30 years. Dr. Larry Sanders received the 2014 Community Hero for Humanitarian Service Award from the American Red Cross North Central Oklahoma Chapter. Dr. Joe Schatzer will soon be traveling to China to spend some time with the cohort of 42 students at China Ag University who plan to transfer to OSU in fall 2015 to complete agribusiness degrees.

Of course, great teaching, research and Extension work continues. As the Oklahoma Cooperative Extension Service is celebrating its centennial this year, you'll find an article with snippets of information about the wide range of Extension programs offered through Ag Econ with links to websites for more detail. And, know that a lot happens that you don't necessarily see documented on the website.... For instance, more than 220 people participated in a recent series of Farm Transition Extension workshops. You'll read more about our research in the annual research newsletter later this year.

We continue to update our website and also work on our departmental history booklet. View it online at <http://agecon.okstate.edu/files/history-book-3.pdf> and send us your notes. We'd love to add to the rich history of OSU Agricultural Economics. Likewise, learn more about the motivations of this year's scholarship donors by reviewing the write-ups in our scholarship booklet at <http://agecon.okstate.edu/files/scholarship.pdf>.

Finally, save the date and plan to join us for our fall Rural Economic Outlook Conference scheduled for October 31 in Stillwater at the Alumni Center with a reception the evening of October 30.

Go, Pokes!

Damona Doye

Acting Department Head

About the cover...

Truman Scholar recipient, Chacey Shoepel, is the stateside director for Ubuntu Youth. Ubuntu Youth is an organization in South Africa fostering the growth of young leaders.

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Record Setting Attendance

The Department of Agricultural Economics & Aggie-X Club Scholarships and Awards Banquet was the largest on record.

The 2014 Department of Agricultural Economics and Aggie-X Club Scholarships and Awards Banquet was the largest on record – in attendance and scholarships awarded.

There were more than 120 scholarships awarded to more than 95 students totaling over \$120,000.

Aggie-X Scholarships and Awards

Aggie-X scholarships were presented to Matt Fletcher (agribusiness/Peachtree City, Ga.), Naomi Lemon (ag econ/Palisade, Colo.) and Kaitlyn Sanson (agribusiness/Flagler Beach, Fla.). Matt Fletcher and Naomi Lemon were named Outstanding New Members, and Kaitlyn Sanson was named Outstanding Current Member. Outstanding Senior Member awards went to Cordell Lloyd (ag econ/Hillsdale), Kurt Gulick (ag econ/Miller, Mo.) and Kisten Taylor (agribusiness/Big Cabin). The Aggie-X Outstanding Teacher award was presented to Dr. Derrell Peel, and the Outstanding Advisor award went to Dr. Bailey Norwood.

Special Recognitions

The Oklahoma Chapter of American Society of Farm Managers and Rural Appraisers recognized Tayler Witte (ag econ master's student/Welch) with the Outstanding Appraiser: L.A. Parcher Award and Trindle Brueggen (agribusiness/Okarche) with the Outstanding Farm Manager: E.E. Huff Award.

Jacy Alsup (agribusiness/Gravette, Ark.) received the All-Around Senior – Campus Wide Activities and Academic Achievement – James S. Plaxico Award.

Cassandra Griffith (ag econ/Indianola) was awarded the Outstanding Senior – Scholastic Achievement Citation.

Seth Boone (ag econ/Pampa, Texas) received the Outstanding Senior Award of the Western Agricultural Economics Association.

Jacy Alsup and Ashton Mese (ag econ & ag comm/ Kingfisher) were recognized for being named 2014 OSU

Alumni Outstanding Seniors. Jacy and Ashton were also recognized for Seniors of Significance, Dean's Award for Excellence and CASNR Seniors of Distinction. Ashton was the 2014 CASNR Outstanding Senior.

Graduating Seniors with GPA of 3.50 or higher

Courtney Acton

Jacy Alsup

Seth Boone

Darnell Bortz

Dillion DeMuth

James Dixon

Adam Few

Chance Greenroyd

Cassandra Griffith

Kamara Hellwege

Drew Henderson

Jessie Lowrimore

Ashton Mese

Rhonda Roberts

Katey Smith

Nick Storm

Kale Vickrey

Austin White

Jordan Wright

Visit the OSU AgEcon Flickr page to see more pictures from the banquet.



Top: Students who received the Betty Jo and Daniel D. Badger Scholarship with their scholarship presenters, Betty Jo and Dan Badger Jr.



Bottom: Students who received the Jean Neustadt Scholarship for Agricultural Business with their scholarship presenters, Bruce and Susan Neustadt.

New Endowed Scholarships

Generous donors were recognized for three new endowed scholarships.

Kim & Kathryn Anderson Agricultural Economics Endowed Scholarship

The purpose of this scholarship is to help recruit and/or maintain quality students in agricultural economics by reducing some of the financial stress associated with earning an undergraduate degree. Both as students at OSU and parents of OSU graduates, Kim and Kathryn have observed that students participating in leadership activities while pursuing academic excellence enhance their chances of achieving success upon graduation. The Andersons also admire those students who work part time to contribute to the cost of their education. Their preference is that this scholarship should be given to an agricultural economics major who shares and practices this philosophy.

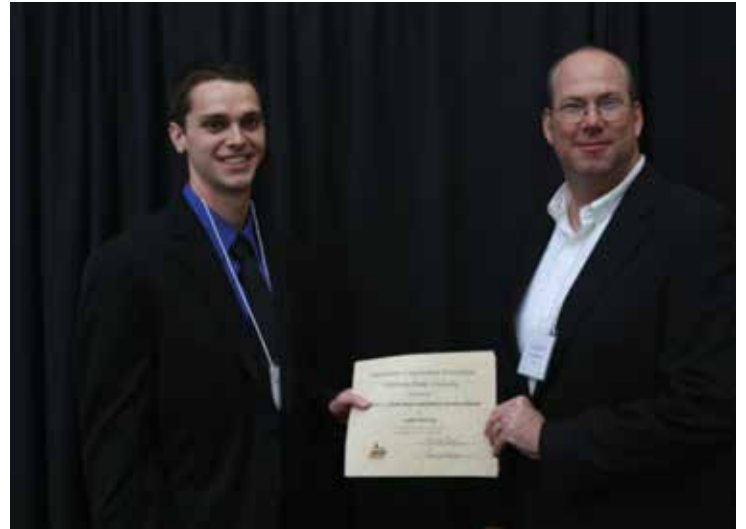


Conner Carroll, sophomore from Tryon, Okla., received the first Kim & Kathryn Anderson Ag Economics Endowed Scholarship.

Robert L. Oehrtman Endowed Scholarship

The Robert L Oehrtman Endowed Scholarship, funded by friends and family, is in memory of Dr. Oehrtman, professor emeritus in agricultural economics. Teaching for 33 years at OSU, Dr. O was well known in the department for his challenging and effective instruction, having taught AGEC 1114, Introduction to Agricultural Economics, for more than 20 years. Mentoring students was important to Dr. O as shown by his supporting Aggie-X activities, advising students for marketing competitions, and advocating students' education. This scholarship is to recognize the recipient's leadership

activities within their community, academics, or religious affiliations during high school and/or college with emphasis on their commitment to agricultural economics by participation in agricultural economics student activities such as academic bowl, marketing competitions, or the Aggie-X Club.



Lane Winter, junior from Hitchcock, Okla., received the first Robert L Oehrtman Endowed Scholarship.

Dr. Willard R. Sparks Agricultural Economics Scholarship (Endowed)

Dr. Willard Sparks was described as a visionary, entrepreneur, humanitarian and philanthropist. The first in his family to graduate from college, he earned a B.S. and M.S. in agricultural economics from OSU, followed by a Ph.D. in statistical science from Michigan State University. Sparks joined Cook Industries as director of economic research in 1963. He later became senior executive vice president and director of Cook's Worldwide Agriproducts Group and helped orchestrate the first large sale of U.S. grain to Russia. In 1977, he launched Sparks Commodities, later named Sparks Companies, Inc. to provide research, analysis, and consulting to leading agribusinesses. He also became involved with Vining-Sparks, a NASD-registered general securities firm headquartered in Memphis, purchased a minority interest in Refco, LLC, and held membership in major U.S. commodity exchanges. By the time of his death in 2005,

Sparks was internationally recognized as an authority on agricultural commodity research and analysis. Sparks also maintained his passion for production agriculture, purchasing feedyards which also included backgrounding operations.

Dr. Sparks's passion for agricultural industries and his dedication to education and other community organizations were phenomenal. He was a loyal supporter of the University of Memphis and Oklahoma State University. Dr. Sparks received the 1987 Distinguished Alumnus Award from the OSU Alumni Association, the 1996 Distinguished Agriculture Alumnus Award, and was named to the OSU Alumni Association Hall of Fame in 2005. In 1998, he received an honorary doctorate in social science at OSU, the ninth person since 1927 to receive such an honorary degree. In 2012, he was posthumously named to the Cattle Feeders Hall of Fame.

At OSU, he was a founder of the Oklahoma State 21st Century Center for Agriculture and Renewable Natural Resources, a member of the OSU Foundation Board of Governors, a member of the DASNR Dean's Advisory



Connor Jackson, junior from Waco, Texas, received the first Dr. Willard R. Sparks Agricultural Economics Scholarship (Endowed).

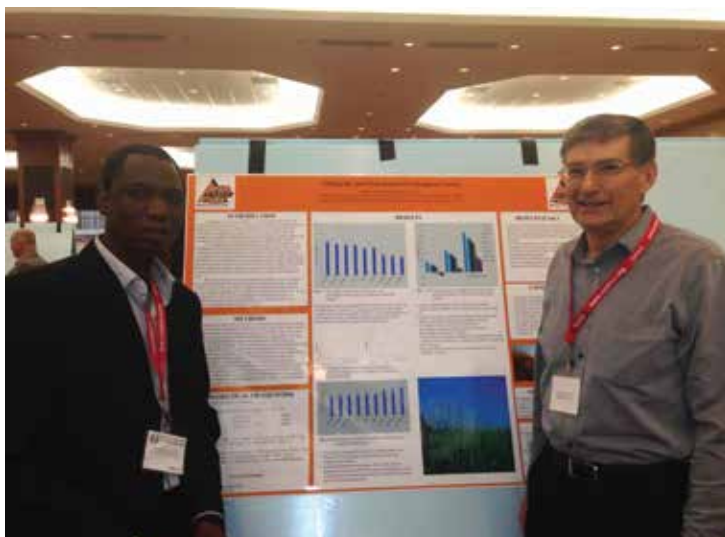
Committee, and he co-chaired the Bringing Dreams to Life campaign for the agricultural division. Through his generosity, OSU was able to open the Willard Sparks Beef Research Center in 1998. Sparks also endowed a chair in agricultural economics. His foundation still provides scholarships to students in agricultural economics.

SAEA Annual Meeting

The department had impressive showing at SAEA meeting.

The Department of Agricultural Economics was well represented at the Southern Agricultural Economics Association (SAEA) annual meeting in February.

- Dr. Kim Anderson received the SAEA Lifetime Achievement Award.
- Four posters were entered in competition, and Amadou Gouzaye and Francis Eplin's poster, *Valuing the Seed of an Improved Switchgrass Variety*, won 3rd place.
- Five students competed in the Quiz Bowl
- Six papers were chosen for presentation by faculty and graduate students.
- Four faculty members, staff and graduate students were presenters during organized symposiums.
- Two faculty members and one graduate student served as moderators for paper presentation sessions.



Amadou Gouzaye and Francis Eplin with their 3rd place poster.

Faculty Awards & Recognition

OSU's Kim Anderson Honored for lifetime achievement

Written by Donald Stotts, Agricultural Communications Services

Kim Anderson, Oklahoma State University Cooperative Extension emeritus grain marketing specialist, was honored with the Southern Agricultural Economics Association's Lifetime Achievement Award on Feb. 3.

Damona Doye, acting head of the university's department of agricultural economics, said agricultural producers throughout the state and region have depended on and benefited from Anderson's grain market analyses for decades, helping them to make the best business decisions possible when managing what are often tight profit margins

"Kim's dedication to improving opportunities for grain producers has changed the way Oklahoma farmers market wheat and manage risk," Doye said. "His personality, expertise and creativity have been hallmarks of Kim's ability to effectively communicate often complex economic concepts and make them understandable and usable."

Take the Farm and Ranch Risk Management (FARRM) game developed by Anderson, which incorporates hands-on learning into his Extension programming. Game participants become virtual managers of a 1,280-acre wheat, sorghum, cotton and stocker enterprise. Participants learn about and must effectively utilize multiple economic concepts, including risk management, partial budgeting and strategic marketing.

"One of the best ways to learn is through doing; the FARRM game fosters sound decision-making in a real-world environment, only within the safety net of the game environment," Doye said. "Participants then take what they learned in the game and hopefully more effectively apply the concepts to their actual operational decisions."

Anderson has always been a strong believer in lifelong learning, not just for Oklahoma Cooperative Extension Service clientele and OSU students in the classroom but for himself as well.

"He once managed a receiving grain elevator during a wheat harvest, just to get firsthand experience so he

could better understand what producers and related agribusinesses needed from his research studies and Extension programming," Doye said.

Though having already reached the highest pinnacles of academia, Anderson once spent a summer as an unpaid sales representative at the John Deere dealership in Stillwater, Okla., just to test if agricultural sales concepts he had been teaching really worked. They did.

Anderson's willingness to experiment and his passion for providing the best education possible led him to recognize early in his career that he could maximize his audience through the use of mass media.

Beginning in 1988, Anderson has provided weekly grain marketing insights on SUNUP, the agricultural TV show produced by the OSU Division of Agricultural Sciences and Natural Resources that is broadcast statewide on OETA, Oklahoma's PBS affiliate, and featured internationally on video providers such as YouTube.

"Kim's always-informative segments have been extremely popular with our SUNUP audience for decades, in part because his personality shines through. He has the ability to make it seem as though you're sitting down with your best friend, a really smart friend but one who doesn't talk over your head, which is a real gift," said Lyndall Stout, SUNUP anchor and producer. "And the way media works today, Kim's SUNUP segments are available for viewing by just about anyone, anywhere in the world, at any time."

Anderson has been featured regularly in state newspapers and regional agricultural media such as Oklahoma Farm Report, Agrinet radio network, High Plains Journal and Farm Talk magazine, among others. He has been a longtime contributor of the tri-state publication Southwest Farm Press, reaching producers and related agribusinesses through both its print and online aspects.

"For some 30 years Dr. Anderson has written a column 'Wheat Scoops' for every issue we've published," said Ron Smith, Southwest Farm Press editor. "I learned early

on that if space for an issue was tight, I should leave out something else because readers would notice and complain.”

Smith added he has been privileged to hear Anderson speak at numerous commodity meetings and conferences, and said the sessions are always a “highlight of the seminar.”

“Dr. Anderson has an uncanny ability to teach, enlighten and entertain without being either condescending or irrelevant,” he said. “His presentations are always on the mark and never dull. There is no better representative for this prestigious award.”

Mark Hodges, executive director of Plains Grains Inc. and Oklahoma Genetics Inc., credits Anderson with developing a straightforward but effective wheat marketing plan for Oklahoma producers that over time has put more money in producers’ pockets.

“Oklahoma’s wheat industry is a \$1.5 billion grain and grazing contributor to the state economy and Dr. Anderson has had a significant effect through his outstanding leadership relative to wheat marketing issues,” Hodges said.

Anderson’s commitment to service and effectiveness as an educator is also evident in his classroom endeavors. The department of agricultural economics’ official student organization – the Aggie X Club – has twice honored

Anderson with its annual Outstanding Teacher Award, and the OSU Agricultural Alumni Association bestowed Anderson with its Exemplary Faculty Award in 2008 and 2010, respectively.

Anderson served as a high school vocational agriculture teacher and a county student trainee farm management specialist for FMHA/USDA prior to entering graduate school in 1974. He began his career as an OSU Cooperative Extension specialist in 1976 while pursuing his graduate studies. After earning his advanced degree, Anderson worked for the University of Kentucky before returning to OSU as a faculty member in 1982, attaining the rank of full professor in 1989.



Dr. Anderson and his wife, Kathryn at the SAEA meeting.

Red Cross Recognition

Larry Sanders recognized for humanitarian work.

Larry Sanders was named this year’s “Community Hero/Humanitarian” for the American Red Cross Central and Western Oklahoma Region in a Stillwater ceremony in February.

Sanders has worked as a Red Cross volunteer for local, regional, and national disasters including house fires, wildfires, and tornadoes. In presenting the award, Mary Ann White, Executive Director for the local Red Cross board, said that Sanders epitomized the spirit of the citizen volunteer and reflected the strong desire to serve

and give back to his community that is representative of all members in the Disaster Assistance Team. Jennifer Young, local Red Cross staff leader, noted his empathy and support for both fellow volunteers and those who the Red Cross serves.

Sanders is cross-trained in First Aid, CPR, mass care, shelter care/operations, government operations, disaster assessment, client casework, and FEMA coursework on government operations and coordination with public and private partners. During the disaster response for

Continued on page 9.

the Carney May 2013 tornado, he served as government liaison, Emergency Response Vehicle driver, mass care worker, and shelter operations volunteer. After the May 2013 Moore area tornadoes, he was assigned to the Government Operations Section of the national headquarters in Norman. During the 2012 wildfires in central Oklahoma, he assisted with client casework and disaster assessment for the Luther area. Sanders has assisted with client casework in response to single family house/apartment fires in Stillwater and Cashion. He is in the process of being certified as an instructor for Red Cross training. He coordinates and conducts emergency preparedness training for community and

civic organizations in the region. He also serves on the local leadership committee to assist with planning and coordination of training, recruitment, and timely response to disasters.

Sanders credits his work and service in Red Cross to his wife Linda, local volunteers, and the staff of the Stillwater office. His mantra is “get an emergency kit, make a plan, stay informed, give blood, and consider volunteer work and donations to your local Red Cross.” He also volunteers to speak to organizations about emergency preparedness.

Brorsen Named AAEA Fellow

Wade Brorsen is the first AAEA Fellow the department has had in 30 years.

Wade Brorsen, agricultural economics Regents Professor and A.J. and Susan Jacques Chair, was recently announced as one of the 2014 Agricultural and Applied Economics Association (AAEA) Fellows, one of most prestigious honors in the agricultural economics profession. The AAEA Fellows recognition honors individuals who have made exceptional contributions to their profession. According to the AAEA, “They are leaders shaping the future of the Association and the field of agricultural and applied economics as a whole.”

Dr. Brorsen’s primary area of research is price analysis with an emphasis on measuring the efficiency of markets and suggesting ways to increase the efficiency of markets, particularly futures and options markets. His diverse research has produced over 140 refereed journal articles. He has also been named as the outstanding graduate teacher by both Oklahoma State University and the Agricultural & Applied Economics Association.

Dr. Brorsen has served as the editor of the Journal of Agricultural and Resource Economics and the American Journal of Agricultural Economics. While his research is largely empirical, he has also made contributions to the econometrics literature. His recent work on farmer marketing conducted jointly with Dr. Kim Anderson, has provided a research base for Anderson’s Extension program, work that is consistent with the land grant mission. The old model of Extension education emphasized supplying producers with price forecasts and education on using futures markets. The new model emphasizes adjusting production plans based on market signals and managing risk in terms of the whole farm business.



Undergraduate Students

Aggie-X Update

Letter from the President

With the summer quickly approaching, the Aggie-X Club has had another exciting semester. The Quiz Bowl team had the opportunity to compete in Dallas, Texas in February. Members were able to test their knowledge of economics, business, and accounting in Jeopardy-styled face-offs. The team consisted of members Hollee Koester, Jordan Langan, and Brady Mayfield, and was led by officers Kurt Gulick and Cordell Lloyd.

The Oklahoma State Men's Basketball team had an intense season this year, and the Aggie-X concession stand was a success thanks to the effort of our club members and the continued support of all the alumni and faculty who stopped by.

Aggie-X elections were held in March, and with three officers graduating, club leadership has changed hands. The new officers are: Matt Fletcher (president), Daniel Herndon (educational vice president), Naomi Lemon (administrative vice president), Logan Smith (treasurer), and Bailey Golihare (secretary/reporter).

The annual Agricultural Economics and Aggie-X Banquet was held on April 12th and was a huge success. With the largest turnout yet, club members, faculty, staff, and alumni gathered to honor outstanding students within the department. Several past presidents of Aggie-X made a reunion to preside over the awards and scholarships portion of the banquet. The 2015 banquet is scheduled for April 18th.

Looking forward to the fall semester, the Aggie-X club would like to invite its members as well as faculty and alumni back to the annual Aggie-X Tailgate. It will be located outside of Ag Hall on October 4th. Stop by for great barbeque and good times before our Cowboys take on the Iowa State Cyclones. We hope to see you there and we cannot wait to kick off another great semester in August.

Matt Fletcher
Aggie-X Club President



The 2014-2015 Aggie-X officers posed for a picture at the banquet. From left to right: Daniel Herndon (education vice-president), Matt Fletcher (president), Logan Smith (treasurer), Namoi Lemon (administrative vice-president), and Dr. Derrell Peel (advisor). Not pictured: Bailey Golihare (secretary/reporter).

Agribusiness Major Earns Prestigious Award

Chacey Schoeppel named 2014 Truman Scholar

Written by OSU Communications

Chacey Schoeppel, a junior at Oklahoma State University, has been named a 2014 Truman Scholar for her leadership, public service and academic achievement. An agribusiness major with a pre-law option, the honors student from Fairview is the 17th OSU student to receive the prestigious honor, which includes a \$30,000 scholarship.

“The Truman application process has been a seven-month, multi-tiered process. I cannot say ‘thank you’ enough to those that have helped me along the way,” Schoeppel said. “I am honored to be a Truman Scholar, but even more honored to represent Oklahoma State, the College of Agricultural Sciences and Natural Resources, and the Department of Agricultural Economics in this capacity.”

Schoeppel is among 59 students nationwide who were chosen for the honor this year in a rigorous selection process that started with a group of more than 655 applicants from 293 colleges and universities. In addition to submitting proof of leadership, public service and academic achievement, the process requires a public policy proposal that addresses a particular issue in society.

“We are very proud to congratulate Chacey as OSU’s newest Harry S. Truman Scholar and also recognize her faculty mentor, Dr. Shannon Ferrell,” said Dr. Joshua Ward, director of the OSU Office of Scholar Development and Undergraduate Research. “Through her outstanding leadership accomplishments, Chacey embodies true commitment to public service, an aspiration she will now realize even further as a Truman Scholar.”

In addition to the scholarship, Schoeppel will receive leadership training, career and graduate school counseling and special internship opportunities within the federal government. Following her graduation from OSU, she plans to obtain a Juris Doctorate degree and pursue a career in public service. All Truman Scholars commit themselves to work in public service for three of the seven years following completion of a graduate degree program.

Schoeppel is a co-founder and director of the Ubuntu Youth Project, an after-school program in rural KwaZulu-Natal, South Africa, that provides tutoring, mentorship, agricultural education, and entrepreneurial skill development for secondary school students. The daughter of Kay Schoeppel and the late Jim Schoeppel, she is an active member of the Chi Omega Sorority and the Alumni Association’s Student Alumni Board. Schoeppel has interned with the Office of Governor Mary Fallin and the Supreme Court of Oklahoma.

OSU students have been selected for this scholarship so many times that the university was designated as Oklahoma’s first Truman Honor Institution in 2000. OSU’s Office of Scholar Development and Undergraduate Research enhances undergraduate education opportunity through scholarship/fellowship success, undergraduate research, and international experience. For more information, phone (405) 744-7313 or go to www.okstate.edu/scholars.



Sanson Selected for USDA Program

Kaitlyn Sanson was selected as one of 20 undergraduate students to participate in the USDA Outlook Forum Student Diversity Program.

Kaitlyn Sanson, junior agribusiness and agricultural communications major from Flagler Beach, Fla., was selected as one of 30 (20 undergraduate and 10 graduate) students from across the country to participate in the 2014 USDA Agricultural Outlook Forum Student Diversity Program. According to the program website, the purpose is to “expose students to contemporary agribusiness, future trends, scientific research, and agricultural policy in today’s real world environment.” Participants were selected in part from an essay (see Sanson’s winning essay below), and participated in the 2014 USDA Agricultural Outlook Forum. Sanson said, “It was an incredible experience, I would definitely encourage others to apply and I would love to see OSU more widely represented there.”

Agriculture as a Career

By: Kaitlyn Sanson

Years ago, a bumper sticker caught my attention and captivated my life’s pursuit... a career in the agriculture and food industry. The simple words, “NO Farms, NO food” began a very complicated spiral of research that connected everything that we do and everything that we have, all the way down to the basics of our survival, is dependent on this industry. Who would not want to be a part of something that is the quintessence of life? I surely do want a career in agriculture!

The possibilities in this field are limitless; from growing, harvesting, and sustaining foods more widely and efficiently, to marketing products around the world or raising awareness of healthy lifestyles and medicines linked to foods, to wearing striking fashions of newly invented fabrics made from food and agricultural products. I want to be a part of the team that makes new discoveries in the food and agriculture industry that touch and improve lives globally.

I had never heard of national and international celebration days designated around the world to recognize the contributions of the agriculture industry and to “Thank a Farmer” for the food on our plates, until I attended

college and I grew up in a small rural community. I want to change that delay of information and image for every child and family in America and beyond. I want to be a part of raising the visibility of this vital and influential industry to our nation and others. I want to broaden the public’s impression about the importance of this industry and its sustainability to our future...all seven billion of us! The agricultural industries offer thousands of career opportunities in communications, education, economics, management, engineering, agronomy/soils, research, food and animal science, forestry and horticulture. The industry affiliates with all job markets and life styles in some way, whether it’s realized in the fashions of clothes, paper products, health practices, construction sites, grocery stores or restaurants. Where there are people and jobs, there are career opportunities in agriculture.

Well, like I said, those simple words became a complicated study and the outcome has been very clear to me that I want to be a part of this world sustaining career in the food and agriculture industry. My career’s bumper sticker will state, “NO FARMS, NO... food, clothes, medicine or building supplies!”



AFR Star Youth Award

Underwood receives prestigious honor from American Farmers & Ranchers.

Lindsey Underwood, junior agribusiness major from Tecumseh, Okla., was selected this spring as a recipient of the 2014 American Farmers & Ranchers/Oklahoma Farmers Union (AFR/OFU) Star Youth Award. The award recognizes individual achievement and service to the organization and the community.

"I was selected for the award based on my participation in agriculture and American Farmers and Ranchers events," Underwood said. "I was completely surprised and thrilled to receive the award. Personally, it means a great deal to me to be honored by such an organization."

Underwood was able to attend the National Farmers Union Convention in Santa Fe, N.M., as a result of her award.

"While at convention, I had the opportunity to meet with the Oklahoma delegation, attend convention sessions, listen to a panel on the Farm Bill, and even listen to the US Secretary of Agriculture," Underwood said. "It was definitely an eye-opening and rewarding experience to represent AFR Youth at the convention and to be a part of such an important convention."



Nikki Slagell (left) and AFR/OFU President Terry Detrick (right) present Lindsey Underwood the AFR/OFU Star Youth Award.

President's Leadership Council

Ag Econ freshmen were part of the 2013-2014 PLC.

Five ag econ freshmen were named to the OSU President's Leadership Council (PLC) for the 2013-2014 school year.

They are Austin Johnson, agribusiness/pre-law major, from Afton; Katelyn Revae Garvie, agribusiness major, from Burlington; Tyler Schnaithman, agribusiness major, from Garber; Katie Lippoldt, agribusiness major from Kingfisher; and Shanlyn Hefley, agribusiness/pre-vet major, from Wellington, Kansas.

PLC is a freshmen scholarship and academic leadership program that emphasizes the importance of leadership and service throughout life. PLC students complete a year-long class that consists of leadership and ethic seminars, perform 40 hours of volunteer service, implement a leadership conference for high school seniors, and

complete a small group creative component project.

"To meet the challenges of the 21st Century, Oklahoma needs to develop creative, ethical, inclusive, and effective leaders," said Stephen Haseley, Director of PLC. "OSU's President's Leadership Council will meet this challenge through an academic yearlong course of instruction, scholarship, service-learning field experiences, leadership conference development and implementation for high school seniors, and international study. This year's members of PLC, like previous participants in this program, will enhance their understanding of ethics and leadership and make positive contributions to this University, the State of Oklahoma, the nation, and the world."

Outstanding Seniors

Ag Econ seniors named OSU Alumni Association 2014 Outstanding Seniors.

The Outstanding Senior Award recognizes students who distinguish themselves through academic achievement, campus and community activities, academic, athletic, or extracurricular honors or awards, scholarships, and work ethic.

Jacy Alsup is an agribusiness major from Gravette, Arkansas. Her activities while at OSU include serving as president, vice president of student affairs, student spokeswoman, and Senate chair for the College of Agricultural Sciences and Natural Resources (CASNR). She also served as vice president of Chi Omega fraternity and as chair of the National Junior Angus Association board of directors. She is a member of the Oklahoma Agricultural Leadership Encounter Class X and the Mortar Board Honor Society.

Throughout the community, Alsup has served as a Wish Week coach for the Make-A-Wish Foundation, a 4-H Volunteer Adult Resource leader, a CASNR student academic mentor, an OSU campus tour guide and a Big Event volunteer.

Her awards include being named a Top 10 Freshman Woman, receiving the OSU P.E. Harrill Outstanding Freshman award, and being selected as part of the Top 15 Homecoming Royalty.

Dr. Shannon Ferrell, Department of Agricultural Economics associate professor and Jacy and Ashton's advisor, said, "Jacy hit the ground running as a freshman and never let up. She has held some of the most important leadership positions in our college and the university, and I can think of no one better suited to those roles. Jacy has forged incredible opportunities for herself, but what sets her apart is how hard she works to forge opportunities for others."

She plans to move to Tulsa and pursue a career in sales with PepsiCo.

Ashton Mese is an agricultural economics and agricultural communications major from Kingfisher. Her activities at OSU include serving as president, extension chair, and interim vice president of judicial affairs on the Panhellenic Council; career liaison and communications chair for CASNR Student Success Leaders; vice president of communications, Panhellenic delegate, and standards board member for Pi Beta Phi fraternity; and a collegiate/young graduate member of the Greek Life Task Force.

Mese was an intern for the House Committee on Agriculture in Washington D.C., a food security fellowship researcher in Kampala, Uganda, and a policy research assistant and policy intern for Oklahoma Governor Mary Fallin.

Her honors include Truman Foundation National Finalist, OSU Cambridge International Scholar, OSU Regents Distinguished Scholar, National FFA Extemporaneous Public Speaking Champion, and American FFA Degree recipient.

"Ashton is the living embodiment of servant leadership," Ferrell said. "In everything she does, she constantly strives to create ways to help others help themselves. Beyond that, though, she has an incredible analytical mind and eloquence beyond her years. Even as a student she is already a tremendous policy leader for our state, and I know her leadership in Oklahoma's government will only grow as she pursues her career."

Mese is currently a policy and legislative advisor for Fallin and plans to attend law school and continue working in public policy with a focus on agriculture and rural issues.

"Being selected as the CASNR Outstanding Senior," Mese says, "was an incredibly humbling surprise. I've spent my time in college trying to do well in class and serve others, but never expected to be acknowledged in this way. I am so grateful to my OSU mentors and friends who have encouraged me, and I will proudly represent my class in orange at graduation."

Phi Kappa Phi Inductees

Four Ag Econ students were initiated into the honor society.

Four agricultural economics students recently accepted induction and initiation into The Honor Society of Phi Kappa Phi. These students are Joshua Joe Conaway, agribusiness major from Ringwood; Molly B. Gardner, agricultural economics major from Stillwater; Brian James Highfill, agricultural economics major from Enid; and Megan Rhodes, agribusiness major from Fairview.

The Honor Society of Phi Kappa Phi, founded in 1897, is the oldest and most selective honor society for top-ranking students from all academic disciplines. Invitation to membership is based on academic achievements and exemplary character and includes junior, senior, graduate, and professional students.

Understanding Modern Agriculture

Norwood develops new course through MOOC.

Dr. Bailey Norwood is developing a new online course entitled *Understanding Modern Agriculture*. Norwood said, “*Understanding Modern Agriculture* is built to be versatile for OSU and accommodating to the public. It is versatile in the sense that it can be offered as a traditional internet-based course, or, with a provider such as Desire2Learn’s Open Courses, administered as a Massive Open Online Course (MOOC). Also, the content can be accessed through webpages and YouTube videos, and thus can be used as supplementary materials to other courses at OSU (perhaps even high schools).”

All three sections are available for college credit, and the course will also be among the most engaging MOOC courses.

The objectives of the course are:

- To take the student on a historic tour of agriculture from the sixteenth century to today, so that they understand how market forces, policy, and technological innovation have shaped agriculture. They will gain an appreciation of the bounty of food that mechanization, science, and industry allows, as well as the challenges they pose. A history of food culture is also provided.
- To take the student on a series of virtual tours to demonstrate how modern agriculture works, including tours of a beef, swine, and dairy farm; crop breeding and fertilization experiments; a grocery store

and a farmers market; and a number of scientific laboratories, including a soil testing lab.

- To take the student on a tour of modern agricultural controversies, instilling in them an appreciation for why equally smart and kind people can form radically different notions about food, and to help students form their own educated views. Such topics include water pollution, greenhouse gas emissions, animal welfare, antibiotic use, chemical fertilizers, pesticides, and genetically modified organisms.
- To become one of the first MOOCs to provide college credit, while requiring the same rigor as in traditional classes.



Dr. Norwood shooting video at the OSU dairy to use as part of the online course.

Graduate Students

New Graduate Course Added

Three faculty members taught new agricultural econometrics course.

The department added a new graduate course this spring called agricultural econometrics. The course was split into three sections, each taught by a different professor and lasting five weeks.

The first section was spatial econometrics and was taught by Brian Whitacre, associate professor and Extension economist. Whitacre said, “The course focused on the concept of spatial dependence (also known as clustering) that is often observed in real-world datasets. The course emphasized commonly-used spatial statistics and introduced tools and techniques (ArcGIS and GeoDa) used in modeling spatial relationships. The highlight of this section was a group project where students used their own data to demonstrate the importance of using a spatial modeling approach as opposed to traditional ordinary least squares regression.”

Dave Shideler, assistant professor and Extension economist, taught the second section called regional economic models. Shideler’s course overview stated, “This section of the course will survey the regional economics

modeling literature to highlight different techniques such as social accounting matrices, input-output analysis, and computable general equilibrium (CGE) models. Two weeks will be dedicated to hands on applications using IMPLAN, an input-output analysis software package. The remaining weeks will focus on CGE models and their application to current policy questions.”

The final section, advanced demand modeling, was taught by Jayson Lusk, Regents professor and Willard Sparks endowed Chair. Lusk said, “This section of the course covered advanced methods in consumer demand modeling including demand system-type models, aggregate logit models, and advances in individual logit random utility models, such as mixed and latent class logits. Challenges in applying such models to stated preference survey data in addition to identifications issues that arise with revealed preference scanner or time series data was covered. Focus was on estimating and applying the models to make inferences about food policy analysis as well as agribusiness applications.”

Research Award

Williams recognized by Women’s Faculty Council.



Randi Williams, agricultural economics graduate student, received a 2014 Women’s Faculty Council research award for her thesis, *Electronic Medical Record Adoption in Oklahoma: Rural – Urban Differences and the Role of Broadband Availability*.

The Women’s Faculty Council is focused on improving the status of women at Oklahoma State University

She is pictured with her advisor Dr. Brian Whitacre.

New Graduate Students

Two new graduate students joined the department this spring.

Spring 2014 M.S.

Courtney Acton, M.S., Texas

Spring 2014 Ph.D.

Mark Buda, Ph.D., Malaysia

Three Minute Thesis Competition

Cowley competes in University 3MT competition.

An 80,000 word thesis would take nine hours to present, but in the Three Minute Thesis (3MT) competition participants have three minutes to present their research and convey its significance to society. The competition originated at the University of Queensland, and is now held at universities around the world.

Cortney Cowley, agricultural economics graduate student, represented the department in the first CASNR 3MT competition where she won and tied for the People's Choice Award.

Cowley went on to compete at the University level where she once again won the People's Choice Award.

The title of Cowley's presentation was *Green Milk and Ham: The Economics of Converting a "Waste" Into a Resource*.



Dr. Sheryl Tucker, Dean of the Graduate College, presented Cowley her People's Choice Award at the University 3MT competition.

Learn More...

There are several new videos posted on the OSU AgEcon YouTube page. Take a minute to learn more about the Ag Econ faculty and their research, or watch their recent SUNUP TV appearances.

[Meet the Faculty](#)

[Research Updates](#)

[SUNUP TV](#)

Extension

Extension Celebration

Extension celebrates 100 year anniversary with celebration event.

Several ag econ faculty members and staff participated in the recent Oklahoma Cooperative Extension Service (OCES) Centennial Whistle Stop and Festival in Wellston. Over 1200 people attended the festival, in celebration of Extension's 100th birthday, held at the Rock N Rail Yard, located off historic Route 66.

On January 27, 1911, the following story appeared in the Crowder City Guardian.

“The Oklahoma Agricultural and Mechanical College ‘Better Live Stock and Seed’ special train will give demonstrations and stereoptician [a projector usually consisting of two complete lanterns arranged so that one picture appears to dissolve while the next is forming] lectures at various stations on the Fort Smith and Western R.R. This train will be composed of seven cars, and there will be eight lecturers on regular duty from the start to the finish of the trip. The exhibits on the train will consist of pure bred live stock of the best quality, dairy products and machinery, and educational exhibits. The use of better seed for the staple crop to be planted next spring in Oklahoma – alfalfa, corn and cotton – will be the leading feature of the lecturers at all stops. It is to be hoped at least twenty-five thousand people will greet the lecturers at the stations.”

Attendees at the centennial celebration enjoyed historical



Dr. Lansford assisting with the Extension celebration.

reenactments of these types of “whistle stop” educational experiences that the trains brought to the people of Oklahoma. The trains that traveled to Oklahoma towns in the early 1900’s were sometimes referred to as “a county fair on wheels,” and the centennial celebration was a sample of that. The celebration also featured hands-on exhibits; food, including dishes cooked in authentic Dutch ovens; music; and presentations.

State of Oklahoma dignitaries and other pre-selected guests arrived by train at the site at different times throughout the day. The train, part of the Stillwater Central Railroad, traveled to and from Wellston, Stroud, and Oklahoma City.

Activities included Dutch oven food demonstrations and food sampling plus exhibit booths featuring a look into historic Oklahoma culture such as vintage children’s games, antique tractors, vintage canning, archery, and shotgun care. Also part of the demonstrations were modern-day science-based education programs such as the Oklahoma Mesonet weather monitoring system and computer-based farm and ranch risk management.

According to James Trapp, OCES associate director, “Extension’s mission is as vital today as ever, and a constant during the past 100 years is that our successes are measured in large part by the successes of those we serve. The Whistle Stop and Festival is a fun way for us to highlight that fact while providing – as Extension always does – some key educational programs for participants.”

The County Training Program (CTP), part of Extension Community Development was represented at the celebration by agricultural economics professor and program leader Notie Lansford and staff members Judy Rudin, Jendi Mapitigama, and Elizabeth Adcox. Lansford also gave a presentation on the centennial stage about county government.



Dr. Trapp assisting with the Extension celebration.

Agricultural economics Professor Eric DeVuyst had a booth on the Farm and Ranch Risk Management Game for iPad.

100 Years of Extension

Faculty continue to uphold the strong Extension tradition.

The Oklahoma Cooperative Extension Service (OCES), a state agency, is part of OSU’s Division of Agricultural Sciences and Natural Resources (DASNR) and consists of university faculty and staff, local, county, district, area, and state specialists. All 77 counties in Oklahoma have Extension educators providing knowledge to improve lives.

Extension is one-third of the land grant triangular mission that also includes teaching and research. It has a presence in all departments of DASNR.

The Department of Agricultural Economics has several Extension faculty and staff members developing and delivering impactful programs in a wide range of subject matter areas (agecon.okstate.edu/extension). A sampling of educational programming includes:

Jody Campiche and Rodney Jones work with agricultural policy, conducting applied research and education on both farm bill impacts and crop insurance alternatives. Eric DeVuyst has researched the economics of canola crop production and developed and promoted the Farm and

Ranch Risk Management Game for the iPad.

Gerald Doeksen and Brian Whitacre, assisted by Lara Brooks, Fred Eilrich, and Cheryl St. Clair are all active in rural health service enhancement, working with rural hospitals and communities in the Community Health Needs Assessment process. Whitacre is also involved in e-commerce training to small businesses in Oklahoma.

Notie Lansford heads the County Training Program (agecon.okstate.edu/ctp), a training and resource program for county officials and their staffs. He is assisted by Ann Embree, Sherri Schieffer, Suzanne Spears, Judy Rudin, and Jendi Mapitigama.

Kellie Raper is involved with cow-calf profitability improvement through the Oklahoma Quality Beef Network’s educational and calf health management certification program (<http://oqbn.okstate.edu/>). She is also a co-facilitator of the Fed Cattle Market Simulator (<http://agecon.okstate.edu/fcms>) and contributes to the Master Cattleman program (<http://agecon.okstate.edu/cattleman>).

Dave Shideler helps communities with retail trade analysis for retail development and new retail opportunities. He also assists communities with strategic planning and plans for sustaining entrepreneurs as well as economic impact analysis.

Merritt Taylor provides training for fruit and vegetable producers through the Oklahoma market garden program and the risk management educational programs. He also has state-wide leadership for the Oklahoma PRIDE Program, which is designed to train business and government employees about the importance of customer service for community development and business's long-term success and train them about activities, entertainment, and events in their county for visitors and local citizens to enjoy.

Shannon Ferrell holds workshops to train individuals about wind energy lease arrangements (<http://agecon.okstate.edu/wind>) and farm transition workshops with Rodney Jones and J.C. Hobbs (<http://agecon.okstate.edu/farmtransitions/>).

Damona Doye, with Roger Sahs and Sara Siems, support a variety of farm management educational programs including enterprise budgets (agecon.okstate.edu/budgets) and other software tools, Intensive Financial Management and Planning Support (agecon.okstate.edu/Ifmaps), farm recordkeeping (agecon.okstate.edu/quicken), conferences for women in agriculture (okwomeninagandsmallbusiness.com and agecon.okstate.edu/annie), agricultural land values (agecon.okstate.edu/oklandvalues) and leasing information (aglandlease.info), the Master Cattleman program (agecon.okstate.edu/cattleman) and beefextension.com.

Phil Kenkel holds the Bill Fitzwater Endowed Cooperative Chair (<http://agecon.okstate.edu/coops/>) – and serves as editor of the on-line Journal of Cooperatives (<http://acc.k-state.edu/ncera210/>). He also chairs the Cooperatives Community of Practice on eXtension and has hosted several national webinars.

Derrell Peel provides livestock market outlook information; cattle production and market economics; marketing and risk management education; and international cattle and beef trade education. He appears

frequently on SUNUP and co-edits the weekly Cow-Calf Corner electronic newsletter.

Larry Sanders conducts applied research and Extension programs on a variety of public policy issues including natural resource policy (focused on water and oil and gas), macroeconomic policy, trade policy, and public controversy management. His emphasis is on the importance of profitability/economic viability to Oklahoma producers, agribusiness, and rural communities, and highlighting the transition of agriculture and evolving trends for future opportunities as a 21st century industry.

J C. Hobbs is the coordinator of OSU's Farm & Business Tax Institute offered by the Agricultural Economics Department since 1961. Initially established to provide educational information concerning the agricultural related tax laws and provisions for farmers, Extension specialists, and tax return preparers, these institutes have evolved into a professional continuing education program for tax practitioners throughout Oklahoma and address broader issues affecting individual taxpayers and businesses.

Rodney Holcomb focuses on value-added processing activities in Oklahoma and the region, providing bi-monthly "basic training" workshops for entrepreneurs and online business analysis tools, ranging from feasibility templates to how-to videos.

Lynn Malley coordinates the activities of the Solid Waste Management Technical Assistance Grant. This involves educational opportunities for solid waste personnel, environmental law enforcement, and tribal environmental professionals plus county Extension Educators, 4-H volunteers, recyclers, teachers, and youth (<https://www.facebook.com/OkstateSolidWasteManagement>).

Kim Anderson also appears regularly on SUNUP to discuss grain markets, and leads grain grading schools. (Read more about Anderson's Extension work on page 7.)

Extension support staff in the department include Kareta Casey, Donna Rhea, and Debra Wells.

Farm Transition Programs

Faculty facilitate workshops

Written by Rosie Templeton, student communication specialist

Members of the agricultural economics department have conducted a series of workshops to improve Oklahomans' knowledge of transitioning their farm businesses to the next generation.

“Research tells us that fewer than one-third of family businesses survive the transfer from one generation to the next,” said Shannon Ferrell, associate professor of agricultural economics at OSU. “These workshops will help farmers and ranchers keep their families farming together.”

The workshops took place from March to May in Chickasha, Claremore, Woodward, Ardmore, and Stillwater, and boasted a combined attendance of over 220 farm stakeholders. Each workshop was one day in length and covered a variety of topics.

Shannon Ferrell, Rodney Jones, and J.C. Hobbs of the agricultural economics department each conducted sessions that covered business and personal goal-setting, financial analysis, human resources, family communications, estate planning, estate taxes and retirement planning.

The workshops covered a wide range of issues including family communications, diagnosing the current financial health of the farm business, and creating a plan for the future of the farm. The workshops then addressed several retirement, estate planning, and business succession tools that farm families can use to achieve their goals.

“The old saying is true, particularly in farm transitions: ‘failing to plan is planning to fail,’” Ferrell said. “The good news is with good family communications, some planning, a good team of professionals, and a little work, farm families have a great opportunity to craft a plan to preserve their legacy for generations to come.”

The workshop series was hosted by Oklahoma Cooperative Extension Service with funding from the USDA Risk Management Agency through the Southern Risk Management Education Center. The workshops were also sponsored by Farm Credit Associations of Oklahoma and the Samuel Roberts Noble Foundation. The final farm transition workshop will be held Aug. 6 in conjunction with the Oklahoma Women in Agriculture Conference in Oklahoma City.

Don't Miss A Beat...

There are several Facebook pages associated with Extension programs in the department. Like their pages to stay up-to-date on programs and information.

Sustainable Living
through Effective Solid
Waste Management

OSU Farm Management

Oklahoma Women in
Agriculture and Small
Business

Farm Bill Outreach

Campiche continues to provide producers information about the farm bill.

The 2014 farm bill education program began in February. Dr. Campiche will be involved in state, regional, and national level educational programs to help producers understand the new farm bill. During the past few months, 16 extension meetings have been held across the state with the help of OSU extension educators, and two webinars were conducted to educate producers on new programs in the 2014 farm bill. Dr. Campiche is organizing a state-wide farm bill educational program with several USDA agencies that will begin in a few months. Dr. Campiche will also participate in several regional and national level educational programs. Dr. Campiche and Dr. DeVuyst are currently developing a farm bill decision tool to help producers with commodity program enrollment. Dr. DeVuyst will be programming the Excel-based tool. This summer, Dr. Campiche will present in organized paper sessions at the WAEA and AAEA meetings. Dr. Campiche is currently serving as guest editor for a Choices farm bill theme to be published soon. Dr. Campiche and Dr. Rodney Jones are both authors of papers in the Choices farm bill theme.

Empowering the Women of Rural America

Registration is now open for the 2014 Women in Agriculture & Small Business Conference



**OKLAHOMA'S STATEWIDE
WOMEN IN AGRICULTURE
&
SMALL BUSINESS
CONFERENCE**

Mark your calendar!
August 7-8, 2014
Moore Norman Technology Center
13301 S. Penn Ave. in OKC

- Concurrent breakout sessions offered from three tracks - agricultural, alternative enterprises, & business and finance
- Mini mall showcasing made-in-Oklahoma products
- Networking opportunities with Oklahoma Agriculture & Small Business vendors

For registration and additional conference information, call (405) 744-9826 or visit www.OKWomenInAgAndSmallBusiness.com.

Alumni

Alumni Spotlight

Ag Econ Alum Byron Enix part of continuing tradition at OSU.

Byron Enix, ag econ alumnus says OSU is definitely “where his story began,” along with his grandparents and his parents, and now his daughter. They all met their future spouses while at OSU. “Our Stories,” he states, “truly began in the same place that has affected so many generations. Homecoming 2011 (theme “Where Your Story Began”) reminded me again of how important this place is to “my story” and why I tell EVERYONE I meet what a great place OSU is.

Enix graduated in 1984 with a degree in agricultural economics. In his senior year, he interviewed with the Farm Credit System. According to Enix, “It was the one job I was most hoping I would get.” Finally, the week before graduation, Farm Credit extended him a job offer, and he said “Yes” as quickly as he could.

“My first twelve years with Farm Credit, Enix says, “were spent in Oklahoma working in offices in Pauls Valley, Vinita, and finally, back in Stillwater. My OSU ag economics degree helped me in my roles in lending in each of these offices, and that experience led to the opportunity to be Branch Manager in Stillwater.”

“I moved to Colorado to take on more responsibility in roles in the Fort Collins and Greeley offices. There I was able to apply my ag economics and accounting background when I became the Chief Financial Officer. I was in Colorado for 14 years before joining American AgCredit (a large multi-state Farm Credit Association) in the spring of 2010. That led to positions in Kansas and California, where I returned to lending and eventually became the Chief Operating Officer and now CEO.”

Enix relates that “the mission of American AgCredit is to serve those working in agriculture by providing capital in the form of loans. My role as CEO allows me to lead and support our employees and our business in fulfilling that mission to agriculture. What could be better than going to work each day knowing that you are helping agricultural producers and making a difference in their lives? I love my job.”

About his time at OSU, Enix says, “I have more good memories from that time in my life than I can count! Attending OSU allowed me to fulfill my childhood dream of becoming part of the OSU family, to follow in the tradition of my Grandfather Jim Enix who was a professor in the ag econ department at OSU, and to change my life by allowing me to meet my wife.”

“I am the first to admit,” he continues, “that my grades did not indicate that I was the best of students. Working nearly full time to pay for out of state tuition was partly a contributor to that, but frankly, it took me almost two full years to learn how to learn and what level of commitment was needed to succeed. However in the ag economics department, there were great teachers who were patient leaders and as a result, I learned so much under them, even if my grades didn’t always reflect that. So, a big ‘Thank you’ to OSU ag economics faculty like Dr. Harry Mapp, Dr. Joe Williams, and Dr. Jim Osborne, who stuck with me and helped me over that hump. Their patience, teaching, and leadership paid off with me receiving my degree in four years and launching my 30 year career into the Farm Credit System.”

Also, Enix states, “My wife, Carol, and I were married while we were both still students at OSU. Married Student Housing was our first home. We’ve been married for 30 years now. We have three daughters Angela, Elaine, and Diane. Angela and her husband, Zach Miller, live in Castle Rock, Colorado with our grandson, Cameron. Elaine (OSU 2010) and her husband, Yance Farney (OSU 2010), live in Wichita, Kansas with our grandsons, James and Luke. Diane is a senior at Wichita State and will be graduating in May with a degree in Marketing. Our faith in, and relationship with God has been the pivotal force in our family, in our activities, and in my reputation and accomplishments in the workplace.”

Enix’s advice to current students is “I believe that in your college career as well as in your work career that it is of utmost importance that you be the hardest worker in the room, but that you also maintain a great work-life balance, and that you pay attention moment by moment to being

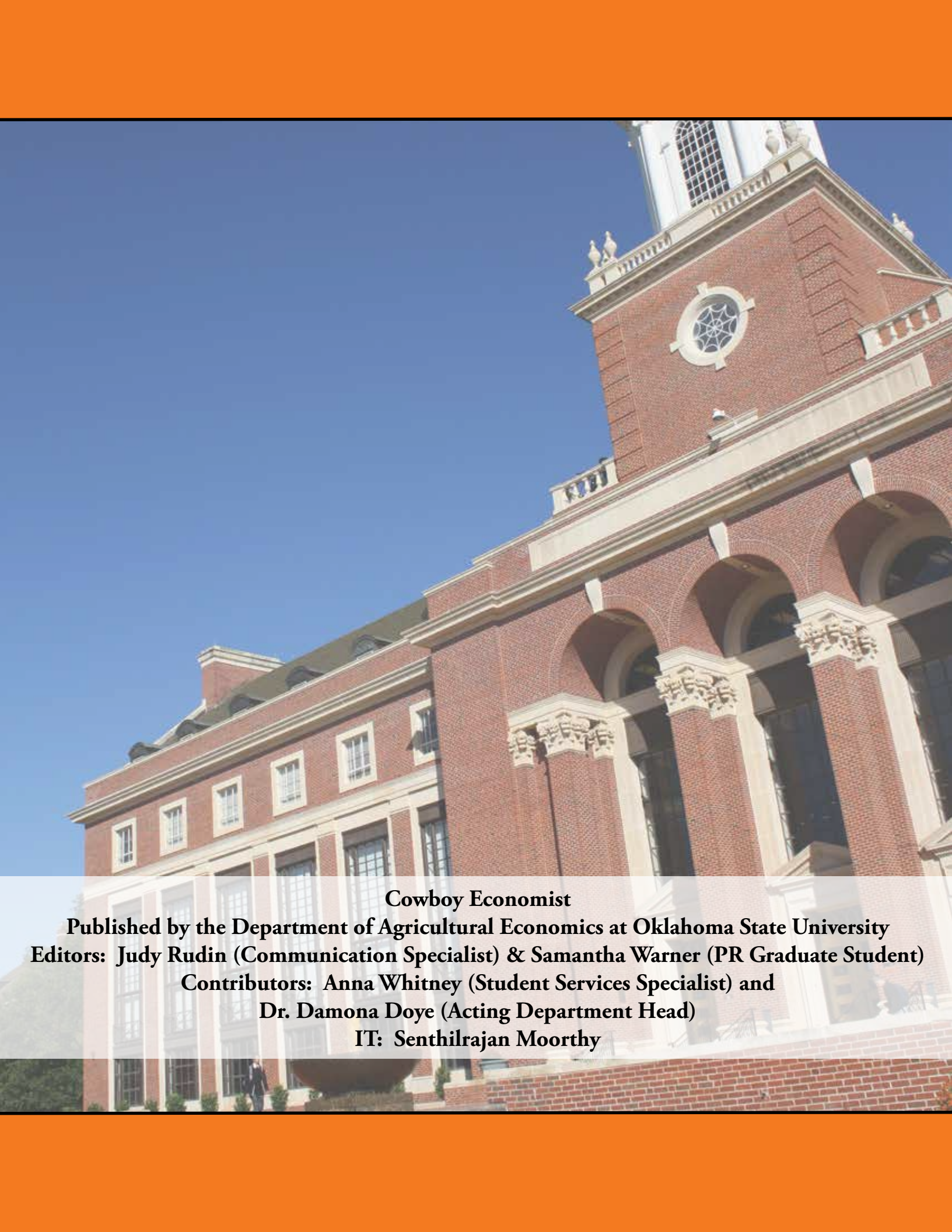
a person of integrity and genuiness who cares more about the people around you than for yourself. You don't have to be the smartest person in the room, you just have to work smarter than all the other people in the room. So many people put in 60 plus work weeks, but I believe that the ones who are truly great are the ones who put 60 hours of work into a 40 hour work week. That will allow you to stand out from your peers, and it will allow you to focus on the important business of "life". Work very hard. In fact, work harder than anyone else, but shut it down at the end of the day and keep it in balance and perspective. Your reputation and your treatment of everyone around you from the night watchman in your building to the competitor's CEO will spread by word of mouth much more quickly and be much more important to your success than your degree, income statement, or job title."

Enix was named President and CEO of American AgCredit in January of 2014. He is now located in the Santa Rosa, California office.

American AgCredit specializes in providing financial services to agricultural and rural customers throughout California, Nevada, Central Kansas, Northern Oklahoma, Central and Western Colorado, and Northern New Mexico, plus capital markets' customers in 30 states.

Founded in 1916, American AgCredit is part of the nationwide Farm Credit System, and is the nation's sixth largest Farm Credit cooperative. It has offices in 33 locations and 5 states. It has over \$6 billion in loan volume and in excess of 7000 agriculture producers as customers.





Cowboy Economist

Published by the Department of Agricultural Economics at Oklahoma State University

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