

## Department of Agricultural Economics

Members of the Department of Agricultural Economics at Purdue offer a broad range of teaching, research, and Extension/outreach programs. Administrative professional staff include individuals who may have responsibilities in areas such as: conducting research, teaching, directing centers, leading outreach programs, managing specialty services, supervising staff, and supporting faculty programs.

### DEPARTMENT OF AGRICULTURAL ECONOMICS

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**PURDUE**  
UNIVERSITY

## Department of Agricultural Economics



*36th Annual  
James C. Snyder  
Memorial Lecture*

April 16, 2010

## Agenda

### Dessert and Coffee Reception

1:45-2:15 p.m.  
Krannert Drawing Room

### Awards Program

Graduate Posters  
Outstanding MS Thesis Award  
Outstanding PhD Dissertation Award  
Outstanding Undergraduates  
Outstanding Thesis Presentation

#### Apex Awards:

Kim Emshwiller, Jason Henderson,  
Evelyn Ott & Warren Preston

2:15-3:30 p.m.  
Krannert Drawing Room

### 36th Annual James C. Snyder Memorial Lecture

Ian Sheldon, The Ohio State University

“Climate Policy and Carbon Tariffs:  
Some New Wine Mixed with Old Wine in New  
Green Bottles?”

3:30-4:30 p.m.  
Krannert Auditorium

36th Annual James C. Snyder Memorial Lecture, April 16, 2010

## Snyder Lecture

### “Climate Policy and Carbon Tariffs: Some New Wine Mixed with Old Wine in New Green Bottles?”

Recent proposals in the US and Europe to apply “carbon tariffs” have highlighted the connection between climate policy and international trade. In this presentation I will outline and discuss the key economic and legal issues relating to the application of carbon tariffs in the context of climate policy. The overall conclusion I draw is that the connection between trade and environmental policy is really not that new, having been discussed in considerable detail since the early-1990s, and reflected in an extensive economics literature. In addition, legal concerns about carbon tariffs are not particularly new, although only a WTO ruling on their presence alongside climate policies will resolve any legal uncertainty. However, there are some issues concerning carbon tariffs that present additional layers of complexity in terms of their determination and implementation.

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## Snyder Lecture

### Ian Sheldon

*Andersons Professor of International Trade  
Department of Agricultural,  
Environmental and Development Economics  
The Ohio State University*



Dr. Ian Sheldon was born and raised in Brighton in the United Kingdom, and upon finishing grammar school in 1974 he chose to read for a degree in economics at university. He completed his B.Sc. in Economics with Honors in 1978, and his Ph.D. in Economics in 1981, both at the University of Salford - the twin city to Manchester in the north-west of England. This was followed by a year as a post-doctoral fellow at the University of Manchester, Institute of Science and Technology, before he took a post as Lecturer in Economics and Agricultural Economics at the University of Exeter in 1982. He came to the United States as a Visiting Professor at The Ohio State University in 1989, and subsequently joined the Department of Agricultural, Environmental and Development Economics at Ohio State as an Associate Professor in 1990. He was subsequently made Full Professor in 1998, and was appointed to his current position as Andersons Professor of International Trade in 2006.

He has conducted research in both the fields of industrial organization and international economics, his current research focusing on the interaction between trade and climate policy, trade reform and tariff escalation, and international harmonization of labeling regimes.

He has published his research widely in the economics and agricultural economics journals, as well as being an editor/co-editor of several books. He has also been an Editor of the *American Journal of Agricultural Economics*, and is currently Featured Articles Editor for the Agricultural and Applied Economics Association's re-launched journal, *Applied Economic Perspectives and Policy*.

He currently serves as Chair of the International Agricultural Trade Research Consortium, and also participates in a wide range of outreach activities on public policy issues.

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## Apex Award

### The 2010 Apex Awards

Presented by the

Department of Agricultural Economics  
Purdue University

In recognition of those individuals with a strong connection to the Department of Agricultural Economics who have made outstanding contributions in their fields. The Apex Award represents the convergence of accomplishment in the lives of our honorees.



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## Apex Award

### Kim Emshwiller

*President*

*Vision Ag Inc., Vision Ag Farm Management Services, LLC., Prairie's Edge, Auto Works, Inc. Rensselaer, IN*



Kim Emshwiller is a small business owner and a true entrepreneur at heart. Since 2001 Kim and her business partner have started five businesses. Kim's first business as well as her first true love is a fertilizer and chemical farm supply dealership. Starting as a buying group with a hand full of farmers and a pick-up truck Kim started Vision Ag, Inc. It has since grown into a full service retail dealership.

In 2004 a retiring farm manager asked Kim if she would take on his clients and Vision Ag Farm Management Services, LLC. was born. Kim and her staff provide full farm management services.

Kim grew up on a dairy farm and watched her mother garden and make handmade soap all of her life. In 2007 Kim and her sister convinced their mother to take her hobbies to a new level and market them commercially. They started Blue Monday Soap Company and sell most of their all natural handmade soap and body products by e-commerce.

With not quite enough to do; in 2008 Kim and her business partner saw a niche market that needed filled and they started Prairie's Edge, specializing in everything outdoors. Prairie's Edge helps everyone from a fisherman, gardener, to an animal lover satisfy their passions.

When the Ford dealership in Rensselaer went out of business, Kim and her partner saw eight people with a lot of skill and no job. They hired the service manager, parts manager, secretary, and all the mechanics to perform auto repair under the name of Auto Works.

When Kim isn't satisfying her passion for business she serves her community as much as possible by serving as the President of the Rensselaer Chamber of Commerce, sits on the NW IN Workforce Board, and Jasper County Farm Bureau board. She is also an active member of the Pheasants Forever, National Turkey Federation, and Farmers and Hunters Feeding the Hungry associations.

Kim graduated from Purdue with a BS degree in Agricultural Economics. She bleeds black and gold and tries to get back to Purdue as much as possible to cheer on the Boilers.

## The Snyder Lectures

The James C. Snyder Memorial Lecture is the Department of Agricultural Economics' signature event at Purdue University. The lectures were established at Purdue in February 1975 as an appropriate memorial to a distinguished member of the faculty. Funds for the support of such a memorial are contributed by friends and corporations who wish to encourage the continuation of the professional efforts of Jim Snyder during his brief but brilliant career.

The purposes of the Memorial Lectures are:

- To stimulate the intellectual environment of the Department for more creative research, teaching, Extension, and international activities.
- To recognize the professional contributions of Professor James Snyder in pioneering undergraduate curriculum in agricultural business management, and in the development and application of quantitative techniques for agribusiness research and training of graduates.
- To contribute to the Department's efforts to enhance and motivate excellence in all of its mission areas by bringing to the Purdue campus individuals who can offer unique contributions.
- To broaden the perspective of students by exposing them to outstanding professionals from other institutions, and close interaction both within structured situations and informal settings.
- To assist the faculty on specific assignments.

A top professional in agricultural business and economics, or related areas, is brought to the campus to interact with staff and students. The Memorial Lecture, of general interest to all Department professional staff and students, is the high point of the visit. The lecture is open to the public with selected professional and lay people invited as special guests.

### Recent Snyder Lecturers

*Brian Wright, 2009*

*Scott Irwin, 2008*

*Jason Shogren 2007*

*Zoltan Acs, 2006*

*David Downey, 2005*

*Douglas Hedley, 2004*

*Susan Offutt, 2003*

*Victor Davis Hanson, 2002*

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## James C. Snyder

*In Memoriam*  
**March 31, 1930 - June 1, 1974**

Dr. James Snyder was born March 31, 1930 in Ontario, Canada. He completed his Bachelor's Degree at Ontario Agricultural College in 1953. He came to Purdue for Graduate study in Agricultural Economics and earned his M.S. Degree in 1956 and a Ph.D. Degree in 1962.

Jim very early on, demonstrated extraordinary initiative and creativity in his graduate research. He became excited about the potential use of management decision models for agribusiness. In recognition of his excellence in research, Jim received a Ph.D. thesis award from the *American Farm Economics Association*, the first such award earned by a Purdue student.



Upon completion of graduate study, Jim became a member of the faculty in Agricultural Economics at Purdue and began a brilliant teaching and research career, attaining the rank of Professor in 1969. He was named Teacher of the Year in recognition of his outstanding undergraduate instruction in business management.

His pioneering research contributed greatly to knowledge about the practical applicability of quantitative approaches to decision making in management of agribusiness firms. He became increasingly excited about the growing success he was achieving by employing advanced quantitative methods in the solution of practical problems. His design of functional programs for management decision-making is well known, and his consulting activities gave him insights and opportunities to make his work relevant to every-day business needs.

Jim Snyder was a master teacher of graduate students. He gave the type of personalized and rigorous training which qualified them for leading positions in business, education and government. He made research exciting and students responded with hard work, devotion and admiration. Students wanted to work with him. Jim Snyder will be remembered as a brilliant colleague whose work, standards and style are a challenge to all to build and grow.

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## Apex Award



### Jason Henderson

*Vice President and Branch Executive*  
*Omaha Branch*  
*Federal Reserve Bank of Kansas City*

Jason Henderson is Vice President and Omaha Branch Executive at the Federal Reserve Bank of Kansas City. In this role, he leads the Bank's agricultural research activities, serves as the Bank's regional economist and representative in the state of Nebraska, recruits and works closely with the branch's board of directors and is responsible for briefing the Kansas City Fed's president – a member of the Federal Open Market Committee – on economic and business activity in the state.

Jason joined the Omaha Branch as Branch Executive in 2006. Prior to being promoted into this position, he served as Senior Economist with the Center for the Study of Rural America at the Federal Reserve Bank of Kansas City. Jason began his second stint at the Bank in 2001 after completing his Ph.D. degree from Purdue University where he was the recipient of a USDA National Needs PhD Fellowship in Agribusiness. He has a M.S. degree in agricultural economics from Purdue University and a bachelor's degree in economics from Central College in Pella, Iowa.

Jason's research interests focus on rural economic issues. Jason has published research on rural migration, innovation, entrepreneurship, land values, the growth of knowledge-based activity in rural America, and the use of electronic commerce in agricultural industries. He is responsible for publication of the Tenth Federal Reserve District's quarterly survey of agricultural credit conditions and the *Main Street Economist*, a Federal Reserve Bank of Kansas City publication reviewing the major economic challenges and opportunities emerging in rural America. He is also responsible for the *Agricultural Finance Databook*, a Federal Reserve System publication summarizing national agricultural finance conditions.

Jason presents frequently to a wide range of business, financial and policy audiences and has presented expert testimony on agricultural finance conditions before Congress. His research has been widely cited by policy officials, other researchers, and leading media outlets, including *The Wall Street Journal*, *New York Times*, *Financial Times*, and *USA Today*.

Jason is a native of Arlington, Iowa, where he was raised on a small dairy farm. He is married and has three children.

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## Apex Award

**Evelyn Ott**

*Scholarship Benefactor*



Mrs. Ott grew up in rural southern Indiana and attended Indiana University in the early 1950's. During her time at Indiana University, she earned her Bachelor's degree in Education and met her husband, Leland, who at the time was working towards his degree in Marketing.

After completing 2 years of military service, Dr. Leland Ott returned to Bloomington to work on his MBA in Marketing, earning the degree in the fall of 1955. Shortly after, he accepted a staff position at Purdue University in the Agricultural Economics Department, and began working on a PhD in Agricultural Economics. On June 24, 1956, Dr. and Mrs. Ott married and began their lives together in West Lafayette.

Leland Ott embarked on a successful career spanning academia, government, and corporate America. He served on the faculty at Cornell University's Agriculture Economics Department. He conducted marketing research at the U.S. Department of Agriculture during the Kennedy Administration. Later, he became vice president of the marketing research for General Foods Corporation. After serving as vice president of marketing research for Grey Advertising in New York City, he began his own marketing research consulting firm, Leland E. Ott and Associates, in New York City.

In November 2009, Mrs. Ott announced her \$500,000 pledge to the matching gift Presidential and Trustee Scholarship program. Her gift will be matched dollar for dollar, ultimately creating a \$1 million dollar endowment in Agricultural Economics. The Dr. Leland E. Ott Memorial Scholarship will provide 4-5 full ride scholarships annually for undergraduate students studying Agricultural Economics.

Mrs. Ott's memorial scholarship gift honoring Dr. Ott will greatly contribute to the continued success of Agricultural Economics and will directly impact the lives of Purdue students in the years to come.

Evelyn Ott's connection to Purdue extends well beyond fond memories, old friends, and even new scholarships. One of the couple's two sons, David, graduated from the College of Agriculture in 1982. One of their five grandchildren, William Ott, is currently a senior at Purdue in the College of Technology.

Mrs. Ott resides in Jeffersonville, Indiana, where she remains an ardent Boilermaker fan and active in the area's large Falls City Purdue Alumni Association chapter.

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## Apex Award

**Warren Preston**

*Associate Deputy Administrator,  
Livestock & Seed Program  
Agricultural Marketing Service,  
U.S. Department of Agriculture*



Dr. Warren Preston serves as Associate Deputy Administrator and Chief Economist for the Livestock and Seed Program in the Agricultural Marketing Service of the U.S. Department of Agriculture. Concurrently, he has also served as Chief of the Livestock and Grain Market News Branch. In these roles, he serves as the Agency's expert on the economic matters relating to the livestock, meat, fish, grain, and seed industries and advises senior management on the economic implications of policies and programs affecting these industries. He is responsible for overseeing the Program's production of commodity market information for livestock, meats, and grain, with over 1,000 unique daily, weekly, and monthly reports disseminated to users worldwide. Throughout his career at USDA, Warren has been recognized with numerous certificates of merit and Agency awards for his contributions supporting the mission and goals of his Agency.

Warren joined the Agricultural Marketing Service in November 2001 as the Livestock and Seed Program's Chief Economist. From 1992 to 2001, he worked in the Packers and Stockyards Programs of the Grain Inspection, Packers and Stockyards Administration, initially serving as Leader of the Economics Section in the Industry Analysis Staff and later as the first Chief of a newly established Competition Branch. From 1986 to 1992, he held a research and teaching position as an Assistant Professor in the Department of Agricultural Economics at Virginia Tech, focusing on agricultural marketing and the interface between public policies and food system performance.

Although he is a native of California, at a young age he moved with his family and spent most of his youth in the town of Canfield, Ohio. Warren earned his bachelor's degree in dairy science from The Ohio State University. He earned his master's and doctoral degrees in agricultural economics from Purdue University, where he met his dear departed wife, Eliana. He has coached his son's youth soccer and baseball teams, is a high school drama booster, and is active in the fight against breast cancer. Warren and his son reside in Alexandria, Virginia.

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