

Plenary Sessions

Keynote Address

Sunday, 6:00 pm–7:00 pm

Nicollet Ballroom ABC, Main Level



Photo Credit: Robyn Wishna

Brian Wansink

Cornell University

“Rethinking Behavioral Change: The Promise and Pitfalls of Behavioral Economics”

Brian Wansink received his PhD in Consumer Behavior in 1990 from Stanford University. Wansink founded the Food and Brand Lab in 1997 at the University of Illinois. In 2005, he moved with his Lab to the Department of Applied Economics and Management at Cornell University in Ithaca, NY. At Cornell, he is the John S. Dyson Professor of Marketing, Director of the Cornell Food and Brand Lab (<http://FoodPsychology.cornell.edu>), Co-Director of the Cornell Center for Behavioral Economics in Child Nutrition Programs (<http://ben.cornell.edu>), and cofounder of the Smarter Lunchrooms Movement (<http://smarterlunchrooms.org>). He is best known for his work on consumer behavior and food and for popularizing terms such as “mindless eating” and “health halos.” His research has focused on how microenvironments influence what and how much people eat and how much they enjoy it. He is the author of over 100 academic articles and books, including *Marketing Nutrition* (2005) and the best-selling book *Mindless Eating: Why We Eat More Than We Think* (Bantam Dell, 2006). He is a 2007 recipient of the humorous Ig Nobel Prize and was named ABC World News Person of the Week on January 4, 2008. Since 2006, Wansink has written a monthly column on food behavior for MSNBC entitled *Chew on This*. In July 2007 he joined Prevention.com as one of their two nutrition columnists, writing the column *Food Think with Wansink*. Between 2007 and 2009 Wansink was granted a leave from Cornell to become the Executive Director of the Center for Nutrition Policy and Promotion in Washington DC, leading the development of the USDA 2010 Dietary Guidelines. In January of 2009 he returned to his job at Cornell University.

AAEA Presidential Address

Monday, 8:30 am–9:30 am

Nicollet Ballroom ABC, Main Level



Barry Goodwin

North Carolina State University

“Agricultural Policy Analysis: The Good, the Bad, and the Ugly”

Barry Goodwin is William Neal Reynolds Distinguished Professor in the Department of Agricultural and Resource Economics and Economics at North Carolina State University. He holds a PhD in economics from North Carolina State University. He has held faculty positions at Kansas State University and The Ohio State University. His teaching, research, and outreach efforts have addressed a wide range of problems in agriculture, including policy, trade, risk management, price analysis, and econometrics. He has been on numerous editorial boards and has participated in a wide variety of activities important to the advancement of the agricultural economics profession. His research is widely cited, and he has received numerous research awards, including outstanding article awards from the AAEA, the WAEA, and the CAEA. He served on the AAEA Board of Directors from 2009-2011 and is on the Executive Board of the International Agricultural Trade Research Consortium (IATRC). He was inducted as a Fellow of the AAEA in 2006.

Plenary Sessions

AAEA Fellows Address

Tuesday, 8:30 am–9:30 am

Nicollet Ballroom ABC, Main Level



Kathleen Segerson

University of Connecticut

“The Role of Economics in Interdisciplinary Environmental Policy Debates: Challenges and Opportunities”

Dr. Kathleen Segerson is a Board of Trustees Distinguished Professor of Economics at the University of Connecticut. She is an environmental economist, with a strong interest in collaborative interdisciplinary work. Her research within economics has focused primarily on the incentive effects of alternative environmental policy instruments, including applications in the following areas: groundwater contamination, hazardous waste management, and work place accidents; land use regulation, climate change and nonpoint pollution from agriculture. In addition, she has been a participant in several projects related to ecosystem services and

to the protection of marine species.

Dr. Segerson is a fellow of the Association of Environmental and Resource Economists (AERE) and of the Agricultural & Applied Economics Association (AAEA). She is past-president of AERE, and has served as Vice-President and a member of the AERE Board of Directors. She is currently a co-editor of the new *Journal of the Association of Environmental and Resource Economists* and has previously served as a co-editor and an associate editor of the *American Journal of Agricultural Economics* and an associate editor of the *Journal of Environmental Economics and Management*. Dr. Segerson has been a member of the Chartered Board of the U.S. Environmental Protection Agency’s Science Advisory Board (SAB), and has served on several SAB committees, including serving as vice-chair for the Committee on Valuing the Protection of Ecological Systems and Services. She is also currently a member of the Board on Agriculture and Natural Resources of the National Research Council (NRC) of the National Academy of Sciences. Past service also includes several advisory committees for the NRC and the National Science Foundation, including recent service on the NRC Panel on the Review of the National Climate Assessment. She also serves on the Centre Advisory Panel of the Nordic Center on Research on Marine Ecosystems and Resources under Climate Change and the External Advisory Board of the National Socio-Environmental Synthesis Center (SESYNC).

Dr. Segerson holds a BA in mathematics from Dartmouth College and a PhD in agricultural and resource economics from Cornell University.

AAEA Galbraith Forum

Tuesday, 6:15 pm–7:15 pm

Nicollet Ballroom ABC, Main Level



Jean Tirole

Toulouse School of Economics

“Intellectual Property and Public Policy”

The future of several industries hinges on public policy toward intellectual property. This lecture will investigate a couple of challenges faced by policymakers. New technologies tend to be covered by a wide array of patents issued to the different firms that contribute components to the technology. Public policy thereby confronts two major policy issues concerning the diffusion and sharing of intellectual property. First, the patent thicket is conducive to “royalty stacking”, threatening the diffusion of the technology. Second, when standardization is necessary, any patent needed to practice the standard becomes a “standard-essential patent” and

the patent owner can ask for a high royalty even when other patents could have offered comparable value, had the technology been morphed differently. The lecture will discuss public policy reforms that would favor widespread technology diffusion while rewarding only truly innovative contributions.

Speaker Series Events

COSBAE/CWAE Speaker Series & Luncheon

**If available, tickets for these events will be sold at the registration desk until the day before the event. No tickets will be sold the day of the event.*

Monday, 11:30 am - 1:00 pm

Millenium Hotel, North Grand, Lobby Level

*This is a ticketed event. The cost to attend is \$45.**



Kellee James Mercaris, Founder and CEO of Mercaris

“Economists, Externalities & Entrepreneurship: A Call to Find New Ways to Address Big Challenges in Agriculture, Energy, Water and Waste”

Kellee James is Founder and CEO of Mercaris, a market data service and trading platform for organic, non-GMO and other identity-preserved agricultural commodities. Prior to Mercaris, Kellee spent five years at the Chicago Climate Exchange (CCX), the first electronic trading platform and registry for spot, futures and options contracts on carbon, sulfur, clean energy and other environmental products. In 2009, she was appointed by President Barack Obama as a White House Fellow where she advised members of the administration on environmental markets. She has also worked with coffee farmers and commodity banks in Latin America on risk management and income diversification strategies. Kellee was named by both Black Enterprise Magazine and Crain's Chicago Business Magazine as a '40 under 40' rising leader. Ms. James is an Aspen Institute Catto Environmental Fellow and has also served on the board of Net Impact, a membership organization of more than 12,000 MBA professionals committed to sustainability. She is currently a non-resident senior fellow at the Joint Center for Political & Economic Studies, a think tank in Washington, DC. Kellee received her MBA and MA in International Development from American University and completed a BA in Spanish from the University of Kentucky.

Extension Speaker Series & Luncheon

Monday, 11:30 am - 1:00 pm

Millenium Hotel, Center Grand, Lobby Level

*This is a ticketed event. The cost to attend is \$45.**



Mike Boehlje, Purdue University

“Engagement and the Future of the Land Grant University”

Mike Boehlje is a distinguished professor in the Department of Agricultural Economics and the Center for Food and Agricultural Business at Purdue University. He previously held faculty and administrative positions at Iowa State University, University of Minnesota and Oklahoma State University. Mike has devoted his career to helping farm and agribusiness managers and policymakers understand the pragmatic economic and financial consequences of their decisions. The fundamental focus of his work has been to integrate concepts of economics, finance and strategy to solve problems of farm and agribusiness managers. A major theme of Mike's research, writing and lecturing for the past 10 years, has been the importance of strategic planning and thinking, and positioning the firm for long-term viability and success. His work has attempted to extend and apply modern management concepts of systems analysis, process control, transactions cost, strategic positioning, real options and supply/value chain management to the food production, processing and distribution system.

International Speaker Series and Banquet

Monday, 8:00 pm - 9:00 pm

Hyatt Regency, Regency, Second Level

*This is a ticketed event. The cost to attend is \$85.**



Tim Kehoe, University of Minnesota

“The Stages of Economic Growth Revisited”

Tim Kehoe received his BA in Economics and Mathematics from Providence College in 1975 and his PhD from Yale University in 1979. He has taught at Wesleyan University, the Massachusetts Institute of Technology, and the University of Cambridge in England. Since 1987, Tim has been a Professor in the Department of Economics at the University of Minnesota where he is Distinguished McKnight University Professor, Director of Graduate Studies, and a highly sought teacher and graduate advisor. He has written over 100 books and scholarly articles and has supervised or co-supervised more than 70 PhD theses in Economics. He is also an adviser at the Federal Reserve Bank of Minneapolis. His research and teaching focus on the theory and application of general equilibrium models. Tim has advised the Spanish government on the impact of joining the European Community in 1986, the Mexican government on the impact of joining NAFTA in 1994, and the Panamanian government on the impact of unilateral foreign trade and investment reforms in 1998. Tim was elected a Fellow of the Econometric Society in 1991, was elected Miembro de Honor of the Asociación Española de Economía in 2010, and was elected one of first Economic Theory Fellows of the Society for the Advancement of Economic Theory in 2011.