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# Jay M. Lillywhite

## Curriculum Vitae

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New Mexico State University  
Las Cruces, NM 88003-8003

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### Education

Ph.D. Agricultural Economics (2003)  
Purdue University, West Lafayette IN  
Specialty Areas: Agribusiness Marketing & Natural Resource Economics  
GPA 3.8

M.S. Economics (1994)  
Utah State University, Logan UT  
GPA 4.0

B.S. Economics (1992)  
Brigham Young University, Provo UT  
GPA 3.8

### University Positions

*Assistant Professor* 2002 to present  
New Mexico State University

- ◆ 70 percent research, 30 percent teaching
- ◆ Course subject areas include marketing and sales
- ◆ NMSU NAMA club advisor / co-advisor (2003-present)

*Teaching Specialist / Assistant Professor* – 1998 to 2000  
University of Minnesota / Southwest State University, Marshall MN

- ◆ 100 percent teaching appointment at Southwest State University
- ◆ Director of Southwest Center for Economic Education (National Council on Economic Education affiliation)
- ◆ Taught undergraduate agribusiness management and economics courses
- ◆ Advised agribusiness management students
- ◆ Served as co-advisor of Southwest State University's Agribusiness/Agronomy Club

*Research Assistant* to Dr. Michael Duffy – 1995 to 1998  
Iowa State University, Ames IA

- ◆ Prepared and analyzed data for Iowa State University's annual Land Value Survey
- ◆ Maintained and analyzed data for several state surveys regarding farm size, management and operational configuration

*Teaching Assistant* to Dr. Reid Durschi – 1994 to 1995  
Utah State University, Logan UT

- ◆ Conducted weekly review sessions for introductory macro economics course
- ◆ Administered weekly course exams
- ◆ Corrected and recorded weekly course exams

*Research Assistant* to Dr. W. Cris Lewis – 1992 to 1994  
Utah State University, Logan UT

- ◆ Prepared supplemental questions for Managerial Economics: Study Guide with Tools Software
- ◆ Graded Managerial Economics exams

### Awards and Honors

- ◆ U.S.D.A. National Needs Fellowship, Purdue University (2000 – 2002)

## Current and Former Professional Memberships

- ◆ American Agricultural Economics Association
- ◆ Association of Cooperative Educators
- ◆ International Food and Agribusiness Management Association
- ◆ Western Agricultural Economics Association

## Research Outputs

### *Refereed Publications*

- Mori, Hiroshi, Dennis L. Clason, and Jay M. Lillywhite. "Estimating Price and Income Elasticities in the Presence of Age-Cohort Effects." *Agribusiness: An International Journal*. Forthcoming.
- Lillywhite, Jay M., Jerry Hawkes, James Libbin, and Ryan Herbon. "Economic Return to Adoption of Mechanical Thinning: The Case of New Mexico Chile." *Journal of the ASFMRA* 2005.
- Lillywhite, Jay M., Jerry Hawkes, and Jim Libbin. "Measuring Net Benefits Resulting from University-Industry Collaboration: An Example from the New Mexico Chile Task Force." *Western Economics Forum* 4:1(Spring 2005):19-24.
- Hadjigeorgalis, Ereney and Jay M. Lillywhite. "The Impact of Institutional Constraints in the Limarí River Valley Water Market." *Water Resources Research* 40(2004):1-11.
- Lillywhite, J. and M. Duffy. "A New Perspective on an Old Issue: Multifamily Farms in America's Agriculture." *AJAA* 16:4 (2001):184-190.
- Lillywhite, J., A. Kaufman, G Petter, F. Sato, J. Tate, S. Tirmizi, and J. Gieseke. 1998. "More than Just Another Dam Project: Insights into Applied Research through a Post Evaluation of the Lake Red Rock Study." *Social Insight* Fall 1998 Vol. 3.

### *Extension Publications*

- Hadjigeorgalis, Ereney, Jay M. Lillywhite, and Esteban Herrera. "International Trade in Pecans." New Mexico State University Extension publication Z-503. 2005.
- Lillywhite, Jay. M., Ereney Hadjigeorgalis, and Esteban Herrera. "Marketing Channels for Pecans." New Mexico State University Extension publication Z-307. 2003.
- Duffy, M., J. Lillywhite, and N. Mastrogiannopoulos. "Iowa Land Value Survey." Iowa State University Extension publication FM-1825. 1998.
- Duffy, M. and J. Lillywhite. "Iowa Land Value Survey." Iowa State University Extension publication FM-1825. 1997, 1996, 1995.
- Edwards, W. and J. Lillywhite. "Fieldwork Days in Iowa." Iowa State University Extension Publication PM-695. 1996.

### *Professional Publications in Proceeding Issues*

- Duffy, M. and J. Lillywhite. "Impact of Manure on Costs, Returns, and Energy Use on Corn Fields in Iowa." *Animal Production Systems and the Environment Proceedings*. Des Moines, IA. 1998.
- Lillywhite, J. "The Feasibility of Meat Goats in Minnesota." *Minnesota Dairy Goat Association 2000 Annual Meeting Proceedings*. St. Paul, MN. December 2000.

### *Other Publications*

- Lillywhite, Jay M., Jerry Hawkes, James Libbin, and Ryan Herbon. "Economic Return to Adoption of Mechanical Thinning: The Case of New Mexico Chile." New Mexico Chile Task Force, Report 14 2004:1-12.
- Diemer, Joel, Richard Phillips, and Jay Lillywhite. "Developing New Marketing Strategies for the Southwestern Chile Industry." New Mexico Chile Task Force, Report 11 (January 2003):1-13.
- Lillywhite, J. "2000 – 2001 AURI State of Meat Industry in Minnesota." *Agricultural Utilization Research Institute Publication*. 2001.
- Lillywhite, J. "The Feasibility of Meat Goats in Minnesota." *Agricultural Utilization Research Institute Publication*. <http://www.auri.org/research/goatmeat/goat.htm>. 2000.

Duffy, M. and J. Lillywhite. "Defining the 'farm': What about Multi-Family Operations?" *Leopold Letter*. Leopold Center for Sustainable Agriculture, Fall 1998.

### ***Presentations***

- Lillywhite, Jay M., Paul V. Preckel, and James Eales. "Maintaining Parameter Invariance in Censored Micro-Level Data." Selected Paper presentation American Agricultural Economics Association Annual Meeting, Providence, Rhode Island, July 24-27, 2005
- Lillywhite, Jay M., Richard Phillips, and Daniel Kim. "Information Technology Affiliates Project Management Training." New Mexico Association of Counties 2005 Annual Conference. Hobbs, NM. June 8, 2005
- Lillywhite, Jay M. "Prospects for Food Processor Training." Presentation made to Dean Jerry G. Schickedanz and New Mexico State University's College of Agriculture and Home Economics Food Technology Center Executive Committee. Las Cruces, NM. May 11, 2005.
- Lillywhite, Jay M. "Marketing Trends in Sustainable Agriculture." Presented at the Workshop in Sustainable Agriculture (Sponsored by New Mexico State University Cooperative Extension Service). Sunland Park, NM. December 2, 2004.
- Lillywhite, Jay M. and Clayton Puckett. "New Mexico's Farmers' Markets." Presented at the 2004 New Mexico Farmers' Marketing Association Annual Meeting. Santa Fe, NM. January 24, 2004.
- Lillywhite, Jay M. "Farmers' Markets and Marketing." Presented at the 2003 Growers and Vendors Workshop (sponsored by the Las Cruces Farmers' and Crafts' Market and Dona Ana County Cooperative Extension Service). Las Cruces, NM. January 24, 2003.
- Lillywhite, J. "2000 – 2001 State of the Meat Industry in Minnesota." Presented to the board of directors of the Minnesota Association of Meat Processors. Rochester, MN. January 2001.
- Lillywhite, J. "The Feasibility of Meat Goats in Minnesota." Presented at the 2001 annual meetings of the Minnesota Dairy Goat Association. St. Paul, MN. January 2001.
- Lillywhite, J. "2000 – 2001 State of the Meat Industry in Minnesota." Presented to agriculture marketing section of the Minnesota Department of Agriculture. St. Paul, MN. Summer 2000.
- Lillywhite, J. "The Feasibility of Raising Meat Goats in Minnesota." Presented to Marketing Section of the Minnesota Department of Agriculture. St. Paul, MN. Summer 2000.
- Lillywhite, J. "To Cooperate or Not To Cooperate." Presentation given at the "Developing Farmer Power: Developing Farmer Cooperatives" conference. Southwest State University, Marshall, MN. December 1999.
- Chee, K. H. and J. Lillywhite. 1998. "Community and Economic Development: A Case Study of Two Midwestern Communities." Presentation at the 1998 Midwest Sociological Society meetings. Kansas City, MO. April 2–5, 1998.

### ***Poster Presentations***

- Alimova, Nasiba B. and Jay M. Lillywhite. "New Mexico's Vineyards and Wineries: Identifying Marketing Needs and Developing Strategies." 15<sup>th</sup> Annual World Food and Agribusiness Symposium. International Agribusiness Management Association Annual Conference. Chicago IL. June 25-28, 2005.
- Guo, Siyi, Ereny Hadjigeorgalis, and Jay M. Lillywhite. "The Impact of Quota Elimination on the Textile Industry: A Study of the Potential for Expansion in the Chinese Textile Industry." 15<sup>th</sup> Annual World Food and Agribusiness Symposium. International Agribusiness Management Association Annual Conference. Chicago IL. June 25-28, 2005.
- Lillywhite, Jay M. and Kerrie Cox. 2004. "Status of New Mexico's Food Processing Industry." University Research Council's New Mexico AMP 2004 Student Research Conference.
- Lillywhite, Jay M. and Clayton Puckett. 2004. "New Mexico's Farmers' Markets." University Research Council's New Mexico AMP 2004 Student Research Conference.
- Lillywhite, Jay M., Jerry Hawkes, James Libbin, and Ryan Herbon. 2004. "Economic Return to Adoption of Mechanical Thinning in the New Mexico Chile Industry." University Research Council's New Mexico AMP 2004 Student Research Conference.

### ***Computer Programs / Software***

Lillywhite, Jay M. 2005. "Food Processor Short Course Budget Analyzer." New Mexico State University College of Agriculture and Home Economics. Las Cruces, NM 88003.

Lillywhite, Jay M. 2004. "Chile Thinner Analyzer." New Mexico State University Chile Task Force. Las Cruces, NM 88003.

Lillywhite, Jay M. 2000. "Meat Goat Enterprise Budget." Agricultural Utilization Research Institute Publication / program. <http://www.auri.org/research/goatmeat/goat.htm>.

## **Teaching**

### ***NMSU Teaching***

Resident teaching for New Mexico State University took place on the main campus at Las Cruces, NM. The 30 percent teaching appointment had standard teaching loads consisting of two courses per year with additional assignments as the professor of record for AG E 498 and AG E 499 (Senior Project Research and Presentation). AG E 305 (Marketing and Pricing Agricultural Products) and AEEC 551 (Advanced Agribusiness Marketing) are both required courses for the undergraduate agribusiness degree and the MBA and Master's of Agriculture degrees, respectively.

### ***Minnesota Teaching***

Resident teaching for the University of Minnesota took place on the campus of Southwest State University in Marshall Minnesota. The 100 percent teaching appointment had standard teaching loads consisting of three and four courses per semester. Most courses were taught for the undergraduate agribusiness program with additional economics courses taught for the business program. Courses taught while in Minnesota include: The Environment and Economics, Introduction to Cooperatives, Spreadsheet Applications and Internet, Commodity Futures and Options Trading, Financial Futures and Options Trading, Cooperative and Agribusiness Management, Agricultural Prices and Marketing, Agricultural Policy and International Trade, Principles of Microeconomics and Principles of Macroeconomics.

## **Private Consulting**

The University of Minnesota / Southwest State University appointment (9 month appointment) did not provide funding during the summer months. Teaching income was supplemented from private consulting performed during the summer months for the Agricultural Utilization Research Institute (AURI). Additional consulting has been performed for Summit Energy LLC.

### **AURI company profile**

The Agricultural Utilization Research Institute is a nonprofit corporation created to improve the economy of rural Minnesota through new uses and new markets for the state's abundant agricultural commodities. AURI assists entrepreneurs with product research, development, and marketing.

Consulting activities for AURI included:

- ◆ Economic feasibility study of raising meat goats in Minnesota. Several detailed reports (cited above) as well as an interactive Microsoft Excel Enterprise budget were produced. (Reports and budget are available from AURI's internet website at <http://www.auri.org>)
- ◆ Survey of meat processors in Minnesota and upper plains states. Information obtained from survey was used to create a Microsoft Access database that allows AURI staff to locate meat processors with specific interests, equipment, and skills needed to AURI clients.

### **Summit Energy company profile**

Summit Energy LLC (Park City, UT) was founded in 1994 by David Lillywhite. The company specializes in marketing and production of natural gas in the western United States.

Consulting activities for Summit Energy included:

- ◆ Serve as an advisor relative to economics of developing new gas and oil production.

## **College, University, and Community Involvement**

### ***NMSU National Agri-Marketing Association Club Advisor (2003 to present)***

The NAMA club meets twice a month to provide students with an opportunity to learn first-hand from professional in the agricultural marketing area. Students develop valuable personal contacts with business leaders and students in other disciplines. The club participates in the annual national NAMA marketing competition.

### ***Agribusiness / Agronomy Club Advisor (1998 to 1999)***

Co-Advised Southwest State University Agribusiness / Agronomy Club with Dr. Neal Eash. The agribusiness / agronomy club meets once a month to provide students a forum in which to exchange information on internships and other activities as well as opportunities to meet professionals in the agribusiness community. The club takes an annual trip to visit agribusinesses in and outside of Minnesota. Recent trips included tours of John Deere, Pioneer Seed, Kansas City Board of Exchange, Farmland Industries, CENEX Harvest States, Land-O-Lakes cooperative, Minneapolis Grain Exchange, and Agribank.

### ***Formal and Informal University Committee Work***

- ✦ Viticulturalist Search Committee. New Mexico State University (2005)
- ✦ Planning Committee, New Mexico Chile Task Force Marketing Summit (2003)
- ✦ NMSU Agricultural Experiment Station Hatch Project Reviews (Dr. Connie Falk, Agricultural Economics and Agricultural Business, and Dr. Randall Andreason, Agricultural and Extension Education)
- ✦ NMSU Agricultural Experiment Station Research Report Review (2003)
- ✦ Southwest State University agribusiness professor search committee (1999)
- ✦ Southwest State University Mark Edelmann Scholarship Committee (1999 and 2000)
- ✦ Committee to address Southwest State University collaborations with other agribusiness programs (1999)
- ✦ Southwest State University agribusiness management scholarship awards committee (1998, 1999, and 2000)

### ***Community Service Work***

- ✦ Coordinated judging (with Cynda Clary) for the New Mexico State FFA marketing competition held June 7, 2005.
- ✦ Facilitated market research (as a part of AEEC 551 course) for the Las Cruces Farmers' Market. Spring 2005.
- ✦ Facilitated market research (as a part of AEEC 551 course) for New Mexico State University's College of Agriculture and Home Economics (Extension food processing program). Spring 2005.
- ✦ Served as research mentor for Juan Villegas (a first generation Hispanic college student participating in the Chile Pepper Institute's ASSURED student program). Juan examined New Mexico public perceptions of GMO Chile. Summer 2003.
- ✦ Participated as judge in the New Mexico State FFA marketing competition held on June 2, 2003.
- ✦ Served as reference (with respect to mechanical harvesting of chile in Southern New Mexico) in Lieutenant Governor Diane D. Denish's state tour and business development stop in Las Cruces held May 20, 2003.
- ✦ Presented "Internet Use for Research" during Southwest / South Central Service Cooperative's "Tech Expo 00." Southwest / South Central Service Cooperative provides service professional to kindergarten through 12th grade schools in southwest and south central Minnesota.

- ◆ Presented two breakout sessions “Assessing the Internet for Data” during Southwest / South Central Service Cooperative’s “Tech Expo 99.”
- ◆ Conducted Boy Scout merit badge seminar for the Manitou District Fall Camporee “Camping on Campus” held at Southwest State University on September 25, 1999. Service consisted of holding two merit badge counseling sessions for the American Business merit badge. Follow up visits with local scouts completing merit badge were also made.
- ◆ Participated in preparing agribusiness / agricultural economics exams for the Minnesota FFA Food Science and Technology Career Development program held at the Agricultural Utilization Research Institute on March 31, 2000.
- ◆ Member Marshall Area Chamber of Commerce Agribusiness Committee.

## **References**

Available upon request