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Journal of Agricultural and Applied Economics

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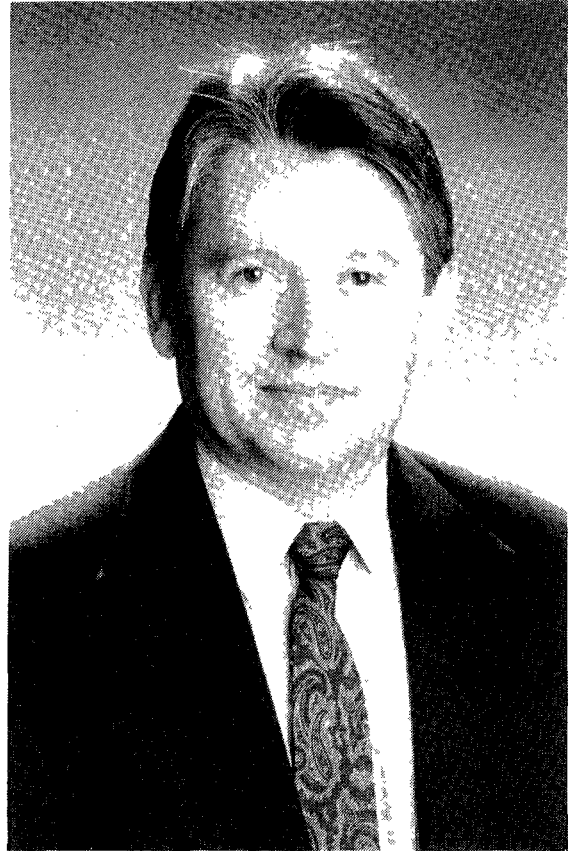
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Josef M. Broder

1994-95 President

Dr. Broder is Professor, Department of Agricultural and Applied Economics at the University of Georgia - Athens and Coordinator for Undergraduate Programs in Agricultural Economics, Agribusiness, and Environmental Economics and Management.

He received the 1993 National Award for Excellence for Outstanding Teachers in the Food and Agricultural Sciences sponsored by the U.S. Department of Agriculture. He has received two Distinguished Undergraduate Teaching Awards from the American Agricultural Economics Association; the Outstanding Teaching Award from the Southern Agricultural Economics Association; and two E.B. Knight Awards for the Outstanding *NACTA* Journal Article from National Association of Colleges and Teachers of Agriculture. From the University of Georgia he has received the Josiah Meigs Award for Excellence in Teaching, the Golden Key Outstanding Teacher Award, the D.W. Brooks Distinguished Teaching Award, the Gamma Sigma Delta Outstanding Teaching Award, and the Agricultural Alumni Award for Distinguished Teaching. Dr. Broder is best known for his extensive publications on pedagogy and undergraduate student affairs.



He currently serves as Co-editor of the *Journal of Agribusiness*, associate editor of the *American Journal of Agricultural Economics*, and on the editorial board of the *NACTA Journal* and the *Journal of Economics and Finance*.

He served as chair of the Resident Instruction Committee, faculty advisor to the Student Section, and serves as chair of the Membership Committee of the American Agricultural Economics Association.

Dr. Broder received his Bachelor of Science in agricultural economics from the University of Georgia and his Masters and Ph.D. in

agricultural economics from Michigan State University. He was a Visiting Professor in the Department of Agricultural and Applied Economics, Virginia Polytechnic Institute and State University in 1988. He is a member of Phi Kappa Phi.

Dr. Broder's family immigrated from Switzerland in 1952 and established a dairy farm in rural Georgia. He was raised on the family farm as one of eight children. Dr. Broder and his wife, Diane, a teacher in special education, have a daughter and two sons, and reside in Watkinsville, Georgia.

Emerson Babb

Dr. Emerson Babb is a scholar and teacher of national note who has brought particular credit to the southern region. His own contributions in teaching, research, and extension, as well as his professional counseling and advising of faculty and students from many different institutions, have made a truly significant impact on the quality of academic life throughout the region. Dr. Babb has received professional recognition by the American Agricultural Economics Association, most recently in his selection as Fellow of that Association in 1987 while he was at the University of Florida faculty. He has also received the research award from SAEA in 1993. His more than four hundred publications in various areas of business management, dairy marketing, regulatory activities, and public policy have affected the course of agricultural business and marketing development in the south and around the country. Further, he has developed computer software and training devices that are used by countless agricultural decision-makers. In every way, Dr. Babb has made his mark on our profession. He retired in January of 1993 following a prolific and diverse thirty-six year career.

Emerson Babb is perhaps best known for his extensive publication and research record. His work includes fifteen books and book chapters, forty-one refereed journal articles in which he was senior or contributing author, and numerous other research publications as indicated in his resume. Emerson works effectively with colleagues and with graduate students in these research projects. His unselfish collegiality in these ventures has also enhanced the professional careers of those around him. Emerson's problem-focused yet rigorously conducted research has made an observable impact on the course of events affecting the economic livelihood of citizens and businesses throughout the South. He is perhaps best known for his work relating to dairy marketing. His versatility extends to matters of rural development, theories of pricing and marketing behavior, the use of computers in decision analysis, consumer preference for food safety, and some recent work relating to free rider effects in the provision of public goods.



In the classroom, Emerson Babb has taught dozens of graduate students at Purdue, Berkeley, and the University of Florida. Former students have gone on to hold faculty positions at leading universities throughout the South and elsewhere. His nine management games are extensively used in undergraduate classes across the United States and abroad.

While research and teaching may have been the most professionally visible activities for Emerson Babb, he also has an impressive extension record. Most of his work involved the application of management games. Advising on behalf of the United Dairy Industry Association, the Milk Industry Foundation Advisory Committee on Regulation, and the National Dairy Promotion Board