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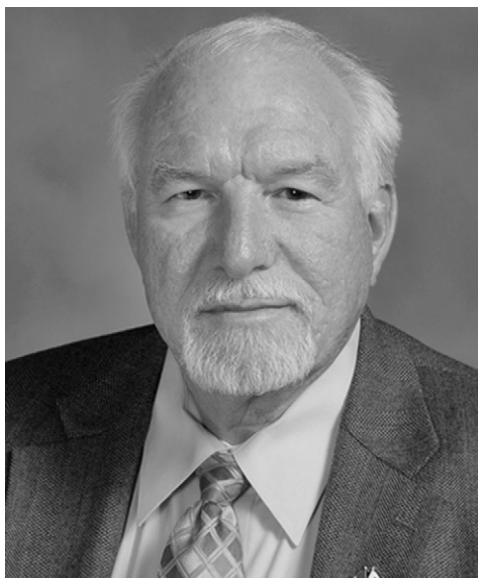
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# Cary W. “Bill” Herndon, Jr.

## Lifetime Achievement Award

Bill Herndon is a professor and Associate Vice President for the Division of Agriculture, Forestry, and Veterinary Medicine at Mississippi State University (MSU). Bill began his career at MSU as an Assistant Professor in the Department of Agricultural Economics during March 1984 immediately on completing his PhD requirements in Agricultural Economics at Oklahoma State University. Over the next 24+ years, he has served as the department's graduate coordinator from 1992 to 1998, interim director of the Office of International Programs in the Division of Agriculture, Forestry, and Veterinary Medicine from 1998 to 2002, and as interim head of the Department of Agricultural Economics during 2002 and 2003. During his tenure, Herndon served as the manager and faculty coordinator for the USDA's Cochran Fellowship Program. Dr. Herndon has also been a member of the Dairy Markets and Policy Extension Education Committee.

His primary research and Extension responsibilities included dairy economics, agricultural marketing and policy analysis, renewable and sustainable energy, international trade and policy, and agribusiness management. The major emphases of his research efforts have been devoted to studying marketing alternatives and the impacts of farm policies on producers, industry sectors, and local, regional, and global economies. His efforts were dedicated to investigating the economic viability of various renewable energy systems, including biofuels. His Extension duties were directed to dairy economics and agricultural policy analyses, in which numerous local, county, and regional meetings were conducted to assist milk producers, farmers and ranchers, farm organizations, and policymakers. Teaching activities ranged from econometrics to agricultural marketing and to the areas of agribusiness management, international trade and policy, market structures, and business plan development.



During his tenure as interim director of the Office of International Programs, Dr. Herndon was afforded the opportunities to visit more than 25 countries where he managed international agricultural development programs funded at more than \$5 million. As the Cochran Fellowship Program coordinator, he has helped conduct more than 30 training programs ranging from agricultural marketing and policy to animal welfare and nutrition to food safety.

From 2008 to 2012, Bill was the department head of the North Mississippi Research and Extension Center where he had administrative responsibilities for four experiment stations and 22 county extension offices. In June 2012, he undertook the role of associate vice president in the Division of Agriculture, Forestry, and Veterinary Medicine, which includes all of the agriculturally related units at MSU. The division represents almost 3000 students, 300 faculty, and 1500 staff in 15 comprehensive departments; four research and extension centers;

82 county offices; and 16 branch experiment stations.

Bill has been married to Gwen for 38 years and they have three married children with six grandchildren all under the age of five years. He is an avid

supporter of the Catch-A-Dream Foundation and has served as Cub master and other positions for the Boy Scouts of America as well as coaching a wide variety of baseball and other youth sports teams. He makes his home in Starkville, Mississippi.