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Kim Anderson

Lifetime Achievement Award

Before entering graduate school in 1974, Dr. Kim Anderson served four years in the U.S. Navy, taught high school vocational agriculture, and worked as a county farm management specialist student trainee for the Farmers Home Administration/U.S. Department of Agriculture (USDA).

Dr. Anderson began his academic career as an Cooperative Extension specialist at Oklahoma State University (OSU) in 1976 during his graduate program. On graduation in 1980, he moved to the University of Kentucky as an assistant extension professor. He returned to OSU as the Extension grain marketing specialist in 1982 and was promoted to professor in the Department of Agricultural Economics in 1989. In 2006, he received the Charles A. Breedlove Professorship in Agribusiness. He has appeared weekly on a agricultural TV program since 1988 and has written a column in Southwest Farm Press since 1986. His extension and research programs have focused primarily on grain marketing and risk management, whereas his teaching focus has been on sales and marketing.

During Dr. Anderson's career, he has led and contributed to projects generating nearly \$1 million in external grant funds. Without a research appointment, he has been lead or coauthor for 37 journal articles and abstracts plus two book chapters. He has authored or coauthored 165 extension publications, more than 1000 other publications, and nearly 100 professional presentations. He has also collaborated on 10 educational videotapes and software programs.

He has chaired or served on dozens of academic and professional committees and worked with organizations, ranging from the university department to international levels. Dr. Anderson has received 20 awards, including a USDA superior service award, a National Association of Wheat Growers Federation Outstanding



Extension Programs award, a Southern Agricultural Economics Association (SAEA) distinguished professional contribution award, and numerous outstanding teacher awards.

For the last 13 years, Dr. Anderson has had a 70% extension appointment and a 30% teaching appointment. In Extension, he has developed and provided marketing education programs for both producers and grain elevator personnel, supported area economists and county agricultural agents in the delivery of marketing education programs, and provided the marketing information needed to conduct these programs. Dr. Anderson is known as the Extension professional for Extension professionals. He understands that the most basic tenet of quality Extension is having quality scientific research findings to extend to producers and agribusiness managers.

Since Spring semester 2001, Dr. Anderson has taught AGEC 3323 Agricultural Product Marketing and Sales with an average enrollment of 110 students each semester or approximately 3100 students. His evaluations from students are consistently high (3.7+ on a four-point scale). A unique feature of this course is an activity

entitled "Ready, Set, Sell," which requires him to recruit a minimum of 35 professional salespeople each semester to role-play customers as his students individually sell a product or service to them.

Dr. Anderson is an enthusiastic, hard-working, and innovative agricultural economist. He is a gifted, high-energy presenter who delivers outstanding extension programs and a teacher

who motivates students with his own enthusiasm and concern for practical application and usable skills. He has changed the way Oklahoma farmers market wheat and manage risk. Dr. Kim Anderson's dedication to improving lives and improving producer opportunities for profit make him truly deserving of the SAEA Lifetime Achievement Award (Extension).