



2003 IAMA World Food & Agribusiness Forum and Symposium Program Participant Biographies

Lic. Marcelo Argüelles is President of Sidus S.A., BioSidus S.A., Biotechnology Argentine Forum, Centro Industrial de Laboratorios, and Vice-President of FUNPRECIT in Argentina. He is on the honorary council of the Instituto Internacional de Investigaciones Cientificas de la Universidad del Salvador and a member of the Planification Council of the University of Buenos Aires. He has received numerous awards in the export field, as well as various management and enterprise awards throughout his career.

Dr. Eugenio Ávila Pedrozo is the Director Adjoint of the Agribusiness Center of Studies and Research (Cepan), and also involved with the Management Post-Graduate Program (PPGA) of the Management School (EA) in the Federal University do Rio Grande do Sul (Ufrgs) in Brazil.

Dr. DeeVon Bailey is a professor and extension marketing specialist in the Department of Economics at Utah State University. He received his Ph.D. in agricultural economics from Texas A&M University in 1983. His research interests have been primarily in the areas of meat and livestock marketing. Dr. Bailey is the director of the Center for Food Quality, Certification, Transparency, and Traceability at Utah State University.

Dr. Gregory Baker is Director of the Food and Agribusiness Institute, Santa Clara University. He is a member of the board of directors of IAMA and served as co-editor of the *International Food and Agribusiness Management Review*. He publishes and teaches in the areas of food safety, strategic management, and international development.

Ms. Amy Bantham is a Senior Consultant with SJH & Company, an agricultural consulting firm, and FoodOrigins(tm), a Division of John Deere Shared Services. She conducts strategic and market analysis for SJH clients and directs FoodOrigins business and market development efforts in Japan. Ms. Bantham holds a Bachelor of Arts in East Asian Studies from Yale University and a Master in Public Policy from Harvard University.

Dr. Stefano Boccaletti was born in Bergamo, Italy, on Sept. 24, 1959. He currently lives in Piacenza, Italy, with his wife and three children. In 1982, he received a Degree in Agricultural Sciences from the Università Cattolica in Piacenza, Italy, and a Master of Arts in Economics in 1988 from the University of Guelph, Ontario, Canada. He is an Associate Professor at the Department of Agricultural and Food Economics, Catholic University, Piacenza, Italy. His main fields of study and research are consumer economics and agro-food marketing. He also teaches General Economics, Economics of Innovation and Industrial Organisation.

Dr. Michael Boehlje is a Professor in the Department of Agricultural Economics and the Center for Food and Agricultural Business (CAB) at Purdue University. He was a faculty member in the Department of Agricultural and Applied Economics at the University of Minnesota from 1985 to 1990. Prior, he was a Professor of Economics and Assistant Dean of the College of Agriculture at Iowa State University. Dr. Boehlje is the author or co-author of four books, and over 450 articles and other publications. He is a Fellow of the American Agricultural Economics Association.

Dr. Michael Boland (Mike) is an associate professor of agricultural economics at Kansas State University and associate director of the Arthur Capper Cooperative Center. He has teaching, research, and continuing education responsibilities in strategy and agribusiness marketing. The majority of his work involves food and agribusiness firms especially cooperatives.

Mr. Miguel Angel Aires Borrás is regular student in the Ph.D. Program in Production Engineering at Federal University of Sao Carlos, is researcher of the Studies and Research Quality Group (GEPEQ) at same University and Visiting Researcher in the Department of Industrial Organization and Commercialization at Polytechnic University of Cartagena, Spain.

Lic. Pedro Bosch Guha graduated from the Instituto Tecnológico Autónomo de México. He began his career at the Secretaría de Hacienda y Crédito Público-Banco de México. Then he was a member of the personal advisors group of the President of Mexico from 1976 to 1977. Later he was the advisor of the General Director of Petróleos Mexicanos. His other positions include: General Director of Planning at Banco Mexicano Somex, Associate Partner of the Bureau of Preinversion Estudios y Proyectos, General Director of Promotion and Development of Fisheries at the Ministry of Environment, Natural Resources and Fisheries, and Assistant Director of Finance at the National Fund for Development of Tourism. He is presently the Director of Government Relations of Grupo Pulsar Internacional, S.A. de C.V.

Dr. Francesco Braga is an Associate Professor and the Coordinator of the MBA in Agribusiness at the University of Guelph, Canada, and is a Professore Incaricato at the Agribusiness School of the Catholic University in Italy. Dr. Braga earned a Dottore Agronomo designation from the Catholic University in Milan, and a PhD from the University of Guelph. With more than 80 graduate students supervised at Guelph and at the Catholic University, most of his professional and academic activities stem from direct collaboration with industry, primarily in the risk management and marketing areas. Dr. Braga is a board member of IAMA and is personally committed to the success of the Association.

Dr. Harry Bremmers is associate professor Management Studies at Wageningen University (Management Studies Group), The Netherlands, since 1-st March 1993. He studied business economics at Tilburg University (1971-1977) and Dutch Law at Erasmus University, Rotterdam (1989-1993). He graduated in 1995 in Rotterdam on disclosure of environmental impacts of companies in financial reports at Erasmus University in 1995. He focuses his research on management accounting and financial accounting problems, especially on environmental accounting and management of food industry and agribusiness companies.

Dr. Rafael Carbonell De Masy teaches Rural Development, Economic Development and Food Business Projects at the Pontifical Gregorian University, Rome (Italy), specializing in Socio-Economic Development in the Faculty of Social Sciences. He also deals with ethical problems in Economics. He has taught in the Superior School of Agribusiness Management within the University of Córdoba, Spain. In Latin American, he teaches special courses and guides research in Brazil, Paraguay and Argentina. He obtained four masters degrees and his PhD is in the area of Business Law. Dr. Carbonell De Masy has worked with various international organizations and he is Member of IAMA, from the year in which was founded. He is author of 11 books, including *La cooperación agraria en el comercio de productos alimentarios*, which received a national award.

Dr. Xiangyang Chang, associated professor of College of Economic & Trade, Nanjing Agricultural University (NAU), People's Republic of China. She got her Ph.D. from NAU in 1999, and got the award of "National Excellent Doctoral Theses" in 2001. Her research fields are technology transfer and supply chain management.

Mr. Gregory Clark is the Technical Director for FXA Group and is a key member of the FoodTrace design and development team. A graduate of UCLA Berkeley, Mr. Clark, before joining FXA was the President of Creative Computer Solutions Inc. (CCS) Pleasanton, California. For over 20 years he build CCS to be successful company providing software solution and services to public authorities, municipal government and large utilities in the U.S., Canada, Barbados, Alaska and Hawaii. He has directed software design and development for over 30 years including ISO9001 certification of software. He has been an adviser to AEA for ISO9000 certification as well as various colleges and universities.

Mr. Danny Pimentel Claro has been an assistant research and doctoral candidate in the Department of Business Administration at Wageningen University since 1999. He was managing partner of A.G.E. Consultants and visiting professor at Federal University of Lavras (UFLA), both in Brazil. His research specialization is concentrated on relationship management, marketing channels, organizational and social networks, and supply chain management.

Mr. Marco Antonio Conejero is an undergraduate student in Economics at the University of São Paulo and PENSA's trainee since 2001, working with Strategic Management Projects in Agro-industrial Companies. Currently, he develops scientific research financed by the PIBIC/CNPq, analyzing the institutional aspects to the formation of the Carbon Market in Brazil proceeding from the Clean Development Mechanism (CDM) of the Kyoto Protocol.

Dr. Dennis M. Conley is a Professor in the Department of Agricultural Economics at the University of Nebraska. He received his B.S., M.S. and Ph.D. degrees in economics from Iowa State University. He has done international work in Thailand, Brazil and Eastern Europe, and worked as an economist in the private sector prior to arriving at Nebraska. Dr. Conley teaches undergraduate and graduate level courses, and has been recognized as an outstanding teacher. He has been published in academic journals, and has supervised MBA, Master's and Ph.D. students. He has been an IAMA member since it's founding, and is currently a board member.

Dr. Michael L. Cook is the Robert D. Partridge Endowed Professor in Agribusiness in the Department of Agricultural Economics at the University of Missouri-Columbia. Dr. Cook has over eleven years of industry experience gained from working under three different firms, with responsibilities ranging from marketing analyst to Chief Executive Officer and President. Currently, at MU, Dr. Cook is a member of many organizations that pertain to agribusiness, research, and leadership, and also is Chairman of the International Advisory Board of KLICT.

Mr. Mark Darroch is Programme Director: Agricultural Economics, Management and Agribusiness at the University of Natal, Pietermaritzburg, South Africa. A committed "Lifelong Learner", he lectures on Food and Agribusiness Strategy, Price Analysis and Applied Econometrics. He has published over 65 peer-reviewed articles, and conducted policy-related contract research for producer organizations, commercial banks, USAID, and the World Bank.

Mr. Altair Dias de Moura graduated in Agronomy and M.Sc in Agricultural Economics. She has experience as a lecture in Farm Management at the Federal University of Viçosa (Brazil) for six years. In the last four years, she has been developing a Ph.D. study at Lincoln University - NZ, with a focus on the coordination of New Zealand fresh meat chains.

Dr. Francis Declerck is Associate Professor, Department of Finance, ESSEC Business School, Paris - Cergy Pontoise, France. He is also the managing director of the International Agri-Food Management Institute at ESSEC (ESSEC-IMIA). He holds a Ph.D. in Agricultural Economics from the University of Illinois at Urbana-Champaign, USA. His main expertise is in finance applied to food and agribusiness: strategy-performance relationships, mergers & acquisitions; commodity futures markets.

Dr. Enefiok Ekanem is a Research Associate Professor at Tennessee State University. He teaches in the Department of Agricultural Sciences and currently serves as the Economics and Policy Research Team coordinator in the Cooperative Agricultural Research Program. Dr. Ekanem is on the editorial board of the *Review of Agricultural Economics*.

Ms. Rodica Evtuhovici, Program Coordinator of the Arizona Agricultural Mediation Program, is a graduate student at Morrison School of Agribusiness Resource Management and Marketing at Arizona State University. Rodica is originally from Moldova where she completed the undergraduate degree in International Economic Relations. She has worked extensively with international organizations such as: Soros Foundation, USAID, ACDI/VOCA and CNFA.

Dr. Elizabeth M.M.Q. Farina is the Head of the Department of Economics of the University of Sao Paulo and Vice-Coordinator of The Food and Agribusiness Program (PENSA) at the same university. She holds PhD in

Economics from the University of Sao Paulo since 1983 and currently teaches Microeconomics and Industrial Organization.

Ms. Tatiana M. Q. Farina is an undergraduate student of Economics at the University of São Paulo. She now is working on her research project of empirical analysis of Brazilian agribusiness exports for which she receives a scholarship. She also participates of an internship program of the University.

Mr. David D. Farley, is only the fifth chief executive officer in Calcot's 75-year history, Farley is former CEO of Colly Farms in Australia. He began his cotton career with Colly in 1983 becoming managing director (the Australian equivalent of president) in 1988. His educational experience includes short courses in agribusiness at the Harvard Agribusiness School and the Australian Institute of Management. Calcot, Ltd., is a cotton marketing cooperative based in Bakersfield, California, that annually sells between 1.1 and 1.4 million bales.

President Vicente Fox received his education from Universidad Iberoamericana and Harvard University. His career background includes Coca-Cola 1964-79, having various positions ranging from route supervisor to regional president for Mexico and Latin America. He also serves as director of family-owned Grupo Fox, with businesses in agro-industry and shoe manufacturing. His political offices include being a federal congressman from León, Guanajuato 1988-91, governor of Guanajuato 1995-99, and since 2000, the President of Mexico.

Dr. Peter Goldsmith is a Assistant Professor of Agribusiness in the Department of Agricultural and Consumer Economics, University of Illinois. He holds visiting professorships at Belgrano and Catolica Universities in Buenos Aires. His research interest is structural change in the global agrifood supply chain and its affect on agribusinesses and farmers.

Dr. Hamish R. Gow is an Assistant Professor in International Agribusiness Management in the Department of Agricultural and Consumer Economics, College of Agricultural, Consumer and Environmental Sciences, and Assistant Professor of International Business Strategy and Marketing in the Department of Business Administration, College of Commerce and Business Administration, at the University of Illinois Urbana-Champaign. He holds a B.Com. (Ag) from Lincoln University and M.S. and Ph.D. degrees in Agricultural Economics from Cornell University. He has worked and consulted various countries over the past 15 years.

Dr. Allan Gray joined the faculty at Purdue University in August 1998. Allan is responsible for teaching an Applied Simulation in the Agriculture Industry course and the Quantitative Analysis course in Purdue's Executive MBA program. He also teaches in various programs sponsored by the Center for Food and Agricultural Business. Allan's research program focuses on improving strategic planning for agribusiness firms in a risky economic environment and implications of alternative farm policies.

Mr. Gustavo Grobocopatel is an Agronomist Ingenier (Buenos Aires University). From 1984 until 1989 he was a professor in Soil Conservation (Buenos Aires University and Belgrano University). He is the Los Grobo Agropecuaria S.A., C.E.O. The company sow 70.000 has of agriculture and is an important agribusiness operator. He is also the President of Bioceres S.A., ASAGIR (Sunflower Argentine Association), and Buenos Aires University Faculty Agronomy Foundation President.

Dr. James M. Hagen is assistant professor in the Department of Applied Economics and Management at Cornell University. His research focuses on inter-organizational trust and foreign market entry, and his articles appear in Academy of Management Review, American Journal of Agricultural Economics, and the Journal of International Marketing. His case study on Ben and Jerrys' entry into Japan is being used in MBA and agribusiness programs around the world.

Dr. Mark H. Hansen, Ph.D is on the faculty at the Marriott School of Management at Brigham Young University. He teaches strategy and agribusiness. His research interests include trust, leadership, and food industry structure. Mark has done market research and consulting with a variety of companies, including agricultural concerns.

Mr. Peter Hansford is the Director of Agribusiness with the Department of Primary Industries in the State of Victoria (Melbourne), Australia. Peter has nearly 20 years experience in the International Food Trade. From 1986 to 1995, he worked with the Australian Trade Commission (Austrade) in Malaysia, Hong Kong, Japan and the United States in a number of roles including Export Marketing Advisor, Business Development Manager and Trade Commissioner. Peter has worked in his current role at the Department of Primary Industries since 1995. His professional interests are: Explaining Australia better to the international community through the development of sustainable and ethical food value chains, Empowering regional and rural communities in relation to the challenges of the global agri-food industry, and Promoting fair and free trade in safe, quality, fresh agricultural products throughout the Asia Pacific region.

Dr. R. Wes Harrison is an Associate Professor of Food and Agribusiness Marketing at Louisiana State University. He received his Ph.D. in Agricultural Economics from the University of Kentucky in 1994. Dr. Harrison's research interests include food product development, food labeling, and food safety issues.

Dr. Guy Henry, a Dutch national, has a Masters of Agribusiness Management from University of Florida, and a PhD in Agricultural Economics from Texas A&M University. He worked at CIAT, in Colombia, on global cassava research, before joining the French CIRAD, where he is out-posted to Campinas-SP, Brazil, on a regional project, working on issues regarding quality management systems in agri-chains, between EU and Mercosur.

Mr. Lloyd Hetherington is Executive Vice President of Environics International Ltd. At Environics International, he has focused on growing the firm's custom research practice, particularly in the fields of Corporate Social Responsibility, Corporate Reputation and Food Issues management. He is a leading business strategist with extensive background in consumer insight research, segmentation analysis and business forecasting. He regularly briefs clients in North America, Europe and Asia on corporate strategy and public policy development. Mr. Hetherington's career has spanned the beverage manufacturing, food retailing and petroleum industries for more than 20 years in increasingly senior roles. Prior to joining Environics, he created and led the Strategic Marketing Research function at the Molson Centre for Innovation. Additionally, he holds an MBA in Marketing and Finance.

Mr. Brad Hinton has a BS in Econ and MA from Sydney University, a Graduate Diploma of Information Science from University of Technology, Sydney and a Graduate Diploma in Agricultural Economics from the University of New England. He has 20 years experience in information management with Macquarie Bank, Bankers Trust, SBC and Rabobank.

Ms. Maria Ines Jatib has extensive experience in quality management in food and agribusiness instruction and program management in national and international environments, and in both private and public sector. She is a Professor of Food & Agribusiness Quality Management in Commerce Chair at the Buenos Aires University and several other National Universities in Argentina. Also she is a professor of the F&A Master and Executive Management. Ms. Jatib was a team leader at the Inter-American Institute of Cooperation for Agriculture and responsible for diffusion and communication of food safety in the Western Hemisphere.

Mr. Hans Jöhr is the Corporate Head of Agriculture at Nestlé in Vevey, Switzerland. Mr Jöhr joined Nestlé in April 2000. Prior to moving to Nestlé, Mr Jöhr served as CEO of AFC Consulting in Brazil engaged in agribusiness & forestry consulting and management. He is a chairman of SIPPO (Swiss Import Promotion Programme), Elect-President of IAMA, a member of the Intl. Policy Council on Agriculture Food and Trade, and of the Council of the Swiss State Secretariat of Economic Affairs. Mr Jöhr is also the past president of the Swiss-Brazilian Chamber of Commerce in São Paulo, Brazil. Mr Jöhr has a formal education in agricultural economics, completed with a doctorate degree in economic science and management programmes at INSEAD (l'Institut Européen d'Administration des Affaires, Fontainebleau, France) and IMD (International Institute for Management Development, Lausanne, Switzerland). Active in all facets of agribusiness, and having grown up on a family farm, Mr Jöhr has extensive experience based on several long-term international assignments and additionally has consulted in over 40 countries. He is the author of more than 30 publications in Brazilian and international newspapers.

Mr. Remy Jurenas is a specialist in agricultural policy at Congressional Research Service, Library of Congress, Washington, DC. Since 1980, he has analyzed legislative proposals, and monitored policy issues and Federal developments with respect to farm credit, agricultural export, and commodity programs. Current assignments include monitoring the agricultural portion of the FTAA and U.S. free trade agreement negotiations to gauge their potential impact on the U.S. agricultural sector, and U.S. sugar policy. Mr. Jurenas received a M.A. in international relations from the Johns Hopkins' School of Advanced International Studies, Washington, DC.

Dr. Harbhajan S. Kehal is a Senior Lecturer in Economics at the University of Western Sydney, Blacktown Campus. He received his P.h.d. in Economics from the University of Western Australia, a Masters in Economics from Punjab University, and a Bachelor of Arts-English & Economics from Punjab University. He has teaching expertise in the areas of: Micro and Macro Economics, Managerial Economics, International Economics, Insurance and Risk Management, Property and the Economy, Infrastructure Development, Australia-Japan-China-India-South Asia Economic Relationship, and Economics of Indian Ocean Region Countries.

Mr. Ulrich Kihm's career has been built from his wide diversity of professional skills and his profound knowledge of infectious diseases and zoonoses, combined with his more than fifteen years of experience in the field of animal health at the international level. For the past 10 years he has been the Chief Veterinary Officer of Switzerland, working to control BSE among other important diseases. He also teaches Veterinary Public Health at the Veterinary Faculty of the University of Bern, Switzerland. Today he is the CEO of the private company SAFOSO Switzerland, Safe Food Solutions Inc.

Dr. Jukka Kola is Head of the Department of Economics and Management and Professor of Agricultural Policy at the University of Helsinki. He is a member in the Executive Committee of the European Association of Agricultural Economists (EAAE) and in the Executive Committee and the Board of Directors of IAMA. His recent research projects focus on the multifunctional role of agriculture and the economics of food safety and quality.

Ms. Erica Kuhlmann is a Co-Head and Market Executive of the Harris Nesbitt Food Group. Prior to this, she managed the Food Processing Team of Harris Nesbitt's Food Group. Ms. Kuhlmann received a Bachelor of Arts from Northwestern University and graduated with an MBA in Finance and Business Policy from the University of Chicago Graduate School of Business. She has been involved in financing and advising food companies and agribusinesses since joining the Harris organization in 1985.

Dr. Donald W. Larson is a Professor in the Department of Agricultural, Environmental, and Development Economics at The Ohio State University. He holds a B.S. degree from South Dakota State University and a Ph.D. in agricultural economics from Michigan State University. Professor Larson's main areas of teaching and research interest are agribusiness marketing, futures markets, and marketing and price policy in developing countries. He has over six years of resident research experience studying marketing and price policy in Brazil, Colombia, and Puerto Rico. He has studied marketing and price policy on short-term assignments for consulting companies in more than 40 countries. He has published over 100 papers, journal articles, and book chapters.

Ing. Héctor Laurence is chairman and CEO of H.L. Partnes S.A., in which he has developed a fruitful career in international business. He was born in Argentina, was a graduate of the Buenos Aires University Law School, followed this with post graduate studies and numerous courses in several prestigious business schools of USA and Europe. Institutionally, Ing. Laurence holds presidencies over several organizations, and currently serves as a board member for IAMA.

Dr. Sergio L. Lessa de Gusmão received his M.Sc. in Administration, and is a doctoral student at PPGA/UFRGS. He is a professor of Operations Management, Work Study, and Total Quality Control at PUCRS University, Brasil. He has also been a Researcher and Advisor for more than 20 years in projects for industrial competitiveness in many Brazilian industries and a Specialist in TQC, Theory of Constraints, Just-in-Time System, Supply Chain and Logistics, Time & Motion Study.

Dr. Carmen Lopez Reyna was awarded a PhD by University of Parma, Italy. Also, studies in The Food System at Universidad Católica del Sacro, Italy, and in Agric. Markets and Economics at University of Florence, Italy. She created the Diploma in Agribusiness and Master Programs at Colegio de Postgraduados de Ciencias Agrícolas de México, where she currently works as a professor and executive coordinator of the Master of Agribusiness program.

Mr. Micah Masuku obtained the following qualifications from the University of Swaziland: Diploma in Agricultural Education, in 1987; BSc in Agriculture, in 1992. He also obtained a Masters degree in Agricultural Economics from The Ohio State University in the USA, in 1997. He has worked for the Ministry of Agriculture and Cooperatives, as an extension officer, the Manzini Industrial Training Centre as an agricultural instructor, the Nhlanguano Agricultural Skills Training Centre as an agricultural coordinator, and the University of Swaziland as a teaching assistant and subsequently a lecturer. Micah is currently a PhD student in Agricultural Economics at the University of Pretoria in South Africa.

Dr. Rita Gunther McGrath is an Associate Professor at Columbia Business School, where she teaches courses on strategy and the innovation process. Her co-authored book, *The Entrepreneurial Mindset: Strategies for Continuously Creating Opportunity in an Age of Uncertainty* was published in October of 2000 by Harvard Business School Press and has achieved best-seller status. She publishes widely both in scholarly and practitioner outlets. Her latest Harvard Business Review article, 'Global Gamesmanship' was just published in May of 2003. McGrath's consulting and teaching activities engage organizations all over the world, including 3M, DuPont, Nokia, IBM, the ING Group, and KONE.

Mr. Ross McLaren joined J Sainsbury plc, Shaw's parent company, in 1967 as a Trainee Meat Buyer having gained a degree in Agriculture and Animal Husbandry from Aberdeen University. He worked in Buying Departments and headed up Dairy, Frozen Food and Produce. He was appointed Departmental Director in 1983, responsible for a Major Trading Division, as well as serving on the Board of Sainsbury's Hypermarket Subsidiary Savacentre. Later, he was appointed Vice President Procurement in Shaw's, then Managing Director of Homebase, the Sainsbury's D.I.Y. (Do It Yourself) subsidiary. He returned to the United States as President & C.E.O. of Shaw's Supermarkets, Inc. in August 1998. In 2000, Ross was appointed President of IAMA. Ross officially retired from Shaw's Supermarkets in the Fall of 2002.

Mr. Maxwell Mutema is finishing a PhD in Agricultural and Food Economics in the Department of Agricultural and Food Economics of The University of Reading. Prior to joining Reading, he obtained an MBA in Agricultural and Food Industries from The Royal Agricultural College, Cirencester, England. His first degree is BSc. Agriculture Honours. He has held several senior managerial positions in the agribusiness sector, both in the private and public sectors.

Dr. Marcos Fava Neves is a professor of marketing and strategy at FEARP Business School, University of Sao Paulo, BRAZIL. Researcher of PENSA Agribusiness Program and member of the International Board of IAMA. Has research and consultancy in agribusiness companies in the field of marketing planning, marketing channels and organizational architecture.

Dr. John P. Nichols is Professor, Associate Head, and Director of Research in the Department of Agricultural Economics at Texas A&M University, Director of TAMU's Center for Consumer and Food Marketing Issues, has advisory and administrative roles in the Texas Agricultural Experiment Station, and teaches classes in agribusiness, and food marketing and policy. Dr. Nichols has supervised agricultural education programs in Russia and Armenia. Other research includes analyses of market development strategies, and evaluation of commodity promotion programs. A founding member of IAMA, Dr. Nichols has served on its Board since 1996 and chaired planning committees for the 1996 and 1999 (Derek, check the year) Forums. Dr. Nichols has also served on the Executive Committee, and chaired the Finance and Audit Committee and the Task Group on Education and Knowledge Transfer.

Dr. Onno Omta obtained an MSc in Biochemistry and a PhD in Management and Organisation at the University of Groningen, the Netherlands. He held a number of management and research functions in different universities and research institutes. Since 2000 he is full professor in Business Administration at Wageningen University and

Research Centre in the Netherlands. He is the Editor-in-Chief of the Journal on Chain and Network Science. He has written a book and a number of articles on innovation management in chains and networks in leading academic and management journals.

Mrs. Victoria M. Onegina is Associate Professor and Doctorant at the Department of Finance and Accounting at Kharkiv State Technical University of Agriculture (Ukraine), where she has taught and conducted research since 1997. She earned her scientific degree of Candidate of Economic Science (Economics) from the Kharkiv National University named by V. Karazin in 1997. In 1999 she was a participant of Faculty Exchange Program supported by USDA and Visiting Professor at the University of Nebraska (Lincoln). Victoria M. Onegina is author of numerous research publications, journal articles and two books.

Ing. Hector Ordoñez C.V. is an Agronomic Engineer from Buenos Aires University, Argentina; Social Psychologist, PEPPSEPR, Buenos Aires Argentina; Master International Business, Ecole Nationale des Pontes et Chaussées, Paris, France. His professional education and training is focused on technology (Agricultural Engineer), on organisations (Social Psychologist) and on business (International MBA). He is also First Vice President and founder of IAMA Chapter Argentina.

Dr. Bernardo Manuel Pacheco de Carvalho has a Ph. D. in Applied Economics from the University of Minnesota and a M. Sc. in Agricultural Economics and Agricultural Engineer from the University of S. Paulo. He is an Associate Professor at the University of Lisbon and a Technical and Economic Consultant for several agri-business companies and institutions.

Dr. Luz E. Padilla-Bernal is a research Professor at the Unidad Académica de Contaduría Administración-Universidad Autónoma de Zacatecas (México). She received her Ph.D. at Colorado State University, her M.S. at Colegio de Postgraduados (México), and her MBA at ITESM (México). Her fields of interest include: Agricultural Marketing and Prices, Agribusiness Management and Finance. Her most recent studies focus on international trade between México and the U.S.

Dr. Hernán R. Palau is an Agricultural Engineer at Catholic University of Argentina. Mr. Palau has technical skills focused on quality management assurance; organization skills as Manager in Agriculture and Stockbreeding in Productive Farms, and as Coordinator of several teaching, research and extension programs in the Food and Agribusiness Area with the New Institutional Economics and Marketing theoretical framework. Now he is working in Business Strategy and Public Policies in Competitiveness of Argentine Olive Oil and Argentine Beef in the light of New Institutional Economics, as a way to study Chains, Networks and Agents in Economics.

Mrs. Olga Panteleeva is an Associate Professor in Agricultural Economy, Department of Economy and Management of Technical Service, at Kostroma, Russia. Her current research focuses on sustainable development of rural area as a part of regional economy. She currently teaches agricultural economy and marketing classes at Kostroma State Agricultural Academy.

Mr. Armando Parades Arroyo Loza

Mr. Darcy Pawlik is currently a first year Master's of Science student in the department of Applied Microbiology and Food Sciences at the University of Saskatchewan. Darcy's focus is on plant pathology and biotechnology. He completed his Bachelor of Sciences degree in Agriculture in May 2002 at the University of Saskatchewan with a major in Plant Sciences and Biotechnology.

Mr. Robert A. Peiser has restored profitability to or otherwise created value in a large number of troubled companies in a variety of industries, including food processing, airlines, retailing, distribution, computer services and telecommunications. Currently, he is president and ceo of Imperial Sugar Company, a \$1 billion, Houston-based, recently restructured, refiner and marketer of sugar products to retail and industrial customers. He has also served on numerous corporate and civic Boards, including those of companies emerging from Chapter 11. He received a Bachelor's Degree in economics from the University of Pennsylvania and a MBA from Harvard University.

Dr. H. Christopher (Chris) Peterson is the Homer Nowlin Chair of Consumer-Responsive Agriculture and professor of Agricultural Economics at Michigan State University. Dr. Peterson's mission as the Nowlin Chair is to provide research, teaching, and outreach leadership to university and industry efforts focused on the development and marketing of differentiated, consumer-oriented products based on agricultural goods. In early 2003, he was named Co-Director of the new MSU Product Center for Agriculture and Natural Resources. The Center will focus on assisting agricultural, food, and natural resource firms in the development of new markets, products, and associated supply chain relationships.

Mr. Arsen Poghosyan was born April 11, 1978 in Yerevan, Armenia. His education includes: 1985-1995 Secondary school # 19, Yerevan, Armenia; 1995-1999 Bachelor's degree, department of Agricultural Economics, Armenian Agricultural Academy; 1999-2002 Master's degree, department of Agricultural Economics, Texas A&M University; 2002-present: PhD, Agribusiness and Management department, Armenian Agricultural Academy.

Ms. Tara Procyshyn is currently in her first year of studies pursuing a Master's of Science in the department of Interdisciplinary Studies at the University of Saskatchewan. Tara's focus is on knowledge flows, clustering and innovation primarily within Saskatoon's agricultural biotechnology sector. Tara completed her Bachelor of Commerce degree in May 2002 at the University of Saskatchewan with a double major in Marketing and Biotechnology Management.

Dr. Ruth Rama is Senior Researcher of the Institute of Economics and Geography at the Spanish Council for Scientific Research (CSIC- Madrid) since 1988. Before coming to CSIC she was a consultant for the Centre on Transnational Corporations of the United Nations (N.Y.), the OECD and FAO. She has journal publications in the area of food and beverage multinationals, innovation in the food industry and effects of industrial diversification on performance. Her book *Investing in Food* was published by the OCED. She is a member of the Editorial Board of the *International Journal of Entrepreneurship and Innovation Management*. She is currently preparing a book on *Multinational Agribusinesses* for Haworth Press (US).

Dr. Hervé Rемаud received his Ph.D. in 2002. He is currently an Associate professor at Perpignan University and an Associate researcher at MOISA Research lab. – National Institut for Agronomic Research. H. Rемаud works on the links between strategy and financial performance in the case of the agro-food SMEs.

Dr. Ashley Wood Renck is an Assistant Professor at Texas A&M University-Commerce and has a joint appointment with the Texas Agricultural Experiment Station. She received her Ph.D. in agricultural economics from Mississippi State University. Her research interests include market solutions to environmental problems and agricultural policy.

Mr. Jean Philippe Palma Révillion graduated in (1989) as an agronomist at the Universidade Federal do Rio Grande do Sul - UFRGS. He graduated (1991) as enologist at ENSAM – France. He also received a Master degree (1995 and 1999) in Food Microbiology and Agribusiness, respectively, at UFRGS. He is a professor at the Food Institute - UFRGS. and a PhD student in Agribusiness - UFRGS.

Mr. Frederick R. Ruiz has nearly 40 years experience in the food processing industry. He and his father, Louis, founded Ruiz Foods in 1964. Ruiz received the 1983 United States Small Business Persons of the Year Award and the 1992 National Entrepreneurial Success Award. As a result, Ruiz was inducted into the United States Small Business Administration's Hall of Fame. He has several business and community affiliations, including board of directors positions in the California Chamber of Commerce, McClatchy Company, Gottschalks, Inc., Vertisys and the Hispanic College Fund, Inc. He also ranks with the University of California Merced as a member of the Board of Trustees. At California State University, Fresno, he is on the President's Advisory Board and also Advisor and Founding Member of the Institute for Family Business.

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Dr. G. Edward Schuh is currently a Regents Professor, Orville and Jane Freeman Professor in International Trade and Investment Policy, Director of the Freeman Center for International Economic Policy and Coordinator of the International Fellowship Programs at the University of Minnesota, where he teaches four courses in the Humphrey Institute's graduate program. To name a few of Schuh's accomplishments, he has authored or co-authored six books, has edited an additional six books, and has over 150 technical and scientific papers to his credit. Also, he has chaired the Board for International Food and Agricultural Development, and has co-chaired the U.S. Food Security Advisory Committee.

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Dr. Eric P. Thor, State Agricultural Mediator, specializes in global finance, Alternative Dispute Resolution, project finance, cooperatives, and trade. Thor has been involved in both research and management for a number of public and private entities, including Bank of America, Crocker National Bank, the U.S. Treasury, and the U.S. Department of Agriculture. He is a state certified mediator and is director of the Arizona Rural Mediation Service. He has supervised or participated in settlement, financial disputes, and alternative dispute settlements in over 20,000 cases. Thor helped draft the 1987 Credit Act, which set up a series of local mediation services. He also has worked internationally in over thirty countries on a wide variety of financial challenges and dispute resolutions. He is professor at Arizona State University and Royal Agricultural College in the U.K. He was chartered by Queen Elisabeth II in 1998. He has co-authored *Anatomy of American Agricultural Credit Crisis*, published by U.C. Davis in 1994. He earned his Master's degree in agricultural economics and his Ph.D. in economics at the University of California, Berkeley, California.

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Dr. Jan van Roekel has been Chief Executive Officer at COKON since the beginning. He studied at Wageningen Agricultural University and graduated in Business Administration, Marketing and Market research and Food Technology. He then held manager posts at Douwe Egberts – Jacobs International, IFF International Flavors and Fragrances, Mora and at the Nehem Consulting Group. In 1994 Mr. Ir. J. van Roekel set up AKK, which was followed by other knowledge centers, culminating COKON.

Prof. Paul C.M. van Seters works at the Faculty of Law, Tilburg University. He is a past Director of the Institute for Jurisprudence and Comparative Law Schoordijk Insitute and a past President of the Dutch Law and Society Association. As now, he is the Executive Director of Globus. Additionally, he is on the editorial board of the *Electronic Journal of Comparative Law* and editor-in-chief of *Sociale Wetenschappen*.

Dr. Mark A. Wade serves as Assistant Professor of Agribusiness Management at the University of Tennessee in Knoxville. Extension and Research interests include human resource management, agribusiness sales and marketing, and livestock management and production practices. He works primarily with the livestock and vegetable industries.

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Mr. William Whipple

Mr. Lynn F. White – Vice President, Global AgServices. Prior to joining Deere in May of 2000, Mr. White served as Senior Vice President, Corporate Development for IMC Global Inc., a leading crop nutrients producer. He was an officer of the Company and also served as Acting Chief Financial Officer in 1997-98. He earned a Bachelor of Arts degree in history and economics *summa cum laude* from California Polytechnic State University and an MBA in Finance and Multinational Enterprise from the Wharton Graduate School of Business at the University of Pennsylvania.