

Resume for Alan W. Hodges, Ph.D.

Revised January 22, 2008

Qualifications

- Twentythree years professional experience in research and training for business management, industry and market analysis, agricultural, environmental and natural resource economics.
- Specializing in regional economic impact analysis, environmental horticulture, survey research, forest product development, biomass energy.
- Strong writing and oral communication skills: author of numerous scholarly publications, frequent presenter to academic audiences, and journal editing and review.
- Extensive international experience in Latin America.
- Participated in research grants valued in excess of \$5 million.
- Consultant to clients on business feasibility studies, market analysis, crop insurance, product development, scientific review.
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Education

Ph.D., University of Florida, Agricultural and Biological Engineering, 1995

M.S., University of Florida, Agricultural and Biological Engineering, 1988

B.A., University of Chicago, Behavioral Science, 1982

Employment at University of Florida, Institute of Food & Agricultural Sciences, Food & Resource Economics Department, Gainesville, FL: Associate Extension Scientist, 2007-present; Associate-In, 2003-07; Assistant-In, 2001-03; Coordinator of Economic Analysis, 1988-2001; Statistical Research Assistant, 1985-88.

Professional Associations and University Service

Affiliate Faculty, University of Florida, School of Forest Resources & Conservation, 2001-present.

Chairman, Green Industry Research Consortium, USDA/CREES, Southern States Agricultural Experiment Stations, Multi-State Project S-1021, "Technical and Economical Efficiencies for Producing, Marketing and Managing Environmental Plants", Member, 1995-present; elected 2007 for 2 year term.

Co-Director, Economic Impact Analysis Program, University of Florida, Food & Resource Economics Department, 1999-present.

Editor and Technical Editor, *Forest Chemicals Review*, a bimonthly trade publication covering the forest chemicals industry, 1997-2006.

Personal and Contact Information

Born 1959, Burlington, Iowa; Married, 1985, no children

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Home address: 5111 SE 193rd Terrace, Hawthorne, FL 32640; tel 352-392-1881 x312

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Research Sponsors and Clients

Arizona Chemical Co., Savannah, GA; scientific review and analysis, 2000.
Auburn University, Auburn, AL; aquaculture analysis, 2006.
Barron Collier Partnership, Naples, FL; market analysis, 1997, 2004.
Defenders of Wildlife, Washington, DC; analysis of conservation in northeast Florida, 2002.
Environmental Defense, Washington, DC; greenhouse gas mitigation in Florida, 2007.
Florida Department of Agriculture and Consumer Services, Tallahassee; economic impact analysis, market research, 1999-2006.
Florida Department of Community Affairs, Century Commission, Tallahassee; ecosystem services and sustainability, 2006.
Florida Department of Environmental Protection; waste reduction and recycling, water quality BMP's, 1990-92, 1998-2000, 2004-07.
Florida Department of Health, Office of Rural Health, Tallahassee; economic impact analysis, 2001.
Florida Forestry Association, Tallahassee; economic impact analysis, 2003-04.
Florida Nursery Growers and Landscape Association, Orlando; economic impact analysis, financial benchmark analysis, survey research, 1998-2007.
Florida Turfgrass Association, Orlando, FL; economic impact of analysis, 1992-93.
Florikan, Inc., Sarasota, FL; analysis of industry competition, 2000-01.
Food and Agriculture Organization of the United Nations; host to fellow in non-wood forest products, 1997.
Georgia Forestry Commission, Macon; non-timber forest product development, 1989-99.
Hydromentia, Inc, Okeechobee, FL; analysis of water treatment systems, 2005.
International Paper Co., Bainbridge, GA; scientific review and analysis, 1999.
International Turf Producers Research Foundation, Rolling Meadows, IL; market analysis, economic impact analysis, 1999-2001, 2004-05.
Kreidt Publications, New Orleans, LA; publishing, market analysis, 1997-2006.
National Crop Insurance Services, Overland Park, KS; crop insurance feasibility analysis, rate analysis, 2001-05.
National Oceanic and Atmospheric Administration, Washington, DC; effects of climate variation on agriculture, 1996.
Pandion Systems, Gainesville, FL; economic analysis, development planning, 2000, 2003, 2005.
PGA Tour, Inc., Ponte Vedra Beach, FL; economic impact of golf tournaments, 2005-07.
Solen Textiles, Quebec; market analysis, 2000.
Southeast Forest Trust, Gainesville, FL; forest products certification, 1997.
Southeast Milk, Inc.; economic impact analysis of dairy industry, 2007.
Southwest Florida Water Management District; technology adoption of drip irrigation, 1992, economic impact of Everglades restoration project, 2005.
Thomas Murray and Associates, Gloucester Point, VA; economic impacts of international boat shows, 1999-2003.
University of Florida, Department of Recreation, Parks and Tourism; economic impacts of tourism, 2000-01, 2006.
University of Florida, Center for Biomass Programs; analysis of biomass energy systems, 1996-2002.
University of Florida, Vice President for Communications; economic impact analysis, 2007-07.
US Army Corps of Engineers; economic impact analysis, 1998.
US Dept. of Commerce, National Marine Fisheries Service; economic impact of fisheries, 2004.
US Dept. of Energy, National Renewable Energy Laboratory, Golden, CO; analysis of biomass energy, 1994-95.
US Dept. of Energy, Washington, DC; review national energy modeling system, 1992.
US Dept. of Agriculture, Agriculture Research Service, Ft. Lauderdale, FL; evaluation of invasive species control, 2003-07.
US Dept. of Agriculture, Risk Management Agency, Washington, DC; agricultural water system management, 2003-04.
US Dept. of Agriculture, Economic Research Service, Washington, DC; evaluation of Everglades restoration, 1996-97.
US Dept. of Agriculture, Forest Service, Asheville, NC; non-timber forest product development, 1995.
US Dept. of Agriculture, Forest Service, Atlanta, GA; wood energy system evaluation and outreach, 2005-07.
US Dept. of Agriculture, National Urban and Community Forestry Advisory Committee; economic impact analysis, 2003-05.
US Dept of Agriculture, Southern Agriculture Research and Education; analysis of organic weed control, 2005-07.
WCI Communities, Bonita Springs, FL; economic impact of golf, 2001-02.
World Golf Hall of Fame Foundation, St. Augustine, FL; economic impact of golf amenity development, 2005-06.

Selected Research Projects and Publications (reports available at <http://economicimpact.ifas.ufl.edu> or <http://hortbusiness.ifas.ufl.edu> unless otherwise indicated). Full Curriculum Vitae available upon request.

Opportunities for Greenhouse Gas Reduction through Agriculture and Forestry in Florida. Evaluated potential for biofuels to reduce greenhouse gases (2007).

Regional Economic Impacts of Florida's Agricultural and Natural Resource Industries. This study evaluated direct and indirect regional economic impacts of Florida's agriculture and natural resource sectors using data from the national accounts of the US and the *Implan* input-output economic modeling system (updated 2008).

Demonstration of Water Quality Best Management Practices for Beef Cattle Ranching in the Lake Okeechobee Basin. Study is evaluating economic feasibility of selected best management practices to reduce phosphorous runoff for range cattle operations in south Florida (2004-07).

Economic Impacts of the Florida Forest Products Industry. Conducted survey of forest landowners, manufacturing mills and forestry service businesses in Florida, and performed regional economic impact analysis (2004).

Market Enhancement for Small Diameter Timber in Florida. Study evaluated long-term timber supply-demand situation in the southeast U.S., and to identify market opportunities for expanded utilization of small diameter timber.

Economic Impacts of the Green Industry in the United States. Evaluated total economic impacts of the environmental horticulture industry in the United States, including plant production, retail distribution, and landscape services. Published in *HortTechnology*, July 2006. *Economic Impacts of the Turfgrass and Lawncare Industry in the United States.* Companion project to above study evaluated economic impacts of sod production and lawncare industries. Accepted for publication in *Journal of Environmental Horticulture*, June 2007.

Socio-Economic Research for The Areawide Management Evaluation of Melaleuca quinquenervia. Conducted survey of agricultural landowners, public agency land managers and residents to document management practices for the invasive species *Melaleuca*. Published in *Wildland Weeds* 9(4), pp. 23-25 (Fall 2006).

Business Analysis of Ornamental Plant Businesses in Florida. This ongoing program developed financial benchmark indicators for evaluation of business performance of horticulture industry firms. Also developed an automated internet-based system linked to historical database and security-encrypted data entry forms (<http://hortbusiness/ifas/ufl.edu/hortnba>).

Economic Impacts of the Florida Apiculture Industry. Conducted survey of Florida beekeepers to gather information on revenues, expenditures, employment, management practices, etc.; estimated value of pollination services to fruit and vegetable industry, and total economic impacts on Florida economy; assessed regulation of pesticides for apiaries. Published in *American Bee Journal* 141(5): 361-363 (2001).

Public Preferences and Economic Valuation for Restoration of the Florida Everglades. Conducted in-person survey interviews of Florida households regarding attitudes towards Everglades restoration, with conjoint analysis of survey data, and estimation of willingness-to-pay measures. Published in *Environmental Practice*, 2:176-87 (2000).

A Geographic Information System for Biomass Energy in Florida. This project used *Arc-Info* software to evaluate potential biomass energy production in Florida based on soils and land use geographic data, and used *TransCAD* software to determine the optimal location of conversion facilities using network analysis procedures. Published in *Proceedings of BioEnergy Conference*, August, 1999.

Seasonal to Inter-Annual Prediction of El Niño/Southern Oscillation Effects on Southeast U.S. Agriculture. Research examined time-lagged correlations between occurrence of El Niño events and crop yields in the southeast US, and determined potential benefits of mitigating management actions. Published in *Journal of Climate*, 11: 404-411 (1998).

Competition and Structural Change in Florida's Ornamental Plant Industry. A 1989-1994 longitudinal survey of the wholesale nursery industry, analysis of product mix, marketing patterns, and trade flows. Published in *Acta Horticulturae* 429: 309-315 (1997).

Technology Adoption of Drip Irrigation by Florida's Strawberry Industry. Developed a behavioral-econometric model of conservation technology adoption by farmers using *Tobit* regression analysis of survey data. Results were published as "Conservation technology adoption decisions and the theory of planned behavior", *Journal of Economic Psychology* 16: 581-598 (1995).

Accounting and Business Analysis for Greenhouse Flower Production. A simple business accounting and analysis system linking *Quicken* and spreadsheet software was developed and delivered through training for users in Cochabamba, Bolivia. Published as "Bolivia's Emerging Cut Flower Industry: A Performance Assessment", *HortScience* 27(12): 1319-1322 (1992).

Production of High Purity Pine Oleoresin. Conducted research and training projects on use of novel technology for pine oleoresin production in Florida and Georgia, USA (1989-2000), Indonesia (2003-04), Chile (2003), Mexico (1999-2000), Republic of South Africa (1998), Turkey (1998), India (1997), Honduras (1996), Venezuela (1995), and France (1995). Published in *Forest Chemicals Review*, vol.105, issues 4-5 (1995).