

# Roger D. Hanagriff, PhD.

July 2022

## **Contact Information**

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## I. Introduction

### A. Education

Doctor of Philosophy-	Texas A&M University, 2002, Agricultural Leadership, Education and Communication
Master of Agriculture-	Texas A&M University, 1992, Agricultural Economics
Bachelor of Science-	Sam Houston State University, 1990, Agricultural Business, Minor Accounting

### B. Employment History

Texas A&M University Kingsville	Associate Professor at Texas A&M University Kingsville, Agribusiness – January 2018 to Current
Texas A&M University	Continuing Education Associate Professor, Department of Agricultural Leadership, Education and Communications - January 2012 to January 2018
Texas A&M University – Kingsville	Associate Professor in Agricultural Business & Rodeo Coach, (tenured) - 2008 to 2012
Sam Houston State University	Agricultural Business & Rodeo Coach 2005 to 2007 Associate Professor (tenured) 2002 Assistant Professor 1997 Lecturer
Tomball College	Lecturer in Agriculture, 1996
Hanagriff, Swaim & Associates	Staff Tax and Corporate Accountant, 1994 to 1996
TDCJ – Agriculture	Assistant State Economist, 1992-1994
Houston Community College	Lecturer, Part-time 1990 – 1994

## II. Scholarly Activity

### A. Invited Book Chapters

1. Strong, R., Edney, K., & **Hanagriff, R.** (in-review 2016). *A case study of agricultural extension in post conflict South Sudan*. United States Agency for International Development – Modernizing Extension Advisory Services.

2. Hanagriff, R. D., (1997). Introduction to Agriculture and Economics. ISBN# 1-57182-680-7 Hayden-McNeil Publishing, Inc. Plymouth, Michigan.

## **B. Journal Articles (Peer Reviewed)**

1. Smalley, S. W., Perry, D. K., Shultz, A., Lawver, R. G., Pate, M. L., **Hanagriff, R.**, & Ewell, C. (2022). Assessing Youth Safety Knowledge Through the Agricultural Experience Tracker (AET). *Journal of Agricultural Safety and Health*, 28(2):87-98. doi: 10.13031/jash.14801
2. Smalley, S. W., Perry, D. K., Lawver, R. G., Pate, M. L., Shultz, A., **Hanagriff, R.**, & Ewell, C. (2021). Assessing youth safety knowledge. Paper # 2100910. ASABE Annual International Meeting. Virtual (OpenWater Conferencing Service), July 12-16. doi: 10.13031/aim.202100910
3. **Hanagriff, R.** Wallace, M. and Elliot, J (2020). Applying a Needs Assessment Model for Improving Agricultural Education in Guinea. *Journal of International Agricultural and Extension Education*, 27(4), 79-93. Doi: 10.5191/jiaee.2020.27479
4. **Hanagriff, R.**, Rayfield, J., Briers, G. and Murphy, T. (2013). Economic Impacts and Program Involvement in Agricultural Mechanics Competition Projects in Texas. *Journal of Agricultural Education*, 55(2), 79-90. doi: 10.5032/jae.2014.02079
5. **Hanagriff, R.** and Strong, R. (2013). Using Score Carding Processes to Identify Barriers for Total Performance Rating (TPR) Values in a Commodity Association. *The Journal of American Business Review, Cambridge*, 2(1): 283-289
6. **Hanagriff, R.**, and Rhoades, R. (2012). A Rank-Ordered Discrepancy Assessment of Commodity Association Member's Perceptions of Product Value and Breed Performance Data. *The Journal of American Academy of Business, Cambridge*, Vol. 18, and Num. 2 (Dec. 2012): 69-74
7. **Hanagriff, R.**, Rhoades, R., Rutherford, T. and Foster, J. The Importance of Non-Equity Alliances and a Descriptive Assessment of Member Needs from a Commodity Beef Association. *The Business Review, Cambridge*, Vol. 12, and Num. 1 (Dec. 2012): 5-13.
8. **Hanagriff, R.**, Murova, O. and Santiago-Mullins. Measuring the Health of a State Branded Wine Products in Texas. *The Business Review, Cambridge*, Vol. 11, and Num. 1 (Dec. 2011): 62-73.
9. **Hanagriff, R.**, Williams, R., Landon and Whitis, T. Economic Impacts Derived from a Newly Developed Community Supported Equine Facility: Impacts to Rural Tourism. *The Business Review, Cambridge*, Vol. 11, and Num. 1 (Dec. 2011): 5-16.
10. Nelson, S., Young, M., **Hanagriff, R.** and Klose, S. An Evaluation of Flood Irrigation and Compost Use in South Texas Rio Red Grapefruit Production: Are There Economic Values? *The Business Review, Cambridge*, Vol. 11, and Num. 1 (Dec. 2011): 122-134.
11. Schuster, G., Lukefahr, S., McCuiston, K. and **Hanagriff, R.** Measuring the Economic Potential of Utilizing Sweet Potato Production in Small Animal Forage and Crop Production

- System: A Systems Approach. The Business Review, Cambridge, Vol. 11, and Num. 1 (Dec. 2011): 212-222.
12. Murova, O. and **Hanagriff**, R. Determinants of Returns in Rural Tourism. Journal of Agricultural and Applied Economics, Vol. 43, No.3 (August 2011): 423-432
  13. Cyr D., **Hanagriff**, R. and Kwong, L. What is Making Investment in the Texas Vineyard Industry Tick? A Real Options Analysis of Entry and Exit. Journal of Wine Economics, Vol. 5, No. 2, 236-255 (2011)
  14. **Hanagriff**, R. and Murova, O. Analysis of Texas Winery Visitor Spending and GOTEXAN Efforts to Promote Winery Tourism. Southern Agricultural Economics Association Annual Meetings, Corpus Christi, TX February 6, 2011. <http://purl.umn.edu/98793>
  15. **Hanagriff**, R. and Murova, O. Study of Economic Impacts Derived from 2005 to 2009 Rural Texas Community Events and Factors that Predict Spending? The Business Review, Cambridge, Vol. 10, and Num. 1 (Dec. 2010): 78-84.
  16. **Hanagriff**, R., Rhoades, R., Beverly, M. and Stutts, K. A Comparison of 2007 to 2010 Branded Meat Consumers; Are Consumers Changing and What Product Characteristics Influence's Their Buying Decision? The Business Review, Cambridge, Vol. 10, and Num. 1 (Dec. 2010):123-28.
  17. **Hanagriff**, R., Murphy, T., Roberts, G., Briers, G. and Lindner, J. Economic Impact of Supervised Agriculture Experiences: Returns from SAE Investment Cost in Texas, 2007-2008. Journal of Agriculture Education, Volume 51, Number 4 - 2010
  18. Lau, M., **Hanagriff**, R., Constance, D., York, M., VanDelist, B., and Higgins, L. (2010). Discerning Differences among Producer Groups and Organic Adoption Barriers in Texas. Journal of Food Distribution Research, Volume XLI, Number 2, July 2010, pp.124-164.
  19. Murova, O., **Hanagriff**, R. and Lyford, C. A 2008-09 Assessment of Texas Department of Agriculture Programs to Support Rural Economic Tourism Events. How Strong Are These Economic Returns? Southern Agricultural Economics Association Annual Meetings, Orlando, FL February 6-9, 2010. <http://ageconsearch.umn.edu/handle/56429>
  20. **Hanagriff**, R. and Higgins, L. Can a Local Community Tourism Event Positively Impact a Communities Economy? A Case Study Application using 2009 Buccaneer Days Event in Corpus Christi, Texas. The Business Review, Cambridge, Volume 14, Number 1 (December 2009): 64-69
  21. **Hanagriff**, R., Beverly, M. and Lau, M. Can a State Funded Rural Economic Development Program Positively Impact the State's Economy? A Case Study Application using 2007 Texas Department of Agriculture's Rural Tourism Economic Development Program. The Business Review, Cambridge, Volume 12, Number 2, (May 2009): 72-77
  22. **Hanagriff**, R., Murphy, T., Briers, G. and Roberts, G. Economic Impacts of Agriculture Education to a State's Economy: Are There Also Economic Returns? The Business Review, Cambridge, Volume 14, Number 2, (May 2009): 24-29.

23. **Hanagriff**, R. and Lau, M. Can a State Funded Rural Economic Development Program Positively Impact the State's Economy? A Case Study Application using Texas Department of Agriculture's Rural Tourism Economic Development Program. Southern Agricultural Economics Association Annual Meetings, Atlanta, Georgia, January 31 – February 3, 2009. <http://ageconsearch.umn.edu/handle/46827>
24. **Hanagriff**, R. Rhoards, R. and Wilmeth, D. Consumer Preferences in Purchasing Beef and the Values they Attribute to Branded Beef Products. Southern Agricultural Economics Association Annual Meetings, Atlanta, Georgia, January 31 – February 3, 2009. <http://ageconsearch.umn.edu/handle/46854>
25. **Hanagriff**, R., Lau, M and Rogers, S. State Funded Marketing and Promotional Activities to Support a State's Wine Business. A Case Study using Senate Bill 1370's Support of the Texas Wine Industry. Southern Agricultural Economics Association Annual Meetings, Atlanta, Georgia, January 31 – February 3, 2009. <http://ageconsearch.umn.edu/handle/44088>
26. **Hanagriff**, R., Rogers, S., and Lau, M. (2008). State Funding to Support a State's Wine Industry; Are There Economic Returns? : A Case Study Using Senate Bill 1370's Support of The Texas Wine Industry. Working Papers of American Association of Wine Economists, WP27 (Oct 2008) [http://www.wine-economics.org/workingpapers/AAWE\\_WP27.pdf](http://www.wine-economics.org/workingpapers/AAWE_WP27.pdf)
27. Lau, M., **Hanagriff**, R., Constance, D., and York, M. (2008). Discerning Differences between Producer Groups and Organic Barriers in Texas. Proceedings of 2008 Southern Association of Agricultural Scientist (Agricultural Economics) (SASS) (Dallas, TX February 2008) <http://ageconsearch.umn.edu/handle/6873>
28. **Hanagriff**, R., Lau, M., and Rogers, S. (2007). The Texas Wine Industry: A Descriptive Analysis of 2001 to 2007 Texas Wine Production and Consumption. The Business Review, Cambridge, Vol. 9 and Num. 1 (December 2007): 175-180.
29. Lau, M., Beverly, M., Kelley, S., and **Hanagriff**, R. (2007). The Economic and Social Values Consumers Place on All Natural/Healthy Beef Products and How this Value Added Commodity Effects Demand: A Literature Review. The Business Review, Cambridge, Vol. 9 and Num. 1 (December 2007): 159-164.
30. **Hanagriff**, R., Beverly, M., Lau, M. and Rogers, S. (2007). Assessment of a State Marketing Program: A Case Study Using GO TEXAN Marketing Program Evaluation. The Business Review, Cambridge, Vol. 9 and Num. 1 (December 2007): 42-48.
31. **Hanagriff**, R., Kelley, S., Beverly, M. (2007). Assessment of a State Commodity Marketing Program: A Case Study Approach to Using 2003-2004 Texas Wine Marketing Assistance Program Evaluation. Journal of Business Case Studies, Vol. 3 and Num. 3, (Nov. 2007)
32. Martinez, S., **Hanagriff**, R., Lau, M. and Harris, M. (2007). Determining the Factors Affecting Demand for Branded Beef: Applying a Logit Model to 2004 Neilson Home-Scan Data. Journal of Business and Economic Research, Vol.5, and Num. 11 (November 2007): 95-102.

33. **Hanagriff, R., Kelley, S., and Lau, M. (2007).** Reporting of Beef Purchaser Demographics: A Descriptive Analysis of Major Southern U.S. Markets. The Business Review, Cambridge, Vol. 7, and Num. 1 (May 2007): 171-176.
34. Martinez, S., **Hanagriff, R., Lau, M. and Harris, M. (2007).** Factors Affecting Demand for Beef. Proceedings of the Southern Association of Agricultural Sciences Conference. (February 2007). <http://ageconsearch.umn.edu/handle/34885>
35. **Hanagriff, R., Kelley, S., and Lau, M. (2006).** Assessment of State Sponsored Agricultural Marketing Programs: A Case Study Approach Using Texas Department of Agriculture's GO TEXAN Program. The Business Review, Cambridge, Vol. 5, and Num. 1 (Sept. 2006): 307-313.
36. **Hanagriff, R., Lau, M., Kelley, S. (2006).** Assessment of State Sponsored Marketing Program: A Case Study Approach Using Texas Department of Agriculture's Go-Texan Program. The Business Review, Cambridge (Journal), Vol. 5, Num. 1, May 2006, Page: 105-111.
37. **Hanagriff, R., Beverly, M., and Robinson, C. (2005).** Texas Wine Marketing Assistance Program and the Impacts to the Texas Economy. The Business Review, Cambridge (Journal), Vol. 3, Num. 1, 2005, Page: 122-128.
38. **Hanagriff, R., Beverly, M., Wolfskill, A., and Boyles, B. (2005)** Assessment of the Texas Agricultural Finance Authority's Rural Economic Development Programs. The Business Review, Cambridge (Journal), Vol. 4, Num. 2, 2005, Page: 142-148.
39. **Hanagriff, R., Pavelock, P., Smith K., and Rakowitz, L. (2005).** An Evaluation of the GO TEXAN Marketing Program: Results of the 2002-2003 Member Survey. 2004 Texas Journal of Agriculture and Natural Resources, 17, 1-8. Available at <http://www.tarleton.edu/%7ETXJANR/2004issue/article1.pdf>.

### **C. Presentations at Research Symposiums (Peer Reviewed)**

1. Mitchell, K., Perry, D. and Hanagriff, R. (2021). Perceived Knowledge and Importance of Agricultural Education Record Keeping. Western Region American Association of Agricultural Educators Research Conference. September 2021 – Poster Presentation
2. Doss, W., Hanagriff, R., and Rayfield, J. (2020). A Longitudinal Analysis of SAE Engagement Through Record Book Data. Southern Region American Association of Agricultural Educators Research Conference. February, 2020 – Poster Presentation
3. Donato, M., Nelson, S., Chumble, S., and Hanagriff, R. (2019). START ACTING: A Program for Recruitment and Retention of South Texas Students into Agricultural Careers. ASA Conference, San Antonio, Texas. Poster Presentation
4. Hanagriff, R., Strong R., and Edney, K. (2019). Applying a Needs Assessment Model for Improving Agricultural Education in Guinea. Association for International Agricultural and Extension Education. Trinidad and Tobago – Paper Presentation
5. Hanagriff, R., Strong, R., & Edney, K. (2016). Identifying consumer demand preferences for seafood products: Opportunities for extension systems to address stakeholder needs

and develop international local coastal economies. Association for International Agricultural and Extension Education. Portland, Oregon – Research Poster Presentation

6. Overstreet, C., Rayfield, J. and Hanagriff, R.(2016). Does Selection of the Animal Systems Pathway Influence the Type of SAE Students Choose? A Multi-State Analysis. *Southern Region American Association of Agricultural Educators Research Conference*. San Antonio, TX February, 2016 – Poster Presentation
7. Strong, R., Edney, K., & Hanagriff, R. (2015). Training Army officers to be extension officers: Educational needs of the Sudanese Peoples Liberation Army's Agricultural Battalion. *Association for International Agricultural and Extension Education*. Wageningen, The Netherlands
8. Hanagriff, R., Edney, K., & Strong, R. (2015). Utilizing PESTEL analysis to identify external factors that influence a successful education program in conflict regions: A case study of South Sudan. *Association for International Agricultural and Extension Education*. Wageningen, The Netherlands
9. Hanagriff, R., Adair, S., Rayfield, J. and Edney, K. (2015). A Descriptive Analysis of Student's Interest in Supervised Agricultural Experiences through ExploreSAE.com. Poster Presentation, *National Association of Agricultural Educators Research Conference, 2015*.
10. Zwilling, C., Hanagriff, R. and Rayfield, J. (2015). Using Google Analytics to Assess the Use of Online Resources in Agricultural Education. Poster Presentation, *National Association of Agricultural Educators Research Conference, 2015*.
11. Hanagriff, R. and Strong, R. (2013). Using Score Carding Processes to Identify Barriers for Total Performance Rating (TPR) Values in a Commodity Association. International Business and Marketing Conference. Miami, FL, December 2013
12. Doss, W., Hanagriff, R. and Rayfield, J. (2013). Using the Texas Saebuilder.com Tool to Assess Current Interests and Students' Perceived Knowledge Concerning Supervised Agricultural Experiences. Poster Presentation – Proceedings of the 2013 American Association for Agricultural Education Research Conference, Columbus, OH, May 2013
13. Hanagriff, R., Odom, S., McKim, B. and Moore, L. (2013). Discrepancy Analysis of Secondary Agricultural Science Teachers Ability to Teach, to Perform and Knowledge Factors of Social Emotional Learning in Agricultural Educational Curriculum. Poster Presentation – Proceedings of the 2013 American Association for Agricultural Education Research Conference, Columbus, OH, May 2013
14. Hanagriff, R., and Rhoades, R. (2012). A Rank-Ordered Discrepancy Assessment of Commodity Association Member's Perceptions of Product Value and Breed Performance Data. *International Business and Marketing Conference*. Miami, FL December 10, 2012
15. Hanagriff, R., Rhoades, R., Rutherford, T. and Foster, J. The Importance of Non-Equity Alliances and a Descriptive Assessment of Member Needs from a Commodity Beef Association. *International Business and Marketing Conference*. New York, NY May 5-7, 2012



16. Hanagriff, R., Pavelock, D., Rayfield, J. and Ulrich, D. Measuring Community Economic Impacts Derived from FFA Career Development Event Participant Spending. *Western Region American Association of Agricultural Educators Research Conference*. Bellingham, WA April 17-22, 2012 – Poster Presentation
17. Hanagriff, R., Murova, O. and Santiago-Mullins. Measuring the Health of a State Branded Wine Products in Texas. *International Business and Economics Conference*. Miami, FL December 14-16, 2011
18. Hanagriff, R., Williams, R., Landon and Whitis, T. Economic Impacts Derived from a Newly Developed Community Supported Equine Facility: Impacts to Rural Tourism. *International Business and Economics Conference*. Miami, FL December 14-16, 2011
19. Nelson, S., Young, M., Hanagriff, R. and Klose, S. An Evaluation of Flood Irrigation and Compost Use in South Texas Rio Red Grapefruit Production: Are There Economic Values? *International Business and Economics Conference*. Miami, FL December 14-16, 2011
20. Hanagriff, R., Rhoades, R., Beverly, M. and Stutts, K. A Comparison of 2007 to 2010 Branded Meat Consumers; Are Consumers Changing and What Product Characteristics Influence's Their Buying Decision? *International Business and Economics Conference*. Miami, FL December 14-16, 2010
21. Hanagriff, R. and Murova, O. Measuring the Health of a State Branded Wine Commodity. American Association of Wine Economics Conference. Bolzano, Italy June 2011
22. Hanagriff, R and Murova, O. Analysis of Texas Winery Visitor Spending and GOTEXAN Efforts to Promote Winery Tourism. American Association of Wine Economics Conference. Bolzano, Italy June 2011
23. Hanagriff, R. and Murova, O. Study of Economic Impacts Derived from 2005 to 2009 Rural Texas Community Events and Factors that Predict Spending? *International Business and Economics Conference*. Miami, FL December 14-16, 2010
24. Hanagriff, R., Rhoades, R., Beverly, M. and Stutts, K. A Comparison of 2007 to 2010 Branded Meat Consumers; Are Consumers Changing and What Product Characteristics Influence's Their Buying Decision? *International Business and Economics Conference*. Miami, FL December 14-16, 2010
25. Hanagriff, R. Developing a Student Recruitment and Retention Program to Target Minority Students that Encourages Student to Seek Collegiate Programs and Major in Colleges of Agriculture, Natural Resources and Human Sciences. *Proceeding of the National Institute of Food and Agriculture Meeting, Washington, D.C. November 29 – December 3, 2010.*
26. Hanagriff, R., Lau, M., Mullins, M. and Higgens, L. Texas Wine Sales and Texas Producing Wineries Market Share: A Historical Review of Sales and Potential for Texas Wineries and Impacts from the GO TEXAN Program. *American Association of Wine Economics & International Viticulture Association Annual Meetings*. Davis, CA June 12-16, 2010
27. Hanagriff, R. and Murova, O. Texas Department of Agriculture's Wine Marketing Passport Program that Promotes Tourism and Texas Wineries: Are there Measurable Economic



Returns? *American Association of Wine Economics & International Viticulture Association Annual Meetings*. Davis, CA June 12-16, 2010

28. Lau, M., Higgins, L., Hanagriff, R. and Mullins, M. Texas Wineries Use of Social Media Marketing and Values Attributable to Social Media Outlets. *American Association of Wine Economics & International Viticulture Association Annual Meetings*. Davis, CA June 12-16, 2010
29. Turner, B., Tedeschi, B, Dunn, B., Hanagriff, R. and Rhoades, R. A Cow-Calf Model to Evaluate the Dynamics of Different Marketing Strategies. *Society of Animal Scientist (Modeler's Group)*. Denver, CO July 10, 2010
30. Olga, M., Hanagriff, R. and Lyford, C. A 2008-09 Assessment of Texas Department of Agriculture Programs to Support Rural Economic Tourism Events. How Strong Are These Economic Returns? *Southern Agricultural Economics Association Annual Meetings*, Orlando, FL February 6-9, 2010.
31. Hanagriff, R. and Higgins, L. Can a Local Community Tourism Event Positively Impact a Communities Economy? A Case Study Application using 2009 Buccaneer Days Event in Corpus Christi, Texas. *International Business and Economics Conference*. Miami, FL December 14-16, 2009
32. Hanagriff, R. and Lyford, C. A Review of Literature for Quality Assurance Programs in the Food Sector and Potential Impacts in Developing Wine Brands from Texas. *American Wine Economics Association Annual Meetings*, Reims, France - July 10-15, 2009
33. Hanagriff, R., Beverly, M. and Lau, M. Can a State Funded Rural Economic Development Program Positively Impact the State's Economy? A Case Study Application using 2007 Texas Department of Agriculture's Rural Tourism Economic Development Program. *International Business Conference*. New York, NY, May 4-6, 2009
34. Hanagriff, R., Murphy, T., Briers, G. and Roberts, G. Economic Impacts of Agriculture Education to a State's Economy: Are There Also Economic Returns? *International Business Conference*. New York, NY, May 4-6, 2009
35. Hanagriff, R. and Lau, M. Can a State Funded Rural Economic Development Program Positively Impact the State's Economy? A Case Study Application using Texas Department of Agriculture's Rural Tourism Economic Development Program. *Southern Agricultural Economics Association Annual Meetings*, Atlanta, Georgia, January 31 – February 3, 2009
36. Hanagriff, R. Rhoades, R. and Wilmeth, D. Consumer Preferences in Purchasing Beef and the Values they Attribute to Branded Beef Products. *Southern Agricultural Economics Association Annual Meetings*, Atlanta, Georgia, January 31 – February 3, 2009
37. Hanagriff, R., Lau, M and Rogers, S. State Funded Marketing and Promotional Activities to Support a State's Wine Business. A Case Study using Senate Bill 1370's Support of the Texas Wine Industry. *Southern Agricultural Economics Association Annual Meetings*, Atlanta, Georgia, January 31 – February 3, 2009.

38. Hanagriff, R., Murphy, T., Roberts, G. and Briers, G. Economic Impact of Student Agricultural Experiences in the Texas Economy. *Southern Agricultural Education Association-Abstract Annual Meetings*, Atlanta, Georgia, January 31 – February 3, 2009
39. McMillan, M. and R. Hanagriff. Developing a Youth Sports Safety Program: A Case Study Review of Equine Related Youth Injuries. *The College Teaching & Learning (TLC) Conference and Applied Business Research (ABR) Conference* Orlando, FL January 2-5, 2008
40. Hanagriff, Roger, Sarah Rogers and Michael Lau. State Funding to Support a State's Wine Industry; Are There Economic Returns?: A Case Study Using Senate Bill 1370's Support of The Texas Wine Industry. *American Wine Economics Meetings*, June 11-15, 2008, Portland, Oregon
41. Lau, Michael, Roger Hanagriff, and Tim Murphy. "Assessment of a State Marketing Program: A Case Study using the GO TEXAN Marketing Program Evaluation." *Western Agricultural Economics Association Annual Conference*, Big Sky, MT, June 25-27, 2008
42. Lau, Michael, and Roger Hanagriff. "Strategic Implications for the Future of Future of the Texas Wine Industry." *Selected Paper proceedings for the International Food and Agribusiness Management Association Annual World Forum and Symposium*, Monterey, CA, June 14-17, 2008.
43. Hanagriff, R., M. Lau and S. Rogers. Economic Impact of A State Sponsored Marketing Program: A Case Study of the 2007 GO TEXAN Program. *The College Teaching & Learning (TLC) Conference and Applied Business Research (ABR) Conference* Orlando, FL January 2-5, 2008
44. Lau, M., R. Hanagriff, D. Constance and M. York. Discerning Differences between Producer Groups and Organic Barriers in Texas. *Southern Association of Agricultural Scientist (Agricultural Economics) (SASS)* Dallas, TX February 2-8, 2008
45. Hanagriff, R., M. Lau and S. Rogers. The Texas Wine Industry: A Descriptive Analysis of 2001 to 2007 Texas Wine Production and Consumption. *International Business and Economics Conference*, December 9-11, 2007
46. M. Lau, M. Beverly, S. Kelley and R. Hanagriff. The Economic and Social Values Consumers Place on All Natural/Healthy Beef Products and How this Value Added Commodity Effects Demand: A Literature Review. *International Business and Economics Conference*, December 9-11, 2007
47. Hanagriff, R., M. Beverly, M. Lau and S. Rogers. Assessment of a State Marketing Program: A Case Study Using GO TEXAN Marketing Program Evaluation. *International Business and Economics Conference*, December 9-11, 2007
48. Hanagriff, R., S. Kelley, and M. Beverly. Assessment of a State Commodity Marketing Program: A Case Study Approach to Using 2003-2004 Texas Wine Marketing Assistance Program Evaluation. *Teaching and Learning Conference*, Mazatlan, Mexico November 10-14, 2007

49. Martinez, S., R. Hanagriff, M. Lau and M. Harris. Determining the Factors Affecting Demand for Branded Beef: Applying a Logit Model to 2004 Neilson Home-Scan Data. *International Economics and Business Conference*, Mazatlan, Mexico November 10-14, 2007
50. Hanagriff, R., T. Murphy and M. Beverly. Texas Public School Nutrition Program Menu Analysis: Assessment and Effectiveness *2007 International Applied Business Research Conference to be held in Mazatlan, Mexico. March 2007*
51. Lau, M., R. Hanagriff and M. York. The Role of Marketing Barriers in the Adoption of Organic Agriculture: The Case of Texas. *Proceedings of 2007 American Agricultural Economics Association (AAEA) Meeting*, Portland, OR July 13-17, 2007
52. Hanagriff, R., S. Kelley and M. Lau. Reporting of Beef Purchaser Demographics: A Descriptive Analysis of Major Southern U.S. Markets. *International Economics and Business Conference*, New York, NY. May 5-8, 2007
53. Martinez, S., R. Hanagriff, M. Lau, and M. Harris. Factors Affecting Demand for Beef. *Southern Association of Agricultural Sciences Conference*. Orlando, FL February 4-7, 2007
54. Hanagriff, R., M. Lau and S. Rogers. The Texas Wine Industry: A Descriptive Analysis of 2001 to 2007 Texas Wine Production and Consumption. *The Economic and International Business Research Conference in Miami, Florida. December 4-6, 2007*
55. M. Lau, M. Beverly, S. Kelley and R. Hanagriff. The Economic and Social Values Consumers Place on All Natural/Healthy Beef Products and How this Value Added Commodity Effects Demand: A Literature Review. *The Economic and International Business Research Conference in Miami, Florida. December 4-6, 2007*
56. Hanagriff, R., M. Beverly, M. Lau and S. Rogers. Assessment of a State Marketing Program: A Case Study Using GO TEXAN Marketing Program Evaluation. *The Economic and International Business Research Conference in Miami, Florida. December 4-6, 2007*
57. Lau, M., R. Hanagriff and M. York. The Role of Marketing Barriers in the Adoption of Organic Agriculture: The Case of Texas. *Presentation at 2007 American Agricultural Economics Association (AAEA) in Portland, OR July 10-12, 2007*
58. Hanagriff, R., M. Lau and S. Rogers. Assessment of a State Sponsored Marketing Program: A Case Study Using the Texas Wine Marketing Assistant Program. *International Wine Economics Conference. Mosel, Germany. May 4-10, 2007*
59. Hanagriff, R.D., S. Kelley, M. Lau. Reporting of Beef Purchaser Demographics: A Descriptive Analysis of Major Southern U.S. Markets. *International Business and Economics Conference. New York, NY. May 5-8, 2007*
60. Hanagriff, R., S. Kelley, M. Beverly and S. Martinez. A Descriptive Review of U.S. Branded Beef Companies and their Degree of Involvement in the Supply Chain: Preliminary Results. *2007 International Applied Business Research Conference to be held in Mazatlan, Mexico. March 14-17, 2007*

61. Martinez, S., R. Hanagriff, M. Lau and M. Harris. Determining the Factors Affecting Demand for Branded Beef: Applying a Logit Model to 2004 Neilson Home-Scan Data. *2007 International Applied Business Research Conference to be held in Mazatlan, Mexico. March 14-17, 2007*
62. Hanagriff, R., M. Lau and L. Pierce. (2006). Assessment of the Texas Yes! Hometown Stars Program in Increasing Tourism Growth to Rural Communities in Texas. *Sixth Annual Hawaii International Conference on Business. Honolulu, HI May 25-28, 2006*
63. Hanagriff, R., D. Ullrich, D. Pavelock, S. Kelley, and M. Beverly. (Abstract). Economic Value of Students' Supervised Agricultural Experience Projects in Agricultural Education. *College Teaching & Learning Conference, the Clute Institute for Academic Research, Las Vegas, Nevada October 12-14, 2006*
64. Beverly, M., S. Kelley, and R. Hanagriff. (Abstract). Evaluating University Teaching: An Institutional Summary of Student Ratings. *College Teaching & Learning Conference, the Clute Institute for Academic Research, Las Vegas, Nevada October 12-14, 2006*
65. Hanagriff, R., M. Beverly, L. Wolfskill, and B. Boyles. Assessment of the Texas Agricultural Finance Authority's Rural Economic Development Programs. *Applied Business Research Conference, Orlando, Florida January 2-6, 2006*
66. Hanagriff, R., S. Martinez, and K. Smith (2006). "Strategic Alliances in the Beef Industry". *Southern Association of Agricultural Scientist Conference - Agricultural Economics Section. Orlando, Florida. February 4-7, 2006*
67. Rakowitz, L., S. Kelley, M. Beverly, and R. Hanagriff. (Abstract). Evaluation of a Spinosad Pour-On on the Effectiveness and Efficacy for Horn Fly (*Haematobia irritans*) Control and Management on Cattle. *American Society of Animal Science Southern Section Conference, Orlando, Florida February 2-6, 2006.*
68. Hanagriff, R. M. Lau, L. Kilcrease and K. Lee (2006). Assessment of the Texas Yes! Hometown Stars Program in Increasing Tourism Growth to Rural Communities in Texas. *Hawaii International Conference on Business. Honolulu, Hawaii May 20-25, 2006*
69. Hanagriff, R., S. Kelley, M., Lau, T., Murphy. Assessment of State Sponsored Agricultural Marketing Programs: A Case Study Approach Using Texas Department of Agriculture's GOTEPP Program. *The Global Management and Information Technology Research Conference, New York. May 5-8, 2006*
70. Hanagriff, R., S. Kelley, M., Lau, T., Murphy. Assessment of State Sponsored Agricultural Marketing Programs: A Case Study Approach Using Texas Department of Agriculture's GO TEXAN Program. *The Global Management and Information Technology Research Conference, Honolulu, Hawaii. May 14-19, 2006*
71. Hanagriff, R., S. Kelley, M. Beverly, and T. Murphy. (Abstract). Assessment of a State Commodity Marketing Program: A Case Study Approach using 2003-2004 Texas Wine Marketing Assistance Program Evaluation. *International Business & Economic Research Conference, the Clute Institute for Academic Research, Las Vegas, Nevada October 14-17, 2006*

72. Edney, K., D. Pavelock, D. Ullrich, L. Kilcrease and R. Hanagriff. (Presentation). High school counselor perceptions and awareness regarding higher education and agricultural science. *2006 American Career and Technical Education Research Conference, Atlanta, Georgia November 16-17, 2006*
73. Hanagriff, R. and Lau, M. (2006). Assessment of the Texas Yes! Hometown Stars Program in Increasing Tourism Growth to Rural Communities in Texas. *Sixth Annual Hawaii International Conference on Business. Honolulu, HI May 25-28, 2006*
74. Hanagriff, R., M. Lau, S. Kelley, and M. Beverly. "Assessment of a State Sponsored Marketing Program to Promote Rural Tourism: A Case Study using the 2004 to 2005 Texas Yes! Hometown STARS Program." *The Global Management and Information Technology Research Conference, Miami, Florida December 9-11, 2006*
75. Hanagriff, R., Lau, M., and Kelley, S. (2006). Assessment of State Sponsored Marketing Program: A Case Study Approach Using Texas Department of Agriculture's Go-Texan Program. *The International Business and Management Research Conference New York, New York, May 27, 2006.*
76. Hanagriff, R., Martinez, S., and Smith, K. (2006). "Strategic Alliances in the Beef Industry". *Southern Agricultural Scientist Association Research Conference. Orlando, FL. February 4-7, 2006.*
77. Hanagriff, R., Lau, M., Beverly, M., Hallmark, B., and Pierce, L. (2006). "Assessment of the Texas Agricultural Finance Authority's Rural Economic Development Programs". *The College Teaching & Learning (TLC) Conference and Applied Business Research (ABR) Conference. Buena Vista, FL. January 2-5, 2006*
78. Hanagriff, R., Beverly, M., Wolfskill, A., and Boyles, B. (2005) Assessment of the Texas Agricultural Finance Authority's Rural Economic Development Programs. *The International Business and Economics Research Conference, Miami, FL December 5-7, 2005*
79. Hanagriff, R., Beverly, M., and Robinson, C. (2005). Texas Wine Marketing Assistance Program and the Impacts to the Texas Economy. *The International Business and Economics Research Conference. London, England, August 5-8, 2005*

#### **D. Invited Presentations**

1. National Association of Agricultural Educators Conference – Professional Development Conference. Using IMS Online to Manage and Access Educational Resources. Las Vegas, NV, December 2016
2. Hanagriff, R. & Strong, R. (2015). Strategic Marketing in International Associations. Professional Development Session - Association for International Agricultural and Extension Education. Wageningen, The Netherlands
3. Texas Travel Industry Association – Tourism College. Measuring the Economic Value of Tourism & Strategic Marketing in Branding a Community, Denton, June 2013

4. Texas, Montana, Mississippi, Ohio, Nebraska, Florida, Minnesota, Tennessee Agricultural Science Teachers Professional Development Conferences. Topic: Financial Management in student SAEs. June – August 2013
5. Texas, Idaho, North Carolina, Kentucky, Wyoming, Minnesota, Michigan, Wisconsin and Utah Agricultural Science Teachers Professional Development Conferences. Topic: Financial Management in student SAEs. June – August 2012
6. Texas Travel Industry Association – Tourism College. Measuring the Economic Value of Tourism, Denton, June 2012 – Freshman Class
7. Texas Travel Industry Association – Tourism College. Developing a Strategic Marketing Plan for Your Community, June 2012 – Junior Class
8. Texas Travel Industry Association / Webinar – Measuring Tourism Advertising Value to Your Community. Texas Travel Institute Association (TTIA) Webinar Series July 2011 & August 2011
9. VATAT 2011 Teacher Professional Development Conference – July 2011. Presentations on Growing the SAE Portion of Your Program, Developing a Chapter Strategic Plan and Financial Management of SAE Projects. Arlington, Texas
10. Texas Travel Industry Association – Tourism College. Building a Consumer Survey Plan, Getting to Know Your Customer, June 2011 – Freshman Class
11. Texas Travel Industry Association – Measuring Tourism Advertising Value to Your Community. Texas Travel Institute Association (TTIA) Regional Workshop – Bandera, Texas October 2010
12. National Association of Supervised Agricultural Education – Growing the SAE Portion of for Chapters in Your State. National Association of Supervised Agriculture Education (NASAE) Conference, Invited Speaker - Indianapolis, IN October 2010.
13. Texas A&M University, Department of Recreation, Park and Tourism Sciences – Invited Speaker, Research Seminar. An Assessment of the Texas Department of Agriculture’s Passport Program to Promote Winery Tourism. September 2010
14. Texas Agriculture Teachers Conference – Economic Value of SAEs and Improving Your Programs Fundraising Values. Texas Agriculture Teachers Professional Development Conference, Corpus Christi, Texas July 2010
15. Texas Agriculture Teachers Conference – Increasing SAE Participation in Your Program. Texas Agriculture Teachers Professional Development Conference, Corpus Christi, Texas July 2010
16. Texas Agriculture Teachers Conference – Improving Use of Record Books and Improving FFA Award Success. Texas Agriculture Teachers Professional Development Conference, Corpus Christi, Texas July 2010
17. American Association of Agriculture Educators (East Coast Regional Conference) – Improving Use of Record Books and Program Evaluation. July 2010 Rockville, Maryland



18. Idaho Agriculture Teachers Conference – Improving Use of Record Books and Program Evaluation. Utah Teachers Conference, June 2010
19. Texas Travel Institute Association – College Week – Estimating the Economic Impact of Tourism Events, June 2010. San Marcos, Texas
20. Texas Dietetic Association - Measuring and Monitoring Success – How to Plan for it, Analyze and Report it. 2010 Texas Dietetic Association Food & Nutrition Conference & Exhibition, The Next 75 Years: Communicating a Positive Nutrition Message. Invited Speaker - March 18-20, 2010 Dallas, Dallas, TX
21. Nevada Agriculture Teachers Conference – Improving Use of Record Books and Program Evaluation, January 2010 Reno, Nevada
22. National Association of Supervised Agricultural Education - Economic Impacts to State Economy from SAE Programs: A Case Study Using Texas Agriscience Program for 2008. National Association of Supervised Agriculture Education (NASAE) Conference, Invited Speaker - Indianapolis, IN October 2009.
23. New Mexico Agriculture Teachers Association – Improving Agriculture Teachers use of FFA Record Books. Teacher Development Conference, Albuquerque, New Mexico June 2009.
24. Texas Travel Industry Association - Measuring Economic Impacts of Tourism in Your Community. Texas Travel Institute Association (TTIA) Regional Workshop – Seguin, Texas October 2009 & Rockport, November 2009
25. Texas Agriculture Teacher Association - A Guide to Improve SAE Record Keeping and Creating Success for FFA Student Awards. Texas Agriscience Teachers Development Conference Presentation. Lubbock, Texas July 27- August 1, 2009
26. National Association of Supervised Agricultural Education - Improving FFA Record Books and Data Collections for a Program. Invited speaker at National Association of Students Agricultural Experienced (NASAE). October 2008 at National FFA Convention
27. Pennsylvania Agriculture Teachers Association - A Guide to Improve SAE Record Keeping and Creating Success for FFA Student Awards. Pennsylvania Teachers Development Conference October 2008.
28. Texas Association of Convention and Visitors Bureau - Measure the Economic Impacts Tourism Brings to Your Community. Invited Speaker for Texas Association of Convention and Visitors Bureau Annual Conference (TAVCB) in Beaumont, Texas August 2008.
29. International Festivals and Events Association - Measure the Economic Impact of Your Festival / Event. Invited Speaker for the International Festival and Events Association Meeting (IFEA) Texas Association of IFEA Houston, Texas July 2008
30. Texas Association of Convention and Visitors Bureau - Measuring Visitors to Your Community: A How to Survey Session. Presentation at the Texas Association of Convention and Visitors Bureau (TACVB) in Odessa, Texas. January 2008.



31. Texas Association of Convention and Visitors Bureau - Creating On-line Surveys to Measure Visitor Satisfaction and Value. Presentation at the Texas Association of Convention and Visitors Bureau (TACVB) in Odessa, Texas. January 2008.
32. Texas Association of Convention and Visitors Bureau- Determining Return on Investment of Tourism Events. Presentation at the Texas Association of Convention and Visitors Bureau (TACVB) in Corpus Christi, Texas. August 2007.
33. Texas Agriculture Education Teachers Association – Making Dollars and Sense of the FFA Record Book – Texas Teachers Professional Development Conference in Corpus Christi, Texas July 2007
34. Texas Agriculture Education Teachers Association – Making Dollars and Sense of the FFA Record Book – Texas Teachers Professional Development Conference July 2006

## **E. Non-Peer Reviewed Publications**

1. Hanagriff, R. Measuring the Value of Agriculture Education and Values to a State's Economy. Techniques Magazine, February, 2010
2. Hanagriff, R. Assessment of 2010 Texas Wine Marketing Program and Passport Program. Texas Department of Agriculture's Assessment Report. (2010)
3. Hanagriff, R., Rayfield, J. and Ambrewster, J. Best Management Practices for using FFA Record Books and Developing SAE Projects. (2009)
4. Hanagriff, M. Lau and S. Rogers. 2008 Strategic Plan for the Texas Wine Industry. Texas Department of Agriculture's Assessment Report.
5. Hanagriff, R., T. Murphy and S. Rogers. 2007 Assessment of the Texas Public School Nutrition Policy. Texas Department of Agriculture's Assessment Report.
6. Hanagriff, R. T. Murphy and S. Rogers. 2007 Assessment of Square Meals Educational Outreach Materials. Texas Department of Agriculture's Assessment Report
7. Hanagriff, R., S. Rogers and L. Cox. 2007 Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Annual and Quarterly Reports for Texas Department of Agriculture Legislative Report 2007.
8. Hanagriff, R., M. Lau and S. Rogers. Impact Assessment of the 2007 GO TEXAN Wine Marketing Assistance Program Texas Department of Agriculture Legislative Report 2007.
9. Hanagriff, R., S. Rogers and L. Cox. Assessment of the 2007 Texas Yes! Hometown Stars Program" Texas Department of Agriculture Legislative Report, December 2007.
10. Hanagriff, R., S. Rogers and Murphy, T. Assessment of 2007 GO TEXAN Marketing Program and GO TEXAN Events Texas Department of Agriculture Legislative Report, 2007.
11. Hanagriff, R. and S. Rogers. Assessment Report for 2006 Texas Yes! Rural Development Workshop Series Texas Department of Agriculture Legislative Report, December 2006.

12. Hanagriff, R., S. Rogers and T. Murphy. 2006 Assessment GO TEXAN Marketing Events Texas Department of Agriculture Legislative Report, August 2006.
13. Hanagriff, R., T. Murphy and S. Rogers. 2006 Assessment of the Texas Public School Nutrition Policy. Texas Department of Agriculture's 2006 Assessment Report.
14. Hanagriff, R., T. Murphy and S. Rogers. Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Biennium Report, Texas Department of Agriculture Legislative Report, 2006.
15. Hanagriff, R., and M. Lau. Impact Assessment of the 2006 GO TEXAN Wine Marketing Assistance Program Texas Department of Agriculture Legislative Report.
16. Hanagriff, R., and Murphy, T. Assessment GO TEXAN Marketing Events Texas Department of Agriculture Legislative Report, August 2006.
17. Hanagriff, R., and Murphy, T. 2005 Impact Assessment of GO TEXAN Marketing Program Member Survey Texas Department of Agriculture Legislative Report.
18. Hanagriff, R. Tourism Evaluation: 2005 Scoring Successes and Touting Results Texas Department of Agriculture Manual: Bootstrap Marketing Workshop Series II, (May 2005)
19. Hanagriff, R.D., M.M. Beverly, D.R. Ullrich, and D. Pavelock. 2005 Assessment of the Texas Public School Nutrition Policy. Texas Department of Agriculture's 2005 Assessment Report.
20. Hanagriff, R., and Hall, C. Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Third Period Biennium Report, Texas Department of Agriculture Legislative Report, January 2005.
21. Hanagriff, R., and Hall, C. Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Forth Period Biennium Report, Texas Department of Agriculture Legislative Report, May 2005.
22. Hanagriff, R., and Hall, C. Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Fifth Period Biennium Report, Texas Department of Agriculture Legislative Report, August 2005.
23. Hanagriff, R., and Hall, C. Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Sixth Period Biennium Report, Texas Department of Agriculture Legislative Report, November 2005.
24. Hanagriff, R., and Hall, C. 2005 Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Annual Project Report, Texas Department of Agriculture Legislative Report.
25. Hanagriff, R. Impact Assessment of the 2005 GO TEXAN Wine Marketing Assistance Program Texas Department of Agriculture Legislative Report, August 2005.
26. Hanagriff, R. 2005 Assessment of the Texas Shrimp Industry Texas Department of Agriculture Legislative Report, August 2005.

27. Hanagriff, R. Assessment of the 2005 Texas Yes! Hometown Stars Program Texas Department of Agriculture Legislative Report.
28. Hanagriff, R. Impact Assessment of 2004 GO TEXAN Marketing Program Member Survey” Texas Department of Agriculture Legislative Report.
29. Hanagriff, R. 2004 Tourism Evaluation: Scoring Successes and Touting Results Texas Department of Agriculture Manual: Bootstrap Marketing Workshop Series II.
30. Hanagriff, R., Pavelock, D. and Hall, C. Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Sixth Period Biennium Report, Texas Department of Agriculture Legislative Report, September 2003.
31. Hanagriff, R., Pavelock, D. and Hall, C. Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Seventh Period Biennium Report, Texas Department of Agriculture Legislative Report, December 2003.
32. Hanagriff, R. Biennium Report - Assessment for the Specialty Crop Marketing Program, Texas Department of Agriculture Legislative Report, December 2003.
33. Hanagriff, R., Pavelock, D. and Hall, C. Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Executive Summary: Seventh Period Biennium Report, Texas Department of Agriculture Legislative Report, January 2004.
34. Hanagriff, R., and Hall, C. Impact Assessment of GO TEXAN Partner Program (GOTEPP) – First Period Biennium Report, Texas Department of Agriculture Legislative Report, May 2004.
35. Hanagriff, R., and Hall, C. Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Second Period Biennium Report, Texas Department of Agriculture Legislative Report, August 2004.
36. Hanagriff, R., and Hall, C. Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Third Period Biennium Report, Texas Department of Agriculture Legislative Report, December 2004.
37. Hanagriff, R., and Murphy, T. Impact Assessment of the 2003 – 2004 GO TEXAN Wine Marketing Assistance Program Texas Department of Agriculture Legislative Report, October 2004.
38. Hanagriff, R. 2004 Initial Assessment of the Texas Shrimp Industry Texas Department of Agriculture Legislative Report, August 2004.
39. Hanagriff, R. Preliminary Assessment of the 2003 - 2004 Texas Yes! Events Texas Department of Agriculture Legislative Report, October 2004.
40. Hanagriff, R. Assessment Report for 2003 - 2004 Texas Yes! Rural Development Workshop Series Texas Department of Agriculture Legislative Report, December 2004.
41. Hanagriff, R., and Ullrich, D. Impact Evaluation of 2002 – 2003 Specialty Crop Program: Final Summary Report. Texas Department of Agriculture Legislative Report May 2004.

42. Hanagriff, R., and Murphy, T. Assessment GO TEXAN Marketing Events Texas Department of Agriculture Legislative Report, December 2004.
43. Hanagriff, R., and Murphy, T. Impact Assessment of GO TEXAN Marketing Program Member Survey Texas Department of Agriculture Legislative Report, December 2004.
44. Hanagriff, R. Tourism Evaluation: Scoring Successes and Touting Results Texas Department of Agriculture Manual: Bootstrap Marketing Workshop Series, Kicking Up Rural Tourism in Rural Texas, (May 2004)
45. Hanagriff, R., Pavelock, D., and Hall, C Impact Assessment of GO TEXAN Partner Program (GOTEPP) – Fourth Period Biennium Report, Texas Department of Agriculture Legislative Report. (August 2004)

### **III. Grants and External Funding**

#### **A. Projects Under Review**

#### **B. Funded (Over \$8 Million)**

1. Hanagriff, R. and Hainline, M. (2021). Market Analysis and Demand Preferences of the Texas Shrimp Industry. TDA Grants - \$80,000
2. Freeman, S. and Hanagriff, R. (2020). Agricultural Career Readiness Skills for the 21st Century (ACRS21). USDA-NIFA. \$1,000,000
3. Williams, Ambrose and Hanagriff (2019). Santa Gertrudis Breeders Association. Member Assessment Project. \$10,000
4. Hanagriff, R. (2015). Texas Gulf Seafood Demand Preferences and Shrimp Marketing Campaign. Texas Department of Agriculture for Assessing Tourism Development in Texas. \$70,000
5. Edney, K., Hanagriff, R., Harlin, J., Rayfield, J., Murphy, T., and Elliot, J. (2014). Career and Technical Education Statewide Leadership Project and Educational Excellence Project. Texas Education Agency. \$320,000 (TAMU)
6. Hanagriff, R. and McKimm B. (2013). A Randomized Method for Weights and Measures to Effectively Evaluate Fuel Pump Accuracy in Texas. Texas Department of Agriculture. \$5,000
7. Nelson, S. Hanagriff, R. and Schuster, G. (2011). BGREEN: Building Regional Collaborative Networks: Shaping Tomorrow's Hispanic Leaders for a Sustainable Energy Future. USDA/NIFA/HIS. Funded \$600,000
8. PD: (UTEP) H.A. Taboada, J.F. Espirtu, W.Hargrove, S.Hernandez, J. Noveron; (TAMUK) S.D. Nelson, G.Schuster, R.D. Hanagriff; (TSU-San Marcos); (NMSU)T.Jin, L.Sun, R.Richarson D.Valles, H.Sohn,N.Khandan, R.Acharya. 2011-2015. USDA-NIFA HSI

Collaborative Grants (2011-15). BGREEN: BuildinG Regional Energy and Educational alliances: A Partnership to Integrate Efforts and Collaboration to Shape Tomorrow's Hispanic Sustainable Energy Leaders. \$ 4.4 Million total project - \$960,000 to TAMUK.

9. Hanagriff, R. and Williams, R. (2011). Texas FFA Foundation. Assessment of Texas FFA Scholarship Recipients Success Rate and Evaluation of Agriculture Students Graduation Success. - \$13,000
10. Hanagriff, R. (2011). Assessment of Texas Winery Sales and Tourism Value. Funded by Texas A&M University Research Award - \$10,000
11. Hanagriff, R., Rhoades, R., McQuiston, K., Nelson, S., Williams, R., Kulvesky, W., Hernandez, F., Simpson, K. and Lukefahr, S. (2010-2013). Developing and Experiential Learning/Mentoring Program for Recruitment, Retention and Career Development into Agriculture, Natural Resources and Human Sciences. Funded by National Institute of Food and Agriculture (NIFA) - \$290,000
12. Hanagriff, R. (2010). Texas Department of Agriculture. Assessment of Texas Wine Marketing Campaign and State Funded Return on Investment. \$15,000
13. Olga, M. and Hanagriff, R. (2008-2010). Texas Department of Agriculture for Assessing Tourism Development in Texas. \$90,000 – (funded to Texas Tech with Partnership of A&M Kingsville for travel of \$5,000 per year)
14. Hanagriff, R. (2008-2009). Tourism Valuation and Visitor Profile for Buccaneer Days Event for Corpus Christi. \$7,000
15. Hanagriff, R. (2007). Texas Department of Agriculture Grant for Assessment of Texas Yes! Marketing Program. \$30,000
16. Hanagriff, R. (2007). "Texas Department of Agriculture and Office of the Governor Grant for Developing Bootstrap Marketing Workshop Series IV: Building Up Great Events in Texas." Texas Department of Agriculture, Austin, Texas. \$70,000
17. Hanagriff, R., M. Lau, M., York and D. Constance. (2007) Identifying Barriers to Entry into the Organic Market and Possible Strategies to Increase the Likelihood of Success for Potential Organic Producers. United States Department of Agriculture Federal/State Marketing Improvement Program. Funded from October 2006 to December 2007. \$41,442
18. Hanagriff, R. and M. Lau. (2007) "Texas Wine Marketing Plan, Using Opinions and Concepts from the Texas Wine Production Industry." Texas Department of Agriculture. \$55,000
19. Hanagriff, R. (2006). "Texas Department of Agriculture and Office of the Governor Grant for Developing Bootstrap Marketing Workshop Series III: Cooking Up Great Events in Texas." Texas Department of Agriculture, Austin, Texas. \$70,000
20. Hanagriff, R. (2006). "Texas Yes Event Assessment" Texas Department of Agriculture, Austin, Texas. \$30,000

21. Shaw, B., Pavelock, D., Ullrich, D. R., Yancey, G., Shipp, G., and Hanagriff, R. D. (2006). Evaluation of Career and Technology Education Programs Funded by the Carl D. Perkins Vocational and Technical Education Act. Texas Education Agency. Region VI Education Service Center. \$150,000.00.
22. Hanagriff, R. (2005). "Texas Department of Agriculture and Office of the Governor Grant for Developing Bootstrap Marketing Workshop Series II: Kicking up Tourism in Rural Texas." Texas Department of Agriculture, Austin, Texas. \$90,000
23. Hanagriff, R. (2005). Assessment of the Texas Department of Agriculture's Texas Wine Marketing Program. Texas Department of Agriculture, Austin, Texas. \$4,000
24. Hanagriff, R. and Murphy, T (2005). Assessment of the Texas Department of Agriculture's Texas Shrimp Marketing Program. Texas Department of Agriculture, Austin, Texas. \$5,500
25. Hanagriff, R., Ullrich, D. and Pavelock, D. (2005). Texas Public School Nutrition Program. Texas Department of Agriculture, Austin, Texas. \$30,000
26. Hanagriff, R. (2005). Evaluation of Texas Agricultural Finance Authority Program. Texas Department of Agriculture, Austin, Texas. \$7,500
27. Hanagriff, R. (2005). Texas Department of Agriculture Grant for Go Texan Project and Texas Yes! Evaluation of State Marketing Programs. Texas Department of Agriculture, Austin, Texas \$40,000
28. Hanagriff, R. (2005). Texas Department of Agriculture Grant for GOTEPP Marketing Project Evaluation. Texas Department of Agriculture, Austin, Texas \$20,000
29. Hanagriff, R., Smith, K., Martinez, S. (2005). United States Department of Agriculture Grant to Develop a Case Study of a Branded Beef Program. United States Department of Agriculture Grant, Washington, D.C. \$68,100

### **C. Not Funded**

1. Hanagriff, R., Donato, C., and Nelson, S. (2020). Building Student Capacity through International Agriculture Workforce Enhancement through Research and Extension Experiences (International AWE). USDA/NIFA, \$500,000
2. McKimm, B., Hanagriff, R., Moore, L. and Felton, S. (2013). Developing an Applied Leadership Education Program for Secondary Agricultural Science Teacher (LEAD-CTE). IES Grant, \$1.5 Million
3. Borlaug Institute Grant Project. (2012). Developing a Farm Management Program for African Farmers (African Farming Academy). Syngenta Grant Program \$4.5 Million
4. Hanagriff, R. and Hernandez, F. (2010). Texas Parks and Wildlife Department Grant. Economic Impact of Quail Hunting in Texas - \$38,000 – *not funded*
5. Hernandez, F. and Hanagriff, R. (2010). Texas Parks and Wildlife Department Grant. Quail Harvest, Hunter Use, and Economic Value of Public-Hunting Areas \$198,020 – *not funded*

6. Hanagriff, R. (2009). United States Department of Agriculture. \$170,000 for Multi-cultural Scholarship Program and International Experience Program. – *not funded*

#### **IV. Graduate Committees and University Service**

##### **A. Graduate Committees**

1. Klarissa Cantu, M.S. (Texas A&M University Kingsville, 2020) – in progress
2. Makenzie Wright, M.S. (Texas A&M University, B.S. 2018) – in progress (Est. May 2021)
3. Cheyenne Hearnberger, M.S. (Tarleton State University B.S. 2018) – in progress (Est. May 2020)
4. Katie Mitchell, Montana State University, Perceived Knowledge and Importance of Key Record Book Keeping Processes of Montana Agricultural Education Programs – M.S. Fall 2019
5. Rebekah Ring, Texas A&M University Kingsville, Student Involvement and Membership Retention for the National Junior Santa Gertrudis Association," *Co-Chair* – M.S. May 2019
6. Samantha Korzekwa, Texas A&M University Kingsville, M.S., December 2018
7. Daisy J Castillo, Texas A&M University Kingsville, M.S., December 2018
8. Lacie Jo Beall, Texas A&M University Kingsville, M.S., December 2018
9. Vanessa Rutherford, TAMU Graduate Student – M.S. Fall 2014
10. Chair - Kayla Box, TAMUK Graduate Student – M.S. Spring 2012
11. Chair - Trent Whitis, TAMUK Graduate Student – M.S. Spring 2012
12. Co-Chair -Ben Turner, TAMUK Graduate Student – M.S. May 2011
13. Member - Gideon Jennings, TAMUK Graduate Student – M.S. December 2009
14. Member - Steve Braneky, TAMUK Graduate Student – M.S. December 2009
15. Member - Armando Caballero, KRIRM Graduate Student – M.S. August 2009
16. Chair - Sarah Rogers, Sam Houston State Graduate Student – M.S. Spring 2008
17. Member - Leslie Rackowitz, Sam Houston State University Graduate Student – M.S. Spring 2007

##### **B. Service Committees & Appointments**

1. Chair – Texas A&M University Kingsville College Tenure Committee – Fall 2019
2. Member – Texas A&M University Kingsville College Tenure Committee – Fall 2018
3. Chair – Texas A&M University Instructional Materials Service Steering Committee – 2012 to current
4. STEM Committee -2012 to current



5. Chair – Texas A&M Kingsville Honorary Degree Committee - 2011
6. College Tenure Committee – 2011
7. University Farm Advisory Committee - 2011
8. Hiring Committee, TAMUK Ranch Manager 2010
9. TAMUK Student Retention Research Committee, member 2010
10. TAMUK Rodeo Coach, 2009 to 2012
11. TAMUK, Student Athletic Committee, member 2009-current
12. TAMUK Ranch Management Degree Development Committee, Chair 2008
13. SHSU Strategic Planning Committee, chairman 2007
14. SHSU Farm Management Committee, chairman 2002 to 2007
15. SHSU Rodeo Coach, 1998 to 2008

## **V. Professional Service to Industry and Professional Organizations**

### **A. Business Organizations and State Organizations**

1. Association of International Agricultural Extension and Education (AIAEE) Treasurer
2. Texas Travel Institute Association (TTIA) – Presentation of continuing education courses at regional tourism workshops
3. Texas Association of Convention and Visitors Bureau (TACVB) – Present continuing education workshops and educational series
4. National FFA – Recommendations on FFA record book standards and FFA award applications
5. State Agriculture/FFA Associations (New Mexico, Arkansas, Nevada, Ohio, Arizona and others) – Program assessment data using record book data
6. Glen Rose Convention and Visitors Bureau – Create and economic tourism valuation report and review of tourism assets
7. Granbury Convention and Visitors Bureau - Create and economic tourism valuation report and review of tourism assets
8. South Padre Island Convention and Visitors Bureau - Create and economic tourism valuation report and review of tourism assets
9. Texas Festival and Events Association - Present continuing education workshops and educational series
10. United States Department of Agriculture – work on Agricultural Marketing Service grants relating to beef production and strategic alliances in beef

11. Texas Department of Agriculture – advise on marketing program management and assessment as well as development of agricultural producer educational materials
12. Beef Master Cattleman, L.P. – consultant regarding marketing and financial management plans
13. Yamamoto Custom Beef – consultant regarding inventory management
14. Texas Department of Criminal Justice – consultant working with financial management information system. Also completed several class farm management projects used by TDCJ to implement business decisions
15. Louisiana Department of Corrections – consultant working with financial management information system
16. Arkansas Department of Corrections - consultant working with financial management information system
17. Mississippi - consultant working with financial management information system
18. Texas A&M University – assist in presentation and management of the Standard Performance and Analysis (SPA) of beef cattle operations

## **B. Invited Presentations**

1. Invited Presentation - Texas A&M University, AGSC405 2018 - 2020
2. Invited Presentation - National Association of Agricultural Supervisor in Ag Education (NASAE) 2018, 2019
3. Invited Presentation - Utah State University, Ag Education Dept 2020
4. Invited Presentation - California Association of Ag Educators, 2020
5. Invited Presentation - Department of Education - Iowa, 2020
6. Invited Presentation – Illinois Department of Agricultural Education, 2020
7. Invited Presentation – Michigan State University/Ag Teachers Association, 2020
8. Invited Presentation – National Association of Career and Technical Educators (ACTE) 2020

## **C. Professional Review Assignments**

1. Association of International Agricultural Extension and Education (AIAEE)
2. American Association of Agriculture Educators, 2008 to current
3. American Wine Economics, 2005 to current
4. International Business and Economics Association (JAAB) 2002 to current

## **D. Honors Received**

1. 2020 AIAEE Fellow

2. 2020 Honorary American Degree – National FFA Association
3. 2016 Distinguished Research Poster. Does Selection of the Animal Systems Pathway Influence the Type of SAE Students Choose? A Multi-State Analysis. Southern Region American Association of Agricultural Educators Research Conference. San Antonio, TX February, 2016
4. 2014 Distinguished Research Poster: Using Google Analytics to Assess the Use of Online Resources in Agricultural Education. Poster Presentation, National Association of Agricultural Educators Research Conference, Atlanta, GA 2015.
5. 2013 National Association of Agricultural Educators Outstanding Innovative Idea Poster Presentation, Using Google Analytics to Determine Value of Online Resources
6. 2012 Western Region Association Outstanding Research Poster Presentation, Measuring the Economic Value of FFA Leadership Development Events
7. 2011 Texas A&M University System "Chancellors Teachers Award of Teaching Excellence"
8. 2010 Texas A&M University System "Chancellors Teachers Award of Teaching Excellence"
9. 2010 Dick and Mary Lewis Kleberg College of Agriculture, Natural Resources and Human Sciences "Outstanding Junior Faculty Teaching Award"
10. 2009 Outstanding Research Presentation Award – Second Runner-up Paper Presentation Southern Section of American Association of Agricultural Education Association
11. 2007 National Association of College and Teachers of Agriculture (NACTA), Teacher Fellow Award
12. 2004 and 2006 Southern Region Rodeo Coach of the Year
13. 2006 Outstanding Researcher Nominee for Sam Houston State University (Finalist)
14. 1998 John Deere Award for Outstanding Teaching in Agribusiness

## **E. Membership Associations**

1. Association of International Agricultural Extension and Education (AIAEE), member/treasurer
2. American Wine Economics Association (AAWE), member
3. National Agriculture Marketing Association (NAMA), member
4. International Food and Agribusiness Management Association (IAMA), member
5. American Agriculture Economics Association, member

6. American Association of Agriculture Education, member and journal reviewer
7. Texas Association of Convention and Visitors Bureau, member and invited speaker