

**ALLEN F. WYSOCKI**  
Associate Dean and Professor  
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### ***EDUCATION***

1998 Ph.D., Michigan State University, East Lansing, MI  
1997 M.S., Michigan State University, East Lansing, MI  
1984 B. S., Purdue University, West Lafayette, IN  
University of Wisconsin - River Falls, River Falls, WI (completed coursework)

### ***PROFESSIONAL EXPERIENCE***

2012-Present Associate Dean and Professor, College of Agricultural and Life Sciences, University of Florida  
2011-Present Professor, Food and Resource Economics, University of Florida  
2010-2011 Interim Associate Dean and Associate Professor, College of Agricultural and Life Sciences, University of Florida  
2004-2010 Associate Professor, Food and Resource Economics and Affiliate Faculty member in the Warrington College of Business, University of Florida  
1998-2004 Assistant Professor, Food and Resource Economics, University of Florida

### ***ADMINISTRATIVE EXPERIENCE***

2012-Present Associate Dean, College of Agricultural and Life Sciences, University of Florida  
2011-2012 Coordinator, Distance Education Efforts for the Food and Resource Economics Department, University of Florida  
2010-2011 Interim Associate Dean, College of Agricultural and Life Sciences, University of Florida  
2003-2010 Master of Agribusiness and Master of Science, Concentration in Agribusiness Coordinator, Food and Resource Economics Department, University of Florida

### ***TEACHING/LEARNING PHILOSOPHY***

My teaching/learning philosophy: "I hear and I forget; I hear and see, and I remember; but, when I hear, see, and do, I understand and succeed." My teaching/learning philosophy is executed through three principles: passion, caring, and commitment. **Passion:** I love to teach. My personal mission is to make a difference in students'/stakeholders' lives. I didn't get into academics for the money. My passion has a price, but one I am more than willing to pay. **Caring:** I care about students/stakeholders as individuals, not just carrying out college and university policies. Learning names personalizes the learning process and sends a clear message to the students/stakeholders that you care about them. When you care, they care. **Commitment:** I am committed to the facilitation of learning, to becoming familiar with theories behind teaching and learning, and to constantly stretch my teaching/outreach comfort zone. I am committed to incorporating reading, interactive lectures, group work, written/oral presentations, and distance learning into my teaching and outreach. I understand that there are many appropriate and effective teaching and learning philosophies. I would be supportive of any teaching or learning philosophy that has the best interests of our students as a core value.

## TEACHING-RELATED ACCOMPLISHMENTS and ACTIVITIES

The table summarizes teaching-relating output. Applied research is leveraged to fund students and to generate papers with these students relating to both my learning (teaching) and engagement (extension) programs.

**Summary Table of Teaching-Related Output (2004-2019)**

Type of Output	Number
Courses Taught	69
Guest Lectures	55
Graduate Committee: Masters Chair (3 Thesis, 76 MAB, 2 MAG, 13 Non-Thesis)	94
Graduate Committee: Masters Co-Chair (4 Thesis, 7 MAB – Non-Thesis Projects)	11
Graduate Committee: Ph.D. Member (12 External, 3 Member)	15
Graduate Committee: Masters Member (16 Thesis, 21 MAB, 4 MAG, 6 Non-Thesis)	47
Refereed Publications: Teaching-Related	10
Non-Refereed Publications: Staff Papers, Teaching Related	5
Teaching-Related Grants	\$518,830

**Summary Table of Courses Taught (2004-2019)**

Course #	Title	Credits	% Responsibility	Times Taught	Enrollment Range	Format
AEB 3300	Ag & Food Mktg	3	100	2	65-115	Lecture
AEB 3341	Selling Strategically	3	100	16	29-294	Lecture
AEB 4309	Food Wholesaling & Retail Marketing	3	100	6	15-60	Lecture
AEB 4424	Human Resource Management	2	100	2	40-45	Lecture
AEB 5345	Adv. Ag Sales	3	100	1	8	Lecture
AEB 5757	Strategic Agribusiness HRM	3	100	9	4-25	Lecture
AEB 6301	Food Wholesaling & Retail Marketing	3	100	6	4-20	Lecture
AEB 6385	Mgt. Strategies for Agribusiness	3	100	1	19	Lecture
AEB 6933	MAB Project	3	100	5	3-13	Lecture
AEB 6942	Adv. Applied Agbus Experience	3	100	6	1-5	Lecture
ALS 3923	Honors Orientation	1	33	1	25	Lecture
IDH 1700	Pro Dev. Honors Students	1	100	2	15	Lecture
IDH 2930	Uncommon Read	1	100	3	13-15	Lecture
MAN 6149	Developing Leadership Skills	2	100	6	18-42	Lecture

## EXTENSION PROGRAM

My extension program (1998-2012) extends knowledge generated by my teaching and applied research programs to address problems of extension agents and end-user clientele. Leadership and coordination is provided for statewide extension educational efforts in two specific program areas: (1) Global Trends in the U.S. Food System and its Impact on the Florida Food System, and (2) Developing Florida's Human Resources. The situation and outcomes/impacts are provided for each program.

## RESEARCH NARRATIVE

Applied research informs my programmatic areas in teaching and extension. The two primary research areas are: (1) global trends in the U.S. food system and their impact on the Florida food system, and (2) curricula development and enhancing the quality of academic programs. The quality of the journals published includes 2 AJAE articles with an impact factor of 1.034. I am publishing in the appropriate journals for my research and applied interests.

## CONTRACTS AND GRANTS

### Funded Externally (2009-2019)

<b>Date</b>	<b>Amount (% Share)</b>	<b>Funding Agency: Title</b>	<b>Role</b>
2014-2017	\$149,741 5%	<b>2014 FDACS Specialty Crop Block Grant:</b> Increasing Marketing of Florida Blueberries	Co- PI
2011-2015	\$236,167 100%	<b>Gulf States Marine Fisheries Commission:</b> Implementing MarketMaker for the Gulf-Based Seafood Industry in Florida	PD
2012-2013	\$151,073 (10%)	<b>2011 FDACS Specialty Crop Block Grant:</b> Measuring Economic Impact, Measuring Consumers' Perceptions, and Enhancing the Use of MarketMaker	Co- PI
2010-2012	\$84,735 (100%)	<b>2010 FDACS Specialty Crop Block Grant:</b> Bringing MarketMaker to Specialty Crop Growers in Florida and Extending it to Ornamental Crops	PI
2009-2012	\$596,219 (10%)	<b>USDA-BFRDP:</b> Growing More Small Family Vegetable Farmers in Florida	Co- PI
2010-2011	\$60,260 (33%)	<b>USDA-FSMIP:</b> Identifying the Attitudes and Preferences of Parents and Children for Seafood and Aquaculture Products"	Co- PI
2009-2011	\$5,869,726 (2%)	<b>USDA-SCRI:</b> Increasing Consumption of Specialty Crops by Enhancing Their Quality and Safety	Co- PI
2007-2011	\$374,158 (100%)	<b>USAID-HED:</b> UF-Haiti FAMV Partnership: Delivering High-Quality Academic Programming in Agribusiness	PD
2009 -2009	\$21,418 (33%)	<b>FL Citrus Packers:</b> Fresh Squeezed Juice by the Glass Market Trial	Co- PI

My total share of these grants is \$977,391

PD = Project Director, PI = Principle Investigator, I = Investigator

## UNIVERSITY GOVERNANCE AND SERVICE

### University Governance and Service (2006-2019)

2019-2021	Co-Chair	UF Teaching Innovations Committee
2014-Present	Member	UF International Council
2012-Present	Member	UF Advisory Council for Undergraduate Affairs
2012-Present	Member	UF International Outreach Advisory Committee
2012-Present	Member	UF IT Self-Funded DE Workgroup (representing CALS)
2011-Present	Member	UF Intercollegiate Athletic Committee
2015-2018	Chair	UF Learning Analytics Advisory Committee
2010-2014	Member	UF IT Policy Council (representing IFAS)
2010-2014	Member	UF Web Governance Committee (representing IFAS)
2011-2012	Chair	UF Synchronous Learning Advisory Committee
2011-2012	Member	UF Web Conference Management Taskforce
2011-2012	Member	UF Mobile Applications Sub Committee
2011-2012	Member	UF Web Policy sub Committee
2010-2011	Member	UF Distance Learning Council
2010-2011	Member	UF ADA Compliance Taskforce
2010-2010	Member	UF Green IT Team
2006-2010	Chair	UF Foodservice Advisory Committee

### College (IFAS) Governance and Service (2003-2019)

2015-Present	Ex Officio	IFAS Statistics Workgroup
2012-Present	Ex Officio	CALS Curriculum Committee
2012-Present	Member	IFAS Space Committee
2008-Present	Chair	IFAS Information Tech. Policy Advisory Committee
2004-Present	Member	26 Peer Evaluation of Teaching Committees
2003-2019	Board Member	Florida Council of Cooperatives
2009-2012	Member	Business & Marketing Track for the Statewide Small Farms Conference
2010-2010	Mentor	Teaching Enhancement and Student Learning Project, King Abdulaziz University, Saudi Arabia
2010-2010	Chair	Business & Marketing Track for the 2010 Statewide Small Farms Conference
2009-2010	Board Member	UF/IFAS Small Farms Academy
2007-2010	Co-Chair	Goal 7 Professional Development Team
2004-2010	Member	IFAS Information Tech. Policy Advisory Committee
2004-2010	Co-Chair/Member	Goal 6: Economic Development Focus Area
2004-2010	Member	Goal 7: Effective Comm. & Tech. Focus Area
2003-2010	Reviewer/Member	IFAS/CALS Teaching/Advising Awards

### Departmental Governance and Service (2009-2012)

2009-2012	Committee Member	FRED Steering Committee
2009-2012	Committee Member	Departmental Website Committee
2011-2012	Coordinator	FRED Distance Education Program
2011-2012	Member	Peer Evaluation of Teaching Committee
2010-2010	Chair	Peer Evaluation of Teaching Committee
2009-2010	Committee Member	Academic Programs Committee
2009-2010	Committee Member	External Advisory Committee
2009-2010	Committee Member	Graduate Curricula Taskforce

## CONSULTATIONS OUTSIDE THE UNIVERSITY

<u>Start Date</u>	<u>End Date</u>	<u>Type and Role</u>	<u>Description</u>
05/20/2011	05/27/2011	External Reviewer	Academic Program Review and Assessment of the Armenian State Agrarian University Agribusiness Teaching Center Program
08/01/2005	10/25/2005	Consulting services – consultant	Conducted Focus group studies for Sara Lee in Los Angeles and Chicago.

## INTERNATIONAL ACTIVITIES

Brazil (2020)	Represented the University of Florida at the Workshop on Food Security at the Universidade Federal de Lavras (UFLA), March. The purpose of the workshop was to strengthen relationships with UFLA and CAPES (Coordination for the Improvement of Higher Education Personnel).
China (2018)	Represented the University of Florida at the 120 <sup>th</sup> Anniversary of Huzhong Agricultural University. Invited speaker as part of an international forum on higher education.
China (2018)	Visited with four Chinese Universities to establish new academic partnerships with two universities and to expand partnerships with two universities.
Saudi Arabia (2017)	Represented UF at the International Exhibition and Conference on Higher Education.
China (2016)	Visited with six Chinese Universities to establish new academic partnerships with three universities and to expand partnerships with three universities.
China (2015)	Visited with five Chinese Universities and one Chinese Research station to establish new academic partnerships with two universities and to expand partnerships with three universities.
Armenia (2013)	External program reviewer: Academic Program Review and Assessment of the Armenian State Agrarian University Agribusiness Teaching Center Program Supported by the Caucasus Agricultural Development Initiative of the USDA Foreign Agricultural Service, May 20-27, 2011.
Ecuador (2012)	Taught Consumer Behavior Course at the Universidad Internacional Del Ecuador.
Haiti (2008-2013)	Six trips to Haiti since 2008 as part of the USAID-HED grant.
Ecuador (2009)	Taught Consumer Behavior Course at the Universidad Internacional Del Ecuador.
Netherlands (2004)	Invited speaker at Wageningen University in the Netherlands as part of the Frontis Workshop on Supply Chain Management, October 23-26, 2004.

## HONORS/ACHIEVEMENTS

Year	Name	Organization	Description
2015	Completed FSLI Leadership Institute	FSLI	Leadership dev. to upper-level leaders in higher education, government, and industry
2011	Completed LEAD IFAS	UF/IFAS	IFAS leadership program
2010	NACAA Excellence in Farm & Ranch Financial Management, 2010 Winner	NACAA	Recognition of Professional Contribution
2010	UF/IFAS Extension Success Story	UF/IFAS Extension	Florida MarketMaker has been chosen as a 2010 success story
2010	Third Place, Poster Competition	2010 SAAS Meetings: Agricultural Education Section	Understanding the Intended Outcomes and Impacts of Ag Leadership Dev. Programs

## PUBLICATIONS

### Summary Table of Publications

Type of Publication	Number
Books, Co-Authored	1
Books, Contributor of Chapter	2
Refereed Publications: Journal Articles	30
Refereed Publications: Conference Proceedings	1
Peer-Reviewed Extension Publications	56
Peer-Reviewed Abstracts, Bulletins, Staff Papers	8
Non-Refereed Publications: Staff Papers	55

### Books, Co-authored (1) (Primary Authors are Underlined and Graduate Students = \*)

Ge, Jiaojia, Allen F. Wysocki, and Lisa A. House. 2010. "Simulation Modeling and Benefit-Cost Analysis for Technology Adoption." Lambert Academic Publishing: 84 pp. ISBN 978-3-8383-3635-0.

### Books, Contributor of Chapter (2)

Gunderson, Michael, Allen F. Wysocki, and James A. Sterns. 2009. "A Functional Evaluation of Business Models in Fresh Produce in the United States." In Wojciech J. Florkowski, Robert L. Shewfelt, Bernhard Brueckner and Stanley E. Prussia, editors: Postharvest Handling: A Systems Approach, 2<sup>nd</sup> edition. Oxford: Academic Press: (Chapter 7) pp. 129-152.

Greene, Kelli,\* Mayra Lopez\*, Allen Wysocki, and Karl Kepner. 2006. "Telecommuting as a True Workplace Alternative." In Sumati Reddy, editor: Teleworking: Opportunities and Challenges, first edition. ICAI University Press: (Chapter 1), pp. 2-11.

### Refereed Publications: Journals (31)

Coleman, B. M., Bunch, J. C., Roberts, T. G., Israel, G. D., & Wysocki, A. F. 2023. "The effects of reflection and transfer on undergraduate animal science students' knowledge." *Journal of Experiential Education*. <https://doi.org/10.1177/10538259231159647>

### **Refereed Publications: Journals (30)**

Ardissone, Alexandria N., Sebastian Galindo, Allen F. Wysocki, Eric W. Triplett<sup>1</sup>, and Jennifer C. Drew. 2021. "The Need for Equitable Scholarship Criteria for Part-Time Students." *Innovative Higher Education*. Vol. 20 (3) 19 pp.

Barry, Debra, John Diaz, Natalie Ferand, Brian Myers, and Allen Wysocki. 2021. "Improving the Student Teaching Experience: A Delphi Study of Cooperating Teacher Needs." *Journal of Agricultural Education*. Vol 62. (4) 13 pp.

Coers, Natalie, Nicole Stedman, Grady Roberts, and Allen Wysocki. 2021. "Mentoring as a Mediating Factor for Efficacious Leadership Development." *Journal of Leadership Education*. Vol. 20 (4) 18pp.

Ardissone, Alexandria N. Monika Oli, Kelly Rice, Sabastian Galindo, Macarena Urrets-Zavalía, Allen Wysocki, Eric Triplett, and Jennifer Drew. 2019. "Successful Integration of Face-to-Face Bootcamp Lab Courses in a Hybrid Online STEM Program." *Journal of Microbiology and Biology Education*. Vol 20 (3) 10 pp.

Roberts, T. Grady, Blake Colclasure, Sarah LaRose, R. Elaine Turner, and Allen Wysocki. 2019. "An Examination of Changes in Student Course Evaluations of CALS Faculty after Participating in a Faculty Development Program." *Journal of Agricultural Education*. Vol. 60 (4) 11 pp.

Johnson, Aaron J., W. Scott Downey, Kerry K. Litzenberg, Allen F. Wysocki, and Elizabeth A. Yeager. 2017. "Attitude Change by Students in Professional Sales Courses: Implications for Recruiters and Potential Employers." *Journal of Agribusiness*. Vol. 35 (1) 11 pp.

Drew, Jennifer C. Monika W. Oli, Kelly C. Rice, Alexandria N. Ardissone, Sebastian Galindo-Gonzalez, Pablo R. Sacasa, Heather J. Belmont, Allen F. Wysocki, Mark Rieger, and Eric W. Triplett. "Development of a Distance Education Program by a Land-Grant University Augments the 2-Year to 4-Year STEM Pipeline and Increases Diversity in STEM." *PLoS One*. DOI: 10.1371/journal.pone.0119548

Hodges, Alan, Thomas Stevens III, and Allen Wysocki. 2015. "Local and Regional Food Systems in Florida: Values and Economic Impacts." *Journal of Agriculture and Applied Economics*. Vol. 46 (2): 285-298.

Settle, Quisto, Joy Rumble, Ricky Telg, Tracy Irani, Hannah Carter, and Allen Wysocki, A. 2015. "The impact of being a public organization on the public's perceptions of the Florida Forest Service's brand." *Journal of Applied Communications*. Vol. 99 (1): pp. 6-20.

Settle, Quisto, Ricky Telg, Joy Goodwin, Tracy Irani, Hannah Carter, and Allen Wysocki. 2012. "Brand Salience and Brand Differentiation of the Florida Forest Service." *Journal of Applied Communications*. Vol. 96 (3): 11-25.

Ward, R., T. Woods, and A. Wysocki (2011). "Agribusiness Extension: The Past, Present, and Future." *International Food and Agribusiness Management Review*. 14 (5). pp. 125-140.

Ramirez, Milena\*, Allen Wysocki, Melissa Ramirez, Charles Sims, and Murat Balaban. 2010. "Sensory and Marketing Characteristics of a Hibiscus Beverage." *Journal of Food Distribution Research*. November. 41 (3): 15 pages.

Cardona, Jorge\*, Allen Wysocki, and Steven Talcott. 2010. "Economic Analysis of an Isolated Product Obtained from Muscadine Grape Pomace." *HortTechnology*. 20(1): 160-168.

Baker, Greg, Allen Wysocki, and Lisa. House. 2008. "Industry-Academic Partnerships: The View from the Corporate Office." *The International Food and Agribusiness Management Review*. Vol. 11 (3): 57-80.

## Refereed Publications: Journals (25)

- Baker, Greg, Allen Wysocki, Lisa House, and Juan Batista. 2008. "Industry-Academic Partnerships: Benefit or Burden?" *The International Food and Agribusiness Management Review*. Vol. 11 (1): 97-117.
- House, Lisa, Rick Weldon, and Allen Wysocki. 2007. "Student Perceptions of Online Distance Education in Undergraduate Agricultural Economic Programs." *Journal of Agriculture and Applied Economics*. 39(2):275-284
- Love, Leigh\*, James Sterns, Thomas Spreen, and Allen Wysocki. 2006. "When Consumers Diet, Should Producers Care? An Examination of Low-Carb Dieting and U.S. Orange Juice Consumption." *Journal of Food Distribution Research*. 37(3): 68-76.
- Siebert, John, Kerry Litzenberg, Christine Wilson, Frank Dooley, Allen Wysocki, and Richard Gallagher. 2006. "Factors Associated with Student's Academic Motivation in Agricultural Economics Classes." *American Journal of Agricultural Economics*. 88(3):750-762.
- Sterns, James, Allen Wysocki, Dorothy Comer, and Gary Fairchild. 2005. "The Cost of Delivering Courses Via Distance Education." *NACTA Journal*. 49(2): 47-52.
- Sterns, James, Kathy Manley\*, Michael Olexa, Gary Fairchild, and Allen Wysocki. 2005. "Observations about the value of a Legislative Internship." *NACTA Journal*. 49(2): 23-26.
- Wysocki, Allen. 2005. "A Frictionless Marketplace Operating in a World of Extremes." *Choices Magazine: The magazine of food, farm, and resource issues*. 20(4):1-6  
<http://www.choicesmagazine.org/20054/supplychain/2005-4-10.pdf> .
- Wysocki, Allen, Karl Kepner, and James Sterns. 2005. "Rockledge Gardens: An Independent Nursery Competing in a Chain-Dominated Marketplace." *Journal of Applied Case Research*. 6(1): 21-41.
- Knudson, William, Allen Wysocki, Joseph Champagne, and H. Christopher Peterson. 2004. "Entrepreneurship and Innovation in the Agri-Food System." *American Journal of Agricultural Economics*. (Invited) 86(5): 1330-1336.
- Cannon, Stephanie\*, Allen Wysocki, and Gary Fairchild. 2004. "Selling the Satisfied Customer: A Pioneer® Hi-Bred International, Inc. Selling Case." *Journal of Applied Case Research*. 5(1): 13 pgs.
- Wysocki, Allen F., Christopher Peterson, and Stephen B. Harsh. 2003. "Quantifying Strategic Choice Along the Vertical Coordination Continuum." *International Food and Agribusiness Management Journal*. 6(3): 112-134.
- Wysocki, Allen F., Gary F. Fairchild, Richard N. Weldon, Arlo W. Biere, Joan R. Fulton, and Christopher S. McIntosh. 2003. "Agricultural, Agribusiness and International Marketing Courses in Undergraduate Curricula: Issues and Ideas." *Journal of Agribusiness*. 21 (2) (Fall 2003), 197-212.
- Olexa, Michael T., Gary F. Fairchild, Allen F. Wysocki, and Richard N. Weldon. 2003. "An Agricultural Law Minor: The University of Florida Experience." *NACTA Journal*. 47(3): 38-40.
- Peterson, H. Christopher, Allen F. Wysocki, and Stephen B. Harsh. 2001. "Strategic Choice Along the Vertical Coordination Continuum." *International Food and Agribusiness Management Review*. 4(2): 149-166.
- Wysocki, Allen F. 2000. "Supply Chain Management: Past and Future." *Journal of Food Distribution Research*. 31(3): 53 -55.
- Wysocki, Allen F., and H. Christopher Peterson. 1997. "Viegelahn Farms and Investments: The Michigan Seed Potato Industry at a Crossroads." *Review of Agricultural Economics*. 19(2): 441-452.



### **Refereed Publications: Conference Proceedings (1)**

Wysocki, Allen, H. Christopher Peterson, and Stephen Harsh. 2006. "Quantifying Strategic Choice Along the Vertical Coordination Continuum: Implications for Agri-food Chain Performance." Quantifying the Agri-Food Supply Chain. Chapter 13 in volume 15:173-188. <http://www2.wur.nl/frontis/>

### **Conference Abstracts (1)**

Mitcham, EJ; Brecht, JK; Bruhn, CM; Barrett, DM; Rouseff, RR; Danyluk, MD; Harris, LJ; Diehl, DC; Simonne, A; Baldwin, EA; Cantwell, MI; Cassady, DL; Cook, R; Crisosto, CH; Ebeler, SE; Emond, JP; Huber, DJ; Nunes, C; Plotto, A; Sargent, SA; Schneider, KR; Sims, CA; Slaughter, DC; Suslow, TV; Wysocki, AF; Thompson, JF; Zakharov, F. 2010 "Increasing Consumption of Specialty Crops by Enhancing Their Quality and Safety (SCRI). *Hortscience Supplement*. August. 45 (8): 309-310