

KENT DONALD MESSER

ASSISTANT PROFESSOR OF FOOD AND RESOURCE ECONOMICS

ASSISTANT PROFESSOR OF ECONOMICS

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EDUCATION

Ph.D. Cornell University Ithaca, New York, 2003
Department of Applied Economics and Management
Major Field: Resource Economics
Minor Fields: Environmental Economics, Applied Economics
Ph.D. Committee: William D. Schulze (chair), Greg L. Poe, Jon M. Conrad

M.S. University of Michigan Ann Arbor, Michigan, 1999
School of Natural Resources and Environment
Major Field: Resource Policy & Behavior
Concentration: Conservation Biology and Ecosystem Management

B.A. Grinnell College Grinnell, Iowa, 1994
Major: Anthropology

PROFESSIONAL EXPERIENCE

Assistant Professor, Department of Food & Resource Economics (joint appointment with the Department of Economics), University of Delaware (2007 – present)

Research Associate, Co-Director of the Laboratory for Experimental Economics and Decision Research, Department of Applied Economics & Management, Cornell University (2003 – 2007)

Graduate Student Research Assistant, Cornell University & University of Michigan (1998 – 2003)

Executive Director, Bluff Lake Nature Center, Denver, Colorado (1994 – 1997)

AREAS OF RESEARCH

- Land Conservation
- Provision of Public Goods
- Behavioral Response to Risk

COURSES

ORES 801 Optimization – Models and Methods
FREC 100 Sustainable Development

TEXT BOOK

- 1) Kaiser, H.M. and K.D. Messer. *Forthcoming. Mathematical Programming Models for Agricultural, Environmental, and Resource Economics. Wiley-Blackwell Publishing.* Oxford, England.

PEER-REVIEWED PUBLICATIONS

- 1) Messer, K.D. and W. Allen. 2010. "Applying Optimization and the Analytic Hierarchy Process to Enhance Agricultural Preservation Strategies in the State of Delaware." *Agricultural and Resource Economics Review.* 39(2).
- 2) Payne, C., K.D. Messer, and H.M. Kaiser. 2009. "Which Consumers Are Most Responsive to Media Induced Food Scares?" *Agricultural and Resource Economics Review.*
- 3) Messer, K.D., H.M. Kaiser, C. Payne, and B. Wansink. *Forthcoming.* "Measuring the Impact of Media Information about Mad Cow Disease on Consumers' Willingness-to-Pay and Risk Attitudes" *Applied Economics.*
- 4) Kanter C., K.D. Messer and H.M. Kaiser.* 2009. "Does Production Labeling Stigmatize Conventional Milk" *American Journal of Agricultural Economics.* 91(4):1097-1109.
- 5) Messer, K.D., H.M. Kaiser and W.D. Schulze. 2008. "The Problem of Free Riding in Voluntary Generic Advertising: Parallelism and Possible Solutions from the Lab" *American Journal of Agricultural Economics* 90(2): 540–552. (Research featured in NY Times article by Hal Varian 6/1/2006.)
- 6) Doyon, M., V. Simard, K.D. Messer, L.D. Tamini, and H.M. Kaiser. 2008. "An Experimental Analysis of Modifications to the Centralized Milk Quota Exchange System in Quebec." *Canadian Journal of Agricultural Economics* 56(1): 295-312. (Received the Outstanding Journal Article Award for 2008 by the Canadian Agricultural Economics Society.)
- 7) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. 2007. "New Hope for the Voluntary Contribution Mechanism: The Effects of Framing and Context" *Journal of Public Economics* 91(9):1783-1799.
- 8) Messer, K.D., H.M. Kaiser, and G.L. Poe. 2007. "Voluntary Funding for Generic Advertising Using a Provision Point Mechanism: An Experimental Analysis of Option Assurance." *Review of Agricultural Economics* 29(3):612-631
- 9) Messer, K.D. 2007. "Transferable Development Rights Programs: An Economic Framework for Success." *Journal of Conservation Planning* 3:47-53.
- 10) Messer, K.D., W.D. Schulze, K.F. Hackett, T. Cameron, and G. McClelland. 2006. "Can Stigma Explain Large Property Value Losses? The Psychology and Economics of Superfund." *Environmental and Resource Economics* 33(3): 299-324.

* Senior Authorship Shared

- 11) Messer, K.D. 2006. "The Conservation Benefits of Cost-Effective Land Acquisition: A Case Study in Maryland." *Journal of Environmental Management* 79:305-315.
- 12) Messer, K.D., T.M. Schmit and H.M. Kaiser. 2005. "Optimal Institution Designs for Generic Advertising: An Experimental Analysis." *American Journal of Agricultural Economics* 87(4): 1046-1060.

BOOK CHAPTERS

- 1) Messer, K.D., W.D. Schulze, K.F. Hackett, T. Cameron, and G. McClelland. 2008. "Can Stigma Explain Large Property Value Losses? The Psychology and Economics of Superfund." The Economics of Hazardous Waste and Contaminated Land, H.A. Sigman, ed. Edward Elgar.

RESEARCH BULLETINS, WORKING PAPERS, TECHNICAL PUBLICATIONS, ETC.

- 1) Messer, K.D. editor. 2009. "Achieving Cost Effective Conservation: ORES801 Case Studies of Applying Optimization to Protect Endangered Birds, Preserve Agricultural Lands, and Conserve Forested Lands." *Food and Resource Economics Research Report*, University of Delaware, Newark, Delaware, 2009-01.
- 2) Messer K.D. and W. Allen. 2008. "Applying Optimization and the Analytic Hierarchy Process to Enhance Agricultural Preservation Strategies in the State of Delaware" 2008. *Alfred Lerner College of Business and Economics Working Paper*, University of Delaware, Newark, Delaware, 2008-18.
- 3) Messer, K.D., G.L. Poe and W.D. Schulze. 2008. "The Value of Private Risk Versus The Value of Public Risk: An Experimental Analysis Of The Johannesson *et al.* Conjecture." *AEM Working Paper 2008-13*, Cornell University.
- 4) Messer, K.D., H.M. Kaiser, C. Payne, and B. Wansink. 2007. "Can Advertising Alleviate Consumer Concerns over Food Scares?" *NICPRE Quarterly* 13(4).
- 5) Messer, K.D., L.E. Platt, G.L. Poe, D. Rondeau, W.D. Schulze, and C.A. Vossler. 2006. "Final Report: Ecosystem Values and Surface Water Protection: Basic and Applied Research on the Contingent Valuation Method. National Science Foundation Grant SES 0108667" *AEM Research Bulletin*. 2006-02, Cornell University.
- 6) Doyon, M., L.D. Tamini, V. Simard, K.D. Messer, H.M. Kaiser. 2006. "L'économie expérimentale pour l'analyse de modifications au système centralisé de vente du quota laitier au Québec." *CIRANO Série Scientifique*. Novembre.
- 7) Messer, K.D., T.M. Schmit and H.M. Kaiser. 2005. "An Experimental Application to Voluntary Funding of Generic Advertising." *NICPRE Quarterly* 11(2).
- 8) Messer, K.D., H.M. Kaiser, and W.D. Schulze. 2005. "Context and Voluntary Contributions: An Experimental Analysis of Communication, Voting, and Status Quo Bias." *AEM Working Paper*. 2005-07, Cornell University.

- 9) W.D. Schulze, K.D. Messer, K.F. Hackett, T. Cameron, G. Crawford, and G. McClelland, 2004. “Stigma: The Psychology and Economics of Superfund” Final Report for the *U.S. Environmental Protection Agency*.
- 10) Messer, K.D., Schmit, T.M., and H.M. Kaiser. 2004. “Optimal Institutional Mechanisms for Funding Generic Advertising: An Experimental Analysis.” National Institute for Commodity Promotion and Research Evaluation 04-05, R.B. 2004-12, Department of Applied Economics and Management, Cornell University.
- 11) Messer, K.D., H.M. Kaiser and W.D. Schulze. 2004. “Status Quo Bias and Voluntary Contributions: Can Lab Experiments Parallel Real World Outcomes for Generic Advertising?” *Research Report: National Institute for Commodity Promotion Research and Evaluation*.
- 12) Messer, K.D., Kaiser, H.M. and W.D. Schulze. 2004. “Alternative Institutional Designs for Funding Generic Commodity Advertising: An Experimental Analysis” *NICPRE Quarterly* 10(1).
- 13) Messer, K.D., G.L. Poe and W.D. Schulze. 2004 “Pure Altruism and Public Risk Programs: An Experimental Examination of Voting Behavior.” *AEM Working Paper 2004-18*, Cornell University.

POLICY PUBLICATIONS AND REPORTS

- 1) Amundsen, O.M., K.D. Messer, W.L. Allen. 2009. “The Next Big Step in Strategic Land Conservation: Conservation Optimization” *Eastern Lands Resource Council White Paper*.
- 2) Amundsen, O. and K.D. Messer. 2009. “Tight Budgets and Strategic Conservation: Selecting the Right Lands for the Right Price” *Eastern Lands and Resources Council Journal*. July: 12-13.
- 3) Allen, W.L. and K.D. Messer. 2009. “Optimizing Project Selection for the U.S. Army Compatible Use Buffer Program.” Published by LMI Government Consulting. Prepared for the *US Army Environmental Center*, Aberdeen Proving Ground, Maryland.
- 4) Kanter C., K.D. Messer and H.M. Kaiser. 2008. “Label Claims Do Affect Milk’s Image” *Hoard’s Dairyman*. August 10.
- 5) Messer, K.D., H.M. Kaiser, and C. Payne and B. Wansink. 2006 “Advertising Could Calm Food Safety Fears.” *Food Navigator – USA*. August 14.
- 6) Allen, W.L., O. Amundsen, K.D. Messer, B.T. Phillips, and T. Weber. 2006. *Kent County Rapid Assessment of Green Infrastructure*. Arlington, Virginia: The Conservation Fund.
- 7) Messer, K.D. and J. Wolf. 2004 “Optimizing the Conservation Portfolio” *Land Trust Alliance Exchange*. 23(3): 11-14.
- 8) Messer, K.D., M.J. Kotchen and M.R. Moore, 2000. “Can Shade-Grown Coffee Help Tropical Biodiversity? A Market Perspective” *Endangered Species Update*, 17(6): 125-131.

- 9) Messer, K.D., 2000. "The Poacher's Dilemma: Economics of Poaching and Enforcement" *Endangered Species Update*, 17(3): 50-58.

PAPERS CURRENTLY IN PEER-REVIEW

- 1) Messer, K.D., G.L. Poe, D. Rondeau, W.D. Schulze and C. Vossler. "Exploring Voting Anomalies Using a Demand Revealing Random Price Voting Mechanism" *second revise-and-resubmit at the Journal of Public Economics*
- 2) Messer, K.D. "Should Poacher's be Shot on Sight? Efficacy, Economics, and Ethics" *revise-and-resubmit at Ecological Economics*
- 3) Kotani, K., K.D. Messer and W.D. Schulze. "Matching Grants and Charitable Giving: Why the Match Level Matters" *in review at the Agricultural and Resource Economics Review*
- 4) Shawhan, D., K.D. Messer, R. Schuler, and W.D. Schulze. "An Experimental Test of Automatic Mitigation of Wholesale Electricity Prices." *Revise and resubmit at the International Journal of Industrial Organization*
- 5) Unur, A.S., H.E. Peters, K.D. Messer, and W.D. Schulze, "Incentive Effects of Parents' Transfers to Children: An Experimental Investigation" *revise-and-resubmit at the American Economic Review*

RESEARCH FUNDING

- 1) *Delaware Agricultural Lands Preservation Foundation*, 2009-2010. "Alternative Selection Methods for Protecting Delaware's Agricultural Lands", \$5,000. K.D. Messer (PI).
- 2) *US Environmental Protection Agency, National Center for Environmental Economics*, 2008-2010. "2009 NAREA Workshop: The Use of Experimental Methods in Environmental and Natural Resource Economics" \$60,624. K.D. Messer (PI), Jim Murphy and Titus Awokuse (co-PIs).
- 3) *USDA Economic Research Service*, 2009-2010. "2009 NAREA Workshop: The Use of Experimental Methods in Environmental and Natural Resource Economics" \$10,000. K.D. Messer (PI) and Jim Murphy (co-PI).
- 4) *Maryland Center for Agro-Ecology*, 2008-2011. "Better Practices of Maryland Land Conservation", \$58,450. K.D. Messer and W.L. Allen (PIs).
- 5) *Maryland State Highway Administration*, 2008. "Waldorf Area Transportation Improvements Project: Identification & Evaluation of Natural Resource Environmental Stewardship Opportunities" \$200,000. W. Allen (PI), K.D. Messer (advisor).
- 6) *US Fish and Wildlife Service*, 2008-2009. "Development of a Multi-Species Habitat Conservation Plan for NiSource Natural Gas Transmission Facilities: Cooperative Endangered Species Conservation Fund." \$2,400,000. W. Allen (PI), K.D. Messer (advisor).

- 7) *Colombian Department of Science, Technology and Innovation (Colciencias)*, 2008-2009. “The Poverty Trap and Attitudes to Risk” \$100,429. Rosario University, Bogota, Colombia. M. Ramirez (PI), R. Arguello and H. Zuleta (co-PIs). K.D. Messer (advisor).
- 8) *U.S. Army*. 2008. “The Use of Optimization in the Army’s Compatible Use Buffer Programs” \$16,848. W.L. Allen and K.D. Messer (PIs).
- 9) *Lerner College Multidisciplinary Research Grant, University of Delaware*, 2008-2009. “Mechanisms for Allocating Agricultural Conservation Easements” \$6,000 Arnold, M. (PI), J. Duke and K.D. Messer (Co-PIs)
- 10) *General University Research, University of Delaware*, 2008-2009. “Can Context Effects Mitigate the Free-Riding Behavior that Causes Negative Externalities?” \$6,000. K.D. Messer (PI).
- 11) *USDA Economic Research Service*, 2007-2009. “Applying Economic Experiments to Improve the Design and Implementation of Conservation Programs” \$332,104 ID#58-6000-7-0089. K.D. Messer, M. Weinberg (PIs), J. Duke, D. Hellerstein, N. Higgins, B. Kirwan, L. Lynch, and M. Roberts (Co-PIs).
- 12) *University of Delaware, CANR Seed Grant*, 2007-2009. “Applying Economic Experiments to Improve the Design and Implementation of Conservation Programs” \$20,000. K.D. Messer and J. Duke (PIs).
- 13) *National Institute for Commodity Promotion and Evaluation*, 2007-2008. “Assessing Consumer’s Sensitivity and Willingness-To-Pay for Poultry and Eggs Given Different Production Methods.” \$15,000. K.D. Messer (PI).
- 14) *National Science Foundation – Decision, Risk and Management Sciences*, 2006-2008. “The Economics and Psychology of Stigma: An Experimental Examination.” \$239,966. ID#0551289. W.D. Schulze (PI), K.D. Messer and B. Wansink (Co-PIs).
- 15) *The Conservation Fund*, 2006. “Applying Transferable Development Rights Programs to Kona, Hawaii.” \$38,000. W. Allen (PI), K.D. Messer (advisor).
- 16) *National Institute for Commodity Promotion and Evaluation*, 2006. “Assessing the Impact of Media Reports and Industry Food Safety Information on Consumer’s Risk Attitudes and Willingness-To-Pay.” \$184,802. H.M. Kaiser (PI), K.D. Messer and D. Dong (Co-PIs).
- 17) *Baltimore County, Maryland*, 2005. “Optimizing Agricultural Lands Protection in Baltimore County.” \$85,000. K.D. Messer (PI), W. Allen and O. Amundsen (Co-PIs).
- 18) *National Institute for Commodity Promotion and Evaluation*, 2005. “Examining the Efficiency of Alternative Provision Point Mechanisms for Funding Generic Advertising.” \$181,460. H.M. Kaiser (PI), K.D. Messer, D. Dong and T. Schmit (co-PIs).
- 19) *National Science Foundation – jointly funded by the Economics Program and Decision, Risk and Management Sciences*, 2004-2006. “An Experimental Economics Examination of Behavioral

- Anomalies, Group Decision Making, and the Provision of Public Goods.” \$220,535. ID#0418450. W.D. Schulze (PI), K.D. Messer, G. Poe, and H.M. Kaiser (Co-PIs).
- 20) *The Conservation Fund*, 2004. “Kent County, Delaware, Rapid Assessment of Green Infrastructure: Working Landscape Program Evaluation.” \$75,000. W. Allen (PI), K.D. Messer (Co-PI).
- 21) *National Institute for Commodity Promotion and Evaluation*, 2004. “Optimal Institutional Mechanisms for Funding Generic Advertising: An Experimental Analysis.” \$155,352. H.M. Kaiser (PI), K.D. Messer, D. Dong, and T. Schmit (Co-PIs).
- 22) *Cornell University Agricultural Experiment Station*. 2002. “Conservation as an Optimal Portfolio.” \$1,200. K.D. Messer (PI).

TEACHING

Professor

- FREC 100 Sustainable Development, University of Delaware – 2009.
 ORES 801 Optimization – Models and Methods, University of Delaware – 2007-2008.
 AEM 432 Public Finance (Business and Government in the Global Economy), Cornell - 2006

Guest Lecturer (past four years)

- STAT611 Regression Analysis (Lariccia) – 2008
 FREC165 Economics of Agriculture and Natural Resources (Hastings/Ilvento) – 2008
 FREC450 Environmental Law (Duke), University of Delaware – 2007
 PAM 230 Introduction to Policy Analysis (Gerner), Cornell – 2007
 NTRES 101 Introduction to Natural Resources (Lassoie, Madsen), Cornell – 2005, 2006
 AEM 415 Price Theory (Kaiser, Schmit), Cornell – 2005, 2006
 AEM 640 Analysis of Agricultural Markets (Kaiser), Cornell – 2006
 CRP 558 City and Regional Planning Workshop on Conservation Planning – 2005, 2006
 ES152 Introduction to Environmental Science (Grossman), Ithaca College – 2006
 AEM 451 Environmental and Resource Economics (Poe), Cornell - 2005, 2006
 AEM 250 Environmental Economics (Poe), Cornell – 2005

Teaching Publications

- 1) Duke, J. and K.D. Messer. 2009. “Problem: Fuel Efficiency and Choice” *Problem Based Learning Clearinghouse*.
- 2) Messer, K.D. *Conditionally Accepted*. “Copenhagen Conference on Global Warming” *Problem Based Learning Clearinghouse*.

SELECT PRESENTATIONS[†]

- 1) Messer, K.D., J. Yan, and J. Suter “Context Effects in a Negative Externality Experiment”, *Northeast Ohio Economics Workshop*, Federal Reserve Bank, Cleveland, Ohio. November 2009.

[†] Underlined name indicates presenter.

- 2) Arnold, M., J. Duke, and K.D. Messer. “Adverse Selection in Conservation Auctions: Theoretical and Experimental Results” *Economic Science Association*, Tucson, Arizona, November 2009.
- 3) Messer, K.D., J. Suter, and J. Yan. “Can Context Effects Mitigate the Free-Riding Behavior that Leads to Negative Externalities? An Experimental Investigation.” *Economic Science Association*, Tucson, Arizona, November 2009.
- 4) Dillaway, R., K.D. Messer, J. Bernard, and H.M. Kaiser. “Assessing Consumer’s Sensitivity and Willingness-To-Pay for Poultry and Eggs Given Different Production Methods – An Experimental Analysis” *Northeastern Agricultural and Resource Economics Association*, Burlington, Vermont, June 2009.
- 5) Messer, K.D., J. Suter, and J. Yan. “Can Context Effects Mitigate the Free-Riding Behavior that Causes Negative Externalities?” *Northeastern Agricultural and Resource Economics Association*, Burlington, Vermont, June 2009.
- 6) Payne, C., K.D. Messer, and H.M. Kaiser. “Identifying Characteristics Influencing the Stigma Effect of Mad Cow Disease on Beef Demand” *NEC-63 Research Conference on Commodity Advertising and Promotion*, February 2009.
- 7) Amundsen, O., A. Borchers, K.D. Messer, and Diane Rosencrance. “Strategic Conservation Planning” *Land Trust Alliance Rally*, Pittsburgh, Pennsylvania, September 2008.
- 8) Kanter C., K.D. Messer and H.M. Kaiser. “The Effect of New Choices on Consumers’ Perceptions and Willingness-to-Pay for Milk” *American Agricultural Economics Association*, Orlando, Florida, July 2008.
- 9) Kerley, D., K.D. Messer, B. Wansink, H.M. Kaiser, W.D. Schulze. “Expiration Dates and Stigma: Why Don’t We Observe Hedonic Markets for Perishable Products?” *American Agricultural Economics Association*, Orlando, Florida, July 2008.
- 10) Doyon, M., V. Simard, K.D. Messer, L.D. Tamini, and H.M. Kaiser. “An Experimental Analysis of Modifications to the Centralized Milk Quota Exchange System in Quebec.” *Northeastern Agricultural and Resource Economics Association*, Quebec City, Quebec, June 2008.
- 11) Zarghamee, H., K.D. Messer, H.M. Kaiser and W.D. Schulze. "Why Do People Keep On Giving?" *10th Experimental Economics Days*, CEREN Burgundy School of Business, Dijon, France, May 2008.
- 12) Allen, W.L., Aull-Hyde, R., Duke, J., and K.D. Messer. “Using AHP to Compare Public versus Expert Conservation Priorities”, *Northeast Decision Sciences Institute*, New York, New York, March 2008.
- 13) Kerley, D.R., K.D. Messer, W.D. Schulze, B. Wansink, and H.M. Kaiser. “Stigma - Emotions and Risk” *International Meeting on Experimental and Behavioral Economics*, Alicante, Spain, March 2008.

- 14) Messer, K.D., H.M. Kaiser, and C. Payne and B. Wansink. “Advertising’s Power to Inoculate Food Safety Fears” *Economic Science Association*, Tucson, Arizona, October 2007.
- 15) Kerley, D.R., K.D. Messer, W.D. Schulze, B. Wansink, and H.M. Kaiser. “Emotions and Risk” *Economic Science Association*, Tucson, Arizona, October 2007.
- 16) Shawhan, D., K.D. Messer, R. Schuler, and W.D. Schulze. “An experimental test of NYISO’s NYC-area wholesale price regulations” *Economic Science Association*, Tucson, Arizona, October 2007.
- 17) Zarghamee, H., K.D. Messer, H.M. Kaiser and W.D. Schulze. “Why Do People Keep Giving? Evidence on Charitable Contributions from the Laboratory and Field” *Economic Science Association*, Tucson, Arizona, October 2007.
- 18) Kanter C., K.D. Messer, H.M. Kaiser and W.D. Schulze. “The Effect of New Choices on Consumers’ Perceptions and Willingness-to-Pay for Milk” *NEC-63 Research Conference on Commodity Advertising and Promotion*, Vancouver, British Columbia, September 2007.
- 19) Messer, K.D. “Promoting Cost Effective Conservation using Binary Linear Programming Techniques in Maryland and Delaware” *Northeastern Agricultural and Resource Economics Association*, Rehoboth Beach, Delaware, June 2007.
- 20) Kerley, D., K.D. Messer, B. Wansink, and W.D. Schulze. “An Experimental Exploration of Risk: Stigma as a Threshold Anomaly” *Northeastern Agricultural and Resource Economics Association*, Rehoboth Beach, Delaware, June 2007.
- 21) Kerley, D., K.D. Messer and W.D. Schulze. “Stigma & Social Preferences: Would You Really Vote to Earn Money and Make Me Drink Cockroach Contaminated Water?” *Third International Meeting on Experimental and Behavioral Economics*, Málaga, Spain, March 2007.
- 22) Platt, L.E., K.D. Messer and G.L. Poe, “Certainty and Hypothetical Bias In Contingent Valuation Elicitation Methods.” *W-133 Benefits and Costs Transfer in Natural Resource Planning*, Richmond, February 2007.
- 23) Messer, K.D. and W.L. Allen, “New Tools to Promote Cost-Effective Farmland Conservation” *American Farmland Trust’s National Conference*, November 2006.
- 24) Kerley, D., K.D. Messer, B. Wansink, and W.D. Schulze. “An Experimental Exploration of Risk: Stigma as a Threshold Anomaly” *Economic Science Association*, Tucson, Arizona, October 2006.
- 25) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the VCM: Experimental Tests of a Model of Social Norms, Context, and Reciprocity” *Economic Science Association*, Tucson, Arizona, October 2006.
- 26) Messer, K.D., G.L. Poe, D. Rondeau, W.D. Schulze and C. Vossler. “Anomalies in Voting: An Experimental Analysis Using a New, Demand Revealing (Random Price Voting) Mechanism.” *Economic Science Association*, Tucson, Arizona, October 2006.

- 27) Messer, K.D., H.M. Kaiser, and C. Payne and B. Wansink. "Advertising's Power to Inoculate Food Safety Fears" *NEC-63 Research Conference on Commodity Advertising and Promotion*, Auburn, Alabama, October 2006.
- 28) Messer, K.D. and J. Suter. "New Tools for Cost Effective Conservation" *Land Trust Alliance Rally*, Nashville, October 2006.
- 29) Messer, K.D., G.L. Poe, D. Rondeau, W.D. Schulze and C. Vossler. "Anomalies in Voting: An Experimental Analysis Using a New, Demand Revealing (Random Price Voting) Mechanism." *American Agricultural Economics Association*, Long Beach, California, July 2006.
- 30) Messer, K.D. and H.M. Kaiser, G.L. Poe. "Voluntary Funding for Generic Advertising Using a Provision Point Mechanism: An Experimental Analysis of Option Assurance" *American Agricultural Economics Association*, Long Beach, California, July 2006.
- 31) Kotani, K., K.D. Messer and W.D. Schulze. "Warm Glow or Helping Hand? The Role of Incentive Compatibility in Voluntary Contributions," *3rd World Congress of Environmental and Resource Economics*, Kyoto, Japan, July 2006.
- 32) Platt, L., K.D. Messer and G.L. Poe. "Certainty and Hypothetical Bias in Contingent Valuation Elicitation Methods." *Northeastern Agricultural and Resource Economics Association*, Mystic, Connecticut, June 2006.
- 33) Kotani, K., K.D. Messer and W.D. Schulze. "Warm Glow or Helping Hand? The Role of Incentive Compatibility in Voluntary Contributions," *The Kyoto Game Theory Workshop*, Kyoto, Japan, March 2006.
- 34) Kotani, K., K.D. Messer and W.D. Schulze. "Warm Glow or Helping Hand? The Role of Incentive Compatibility in Voluntary Contributions," *The Conference of Society for Environmental Economics and Policy Studies*, Waseda University, Tokyo, Japan, October 2005.
- 35) Messer, K.D. and J. Suter, "New Tools for Cost Effective Conservation" *Land Trust Alliance Rally*, Nashville, Madison, Wisconsin, October 2005.
- 36) Kerley, D., K.D. Messer and W.D. Schulze. "Cockroach-Contaminated Water and Social Preference Theories" *Economic Society Association*, Tucson, Arizona, September 2005.
- 37) Kotani, K., K.D. Messer and W.D. Schulze. "Warm Glow or Helping Hand? The Role of Incentive Compatibility in Voluntary Contributions," *Japanese Economic Association Meeting*, Kyoto Japan, June 2005.
- 38) Messer, K.D., H.M. Kaiser and W.D. Schulze. "Context and Voluntary Contributions: An Experimental Analysis" *Economic Society Association*, Montreal, Canada, June 2005.
- 39) Messer, K.D., T.M. Schmit and H.M. Kaiser. "Optimal Institution Designs for Generic Advertising: An Experimental Analysis". *NEC-63 Research Conference on Commodity Advertising and Promotion*, San Diego, March 2005.

- 40) Messer, K.D. “Optimizing the Conservation Portfolio” *Land Trust Alliance Rally*, Providence, Rhode Island, October 2004.
- 41) Messer, K.D., G.L. Poe, and W.D. Schulze. “Pure Altruism and the Valuation of Risk: Experimental Economic Results from a Coercive, Referendum Setting.” *American Agricultural Economics Association*, Denver, Colorado, August 2004.
- 42) Messer, K.D., Kaiser, H.M., and Schulze, W.D. “Status Quo Bias and Voluntary Contributions: Can Lab Experiments Parallel Real World Outcomes for Generic Advertising?” *American Agricultural Economics Association*, Denver, Colorado, August 2004.
- 43) Messer, K.D., T. Cameron, G. McClelland, K.F. Hackett and W.D. Schulze “Stigma: The Psychology and Economics of Superfund.” *Association for Environmental and Resource Economists Workshop*, Estes Park, Colorado. June 2004.
- 44) Doyon, M, V. Simard, K.D. Messer, and H.M. Kaiser, “Experimental Economics for Policy Analysis: The Case of the Quebec Dairy Quota Exchange” *Canadian Agricultural Economics Society*, Halifax, Canada, June 2004.
- 45) Messer, K.D., Kaiser, H.M., and Schulze, W.D. “Alternative Designs for Funding Generic Commodity Advertising: An Experimental Analysis.” *NEC-63 Research Conference on Commodity Advertising and Promotion*, Baltimore, Maryland, March 2004.
- 46) Messer K.D., G.L. Poe, W.D. Schulze, and D. Rondeau. “Altruism and Willingness to Pay in a Coercive (Referendum) Tax Setting.” *European Association of Environmental & Resource Economics*, Bilbao, Spain 2003.
- 47) Messer, K.D., G.L. Poe, W.D. Schulze and D. Rondeau, “Altruism and Values for Public Goods In A Coercive Tax Setting.” *W-1133 Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands annual meetings*, Las Vegas, Nevada, February 2003.
- 48) Messer K.D., G.L. Poe, W.D. Schulze, and D. Rondeau. “Altruism and Willingness to Pay in a Coercive (Referendum) Tax Setting.” *Second World Congress of Environmental & Resource Economics*, Monterey, California, June 2002.
- 49) Messer, K.D. “Should Poacher’s be Shot on Sight? Efficacy and Ethics.” *Second World Congress of Environmental and Resource Economics*, Monterey, California, June 2002.
- 50) Kotchen, M.J., M.R. Moore, and K.D. Messer. “Impure Green Products as Impure Public Goods: Shade-Grown Coffee and Tropical Biodiversity. *American Agricultural Economics Association*, Tampa, Florida, August 2000.
- 51) Messer, K.D. “Understanding the Farmers’ Perspectives towards Sustainable Agriculture Using the Agrarian-Dialectic Model” *Iowa Academy of Sciences*, Iowa City, May 1994.

INVITED PRESENTATIONS[†]

- 1) Allen, W.L. and K.D. Messer. "Planning the Green and the Grey as Complementary Systems". *National Conservation Training Center*, Shepherdstown, West Virginia, July 2009.
- 2) Schulze, W.D., K.D. Messer, H.M. Kaiser, and B. Wansink "Emotion and Markets" *Food Executive Program*, Ithaca, New York, July 2009.
- 3) Shawhan, D., K.D. Messer, R. Schuler, and W.D. Schulze. "An Experimental Test of Automatic Mitigation of Wholesale Electricity Prices." *New York Independent System Operators*, New York, July 2009.
- 4) Messer, K.D. and W.L. Allen. "Optimizing Project Selection for U.S. Military Bases and Installations" *Readiness and Environmental Protection Initiative*, Aberdeen, Maryland, December 2008.
- 5) Dillaway, R., K.D. Messer, J. Bernard, and H.M. Kaiser. "What You Don't Know May Kill You: The Freakonomics of Food Safety Scares and Consumer Behavior" *University of Delaware Academy of Lifelong Learning*, Wilmington, Delaware, November 2008.
- 6) Allen, W.L. and K.D. Messer. "Optimizing Project Selection for the U.S. Army Compatible Use Buffer Program" *US Army*, Aberdeen, Maryland, September 2008.
- 7) Messer, K.D. "Achieving Cost Effective Conservation" *Brandywine Conservancy*, Chadds Ford Pennsylvania, June 2008.
- 8) Messer, K.D. "Why Do People Keep Giving? Evidence on Charitable Contributions from the Laboratory and Field" *University of Delaware*, Newark, Delaware, Department of Economics Seminar Series, April 2008.
- 9) Zarghamee, H. K.D. Messer, H.M. Kaiser and W.D. Schulze. "Why Do People Keep Giving?" *Florida State University*, Tallahassee, FL, Macro/Micro Workshop Series, March 2008.
- 10) Messer, K.D. "The Problem of Funding Generic Advertising" *University of Delaware*, Food & Resource Economics Seminar Series, Newark, Delaware, November 2007.
- 11) Kerley, D.R., K.D. Messer, W.D. Schulze, B. Wansink, and H.M. Kaiser. "Stigma - Emotions and Risk" *Department of Economics at the University of Minho Seminar Series*, Braga, Portugal, December 2007.
- 12) Messer, K.D. "The Effect of New Choices on Consumers' Perceptions and Willingness-to-Pay for Milk" *New York State Milk Promotion Order Advisory Board*, Syracuse, New York, June 2007.
- 13) Messer, K.D. "New Tools to Promote Cost Effective Conservation" *New York State Cooperative Extension*, Ithaca, New York, March 2007.
- 14) Messer, K.D., G.L. Poe, D. Rondeau, W.D. Schulze and C. Vossler. "Altruism and Voting", *University of Tennessee Economics Club*, Knoxville, Tennessee, February 2007.

- 15) Zarghamee, H., K.D. Messer, H.M. Kaiser and W.D. Schulze. “Why Do People Keep Giving? Evidence on Charitable Contributions from the Laboratory and Field” *University of New Mexico*, Albuquerque, New Mexico, November 2007.
- 16) Messer, K.D., H.M. Kaiser, C. Payne, and B. Wansink. “Measuring the Impact of Media Information about Mad Cow Disease on Consumers’ Willingness-to-Pay and Risk Attitudes” *Oklahoma State University*, Stillwater, Oklahoma, March 2007.
- 17) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the Voluntary Contribution Mechanism” *University of Washington*, Seattle, Washington; *USDA Economic Research Service*, Washington D.C.; *Colorado School of Mines*, Golden, Colorado; *Virginia Commonwealth University*, Richmond, Virginia; and *US Environmental Protection Agency*, Washington, D.C., January – February 2007.
- 18) Messer, K.D. and O. Amundsen. “New Tools to Promote Cost Effective Conservation in New York” *New York State of Department of Environmental Protection*, Albany, New York, January 2007.
- 19) Messer, K.D., H.M. Kaiser, C. Payne, and B. Wansink. “Advertising’s Power to Inoculate Food Safety Fears” *New York State Milk Promotion Order Advisory Board*, Syracuse, New York, January 2007.
- 20) Messer, K.D. and O. Amundsen. “New Tools to Promote Cost Effective Conservation” *The Nature Conservancy of New York*, Albany, New York New York, January 2007.
- 21) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the Voluntary Contribution Mechanism” *San Francisco State University*, San Francisco, California; *Santa Clara University*, Santa Clara, California; *Williams College*, Williamstown, Massachusetts, January 2007.
- 22) Messer, K.D. “Getting More Bang for the Conservation Buck” *Stratus Consulting*, Boulder, Colorado, December 2006.
- 23) Messer, K.D. “Optimization of Conservation Priorities of the Open Space Institute” *The Open Space Institute*, New York, New York, December 2006.
- 24) Kerley, D., K.D. Messer, B. Wansink, H.M. Kaiser, W.D. Schulze. “Milk Risks: An Experimental Exploration” *New York State Milk Promotion Order Advisory Board*, Ithaca, New York, October 2006.
- 25) Messer, K.D. “The Conservation Benefits of Cost-Effective Land Acquisition” *University of Florida*, Gainesville, Florida, September 2006.
- 26) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the Voluntary Contribution Mechanism: The Effects of Framing and Context.” *Heartland Environmental and Resource Economics Workshop*, Ames, Iowa, September 2006.

- 27) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the VCM: Experimental Tests of a Model of Social Norms, Context, and Reciprocity” *Conference on the Private Provision of Public Goods*, Cornell University, May 2006.
- 28) Messer, K.D., G.L. Poe, D. Rondeau, W.D. Schulze and C. Vossler. "Altruism and Voting: An Experimental Analysis using a Random-Price Voting Mechanism." *Department of Economics, University of Tennessee*, Knoxville, Tennessee, March 2006.
- 29) Messer, K.D. and W.L. Allen. “Improved Use of Conservation Dollars: Optimization of Conservation Opportunities” *Baltimore County*, Townsend, Maryland, March 2006.
- 30) Messer, K.D. and W.L. Allen. “Improved Use of Conservation Dollars: Optimization of Conservation Opportunities” *The Conservation Fund*, Dover, Delaware, October 2005.
- 31) Messer, K.D. “Improving the Use of Colorado’s Conservation Dollars: Optimization of Conservation Opportunities” *Great Outdoors Colorado*, Denver, Colorado, September 2005.
- 32) Messer, K.D. “Optimization of Conservation Priorities” *The Conservation Fund*, Raleigh, North Carolina, August 2005.
- 33) Messer, K.D., T.M. Schmit and H.M. Kaiser. “Optimal Institutional Mechanisms for Funding Generic Advertising,” *Department Seminar, Department of Economics, Binghamton University – State University of New York*, Binghamton, New York. February 2005.
- 34) Messer, K.D., W.D. Schulze, K.F. Hackett, T. Cameron, and G. McClelland, “Stigma: The Psychology and Economics of Superfund” *University of Central Florida*, Orlando, Florida, November 2004.
- 35) Messer, K.D., T.M. Schmit and H.M. Kaiser. “Optimal Institutional Mechanisms for Funding Generic Advertising: An Experimental Analysis,” *Departmental Seminar. Department of Applied Economics and Management*, Cornell University, Ithaca, New York. October 2004.
- 36) Messer, K.D. “Should Poacher’s be Shot on Sight? Efficacy and Ethics.” *Grinnell College*, Grinnell, Iowa, April 2004.
- 37) Messer, K.D., H.M. Kaiser and W.D. Schulze “Status Quo Bias and Voluntary Contributions: Can Lab Experiments Parallel Real World Outcomes for Generic Advertising?” *New York State Milk Promotion Order Advisory Board*, Syracuse, New York 2003.
- 38) Messer, K.D. “Optimizing the Conservation Portfolio” *Maryland Department of Natural Resources*, Annapolis, Maryland, September 2002.
- 39) Messer, K.D., M.J. Kotchen and M.R. Moore_ “Can Shade-Grown Coffee Help Tropical Biodiversity? A Market Perspective” *National Coffee Congress*, San Salvador, El Salvador, July 1999.

- 40) Messer, K.D., M.J. Kotchen and M.R. Moore. “Can Shade-Grown Coffee Help Tropical Biodiversity? A Market Perspective” *Specialty Coffee Association of America*, Philadelphia, Pennsylvania, May 1999.
- 41) Messer, K.D. “The Earth Summit in Rio: A First-Hand Account” *University of Nebraska*, Kearney, Nebraska, September 1992.

PEER REVIEWS

- Agricultural and Resource Economics Review
- American Economic Review
- American Agricultural Economics Association
- American Journal for Agricultural Economics
- Annals of Operations Research
- Conservation Biology
- Journal of Environmental Management
- Journal of Forestry
- Journal of Public Economics
- Natural Resource Modeling
- Southern Economic Review

AWARDS & HONORS

- Fellow, Institute for Transforming Undergraduate Education, University of Delaware – 2009.
- Who’s Who in Agriculture Higher Education – 2009-present
- Outstanding Journal Article Award for 2008. Canadian Agricultural Economics Society
- Who’s Who in America – 2008-present
- Stephen B. Ashley Fellowship for excellence in resource economics, Cornell University – 1999-2003.
- Stanley A. Cain Award for excellence in natural resource policy, University of Michigan – 1999.
- Outstanding Young Men of America – 1995.
- Phi Beta Kappa, Grinnell College – 1994.
- Phi Beta Kappa Scholar's Award (honorable mention), Grinnell College - 1993, 1994.
- Mortar Board, Grinnell College – 1993-1994.
- Alumni Senior Award for excellence in community service, Grinnell College – 1994.
- Ralph Luebben Award for excellence in anthropology, Grinnell College – 1994.
- Honors in anthropology, Grinnell College – 1994.

PROFESSIONAL ASSOCIATIONS

- Northeastern Agricultural and Resource Economics Association
 - Elected to Executive Board, June 2008-2010.

- Co-chair of 2009 NAREA Workshop, entitled “Resource and Environmental Applications of Experimental Economics”
- Association of Environmental and Resource Economists
- Agricultural and Applied Economics Association
- American Economics Association
- Economic Science Association

LANGUAGES

- Fluent in Spanish

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