

KENT DONALD MESSER

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Department of Food & Resource Economics
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EDUCATION

Ph.D. Cornell University Ithaca, New York, 2003
Dyson School of Applied Economics and Management
Major Field: Resource Economics
Minor Fields: Environmental Economics, Applied Economics

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

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

PROFESSIONAL EXPERIENCE

Associate Professor, Department of Food and Resource Economics (2011 – present) with joint appointments in:

- Department of Economics in the Lerner College of Business and Economics
- School of Marine Science and Policy in the College of Earth, Ocean, and Environment.

Editor, *Agricultural and Resource Economics Review* (with Dr. David Just) (2012 – present)

Director, Experimental Economics Laboratory for Policy and Behavioral Research (with Dr. John Bernard), University of Delaware (2007 – present)

Assistant Professor, Department of Food and Resource Economics (2007 – 2011) with a joint appointment in:

- Department of Economics in the Lerner College of Business and Economics

Research Associate, Department of Applied Economics and Management, Cornell University (2003 – 2007)

Director, Laboratory for Experimental Economics and Decision Research (with Dr. William D. Schulze), Cornell University (2003 – 2007)

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

AREAS OF RESEARCH

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

TEXT BOOK

- 1) Kaiser, H.M. and K.D. Messer. 2011. Mathematical Programming for Agricultural, Environmental and Resource Economics. *John Wiley and Sons, Inc.*

JOURNAL PUBLICATIONS

- 1) Messer, K.D., G.L. Poe and W.D. Schulze. *Forthcoming*. "The Value of Private Versus Public Risk and Pure Altruism: An Experimental Economics Test." *Applied Economics*.
- 2) Dillaway, R., K.D. Messer, J. Bernard, and H.M. Kaiser. 2011. "Do Consumer Responses to Media Food Safety Information Last?" *Applied Economics Policy and Perspectives*. 33(3): 363-383.
- 3) Shawhan, D., K.D. Messer, W.D. Schulze, and R.E. Schuler. 2011. "An Experimental Test of Automatic Mitigation of Wholesale Electricity Prices." *International Journal of Industrial Organization*. 29(1): 46-53.
- 4) Messer, K.D., H.M. Kaiser, C. Payne, and B. Wansink. 2011. "Can Generic Advertising Alleviate Consumer Concerns Over Food Scares?" *Applied Economics*: 43(12):1535-1549.
- 5) Allen, W.L., O.M. Amundsen, J. Dujmović, and K.D. Messer.* 2011. "Identifying and Selecting Strategic Mitigation Opportunities: Criteria Design and Project Evaluation using Logic Scoring of Preference and Optimization." *Journal of Conservation Planning*. 7: 61-68.
- 6) Messer, K.D. and W.L. 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(3): 442-456.
- 7) Messer, K.D. 2010. "Protecting Endangered Species: When Are Shoot-on-Sight Policies the Only Viable Option to Stop Poaching?" *Ecological Economics* 69: 2334–2340.
- 8) Messer, K.D., G.L. Poe, D. Rondeau, W.D. Schulze and C. Vossler. 2010. "Social Preferences and Voting: An Exploration Using a Novel Preference Revealing Mechanism." *Journal of Public Economics* 94(3-4): 308-317.
- 9) Messer, K.D. and J.J. Murphy. 2010. "Foreword: Special Issue on Experimental Methods in Environmental, Natural Resource and Agricultural Economics" *Agricultural and Resource Economics Review* 39(2): iii-vi.
- 10) Kotani, K., K.D. Messer and W.D. Schulze. 2010. "Matching Grants and Charitable Giving: Why Some People Sometimes Provide a Helping Hand to Fund Environmental Goods" *Agricultural and Resource Economics Review* 39(2): 324-343.
- 11) 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.

* Senior Authorship Shared

- 12) 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* 38(3): 295-310. (2009 Outstanding Article of the Year: *Honorable Mention*, Northeastern Agricultural and Resource Economics Association)
- 13) 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.
- 14) 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. (*Outstanding Journal Article Award* for 2008 by the Canadian Agricultural Economics Society.)
- 15) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. 2007. "New Hope for the Voluntary Contribution Mechanism: The Effects of Context" *Journal of Public Economics* 91(9):1783-1799.
- 16) 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.
- 17) Messer, K.D. 2007. "Transferable Development Rights Programs: An Economic Framework for Success." *Journal of Conservation Planning* 3:47-53.
- 18) 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.
- 19) Messer, K.D. 2006. "The Conservation Benefits of Cost-Effective Land Acquisition: A Case Study in Maryland." *Journal of Environmental Management* 79:305-315.
- 20) 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) Fooks, J. and K.D. Messer. *Forthcoming*. "Mathematical Programming Applications to Land Conservation and Environmental Quality." in Computational Intelligent Data Analysis for Sustainable Development. T. Yu editor. Taylor & Francis Publishing.
- 2) Messer, K.D., J. Duke, and L. Lynch. *Forthcoming*. "Applying Experimental Economics to Land Economics: Public Information and Auction Efficiency in Land Preservation Markets." in the Oxford Handbook of Land Economics. J. Duke and J. Wu editors. Oxford Press.

- 3) 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.” in The Economics of Hazardous Waste and Contaminated Land, H.A. Sigman, editor. Edward Elgar Publishing.

FUNDING (TOTAL: 30 projects totaling \$4,981,929; PI: 18 projects totaling \$1,165,385; Co-PI: 8 projects, totaling \$1,078,115; Advisor: 4 projects, totaling \$2,738,429)

RESEARCH FUNDING

- 1) *USDA Economic Research Service*, 2011-2013. “Designing Choice Architecture to Cost-Effectively Reduce Agricultural Nutrient and Sediment Water Pollution in the Galveston Bay Watershed: A Framed Field Experiment.” \$100,000. ID#58-6000-1-0037. K.D. Messer and W.D. Allen (PIs), O. Amundsen (Co-PI).
- 2) *National Science Foundation – funding support from EPSCoR*, 2011-2012. “An Economics Analysis of the Visual Effects of Offshore Wind Projects.” \$54,676. ID#0814251. K.D. Messer (PI), J. Duke, J. Johnson, and G. Parsons (co-PIs).
- 3) *Maryland State Highway Administration*, 2011. “Training on the Optimization Decision Support Tool.” \$20,000. W. Allen and K.D. Messer.
- 4) *National Science Foundation – funding support from the Decision, Risk and Management Sciences and Hydrologic Sciences programs*, 2010-2012. “Collaborative Research: An Experimental Economics Investigation of Groundwater Resource Dynamics.” \$369,483. ID#1024889. K.D. Messer and J. Suter (PIs), H. Michael and J. Duke (co-PIs).
- 5) *USDA Economic Research Service*, 2007-2012. “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).
- 6) *Delaware Department of Agriculture*, 2010-2011. “Exploring Ways to Ensure the Efficiency and Effectiveness of Delaware's Conservation Efforts” \$10,000. K.D. Messer and J. Duke (PIs).
- 7) *Maryland Population Research Center*, 2009-2010. “Reducing HIV Stigma: Measuring the Effectiveness of Various Interventions.” \$15,000. V. Hoffman (PI), K.D. Messer and N.M. Samuel (co-PIs).
- 8) *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. ID#08001017. K.D. Messer (PI), J. Murphy and T. Awokuse (co-PIs).
- 9) *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 J. Murphy (co-PI).

- 10) *Harry R. Hughes Center for Agro-Ecology, Special Project Grant through USDA-NIFA*, 2008-2011. “Better Practices of Maryland Land Conservation” \$58,450. K.D. Messer and W.L. Allen (PIs).
- 11) *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).
- 12) *US Fish and Wildlife Service*, 2008-2009. “Development of a Multi-Species Habitat Conservation Plan for NiSource Natural Gas Transmission Facilities.” \$2,400,000. W. Allen (PI), K.D. Messer (advisor).
- 13) *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).
- 14) *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).
- 15) *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)
- 16) *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).
- 17) *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).
- 18) *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), J. Bernard (Co-PI).
- 19) *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).
- 20) *The Conservation Fund*, 2006. “Applying Transferable Development Rights Programs to Kona, Hawaii.” \$38,000. W. Allen (PI), K.D. Messer (advisor).
- 21) *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).
- 22) *Baltimore County, Maryland*, 2005. “Optimizing Agricultural Lands Protection in Baltimore County.” \$85,000. K.D. Messer (PI), W. Allen and O. Amundsen (Co-PIs).

- 23) *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).
- 24) *National Science Foundation – funded by the Economics Program and Decision, Risk and Management Sciences Program*, 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).
- 25) *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).
- 26) *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).
- 27) *Cornell University Agricultural Experiment Station*. 2002. “Conservation as an Optimal Portfolio.” \$1,200. K.D. Messer (PI).

TEACHING AND ADVISING GRANTS

- 1) *CANR International Graduate Education Travel Grant*, 2011. Visit to ICRISAT in Hyderabad, India. \$1,000.
- 2) *EPSCoR Undergraduate Research*, 2011. “An Economic Analysis of the Visual Effects of Offshore Wind Projects Internship” (advisee) Ryan O’Dowd. \$4,000.
- 3) *Institute for Transforming Undergraduate Learning*, 2009. Fellow in the “Problem-Based Learning Workshop.” \$1,000.

RESEARCH BULLETINS, WORKING PAPERS, TECHNICAL PUBLICATIONS, ETC.

- 1) Messer, K.D., W.L. Allen, and C. Chen. 2011. “Best Practices for Increasing the Cost Effectiveness of the Maryland Agricultural Lands Preservation Foundation.” *Harry R. Hughes Center for Agro-Ecology Research Report*.
- 2) Messer, K.D. (editor). 2011. “Applying Mathematical Programming to Environmental and Resource Economics: ORES801 Case Studies of Optimizing the US Military’s Readiness and Environmental Protection Initiation (REPI); Using Goal Programming to Maximize Military Readiness and Environmental Protection.” M. Korch and T. Bounds (student contributors) *Food and Resource Economics Research Report*, University of Delaware, RR11-01.
- 3) Amundsen, O., K.D. Messer, and W.L. Allen. 2010. “Integrating Optimization and Strategic Conservation to Achieve Higher Efficiencies in Land Protection.” *Alfred Lerner College of Business and Economics Working Paper*, University of Delaware, Newark, Delaware, 2010-14.

- 4) Messer, K.D., J. Suter, and J. Yan. 2010. "Context Effects in a Negative Externality Experiment" *Alfred Lerner College of Business and Economics Working Paper*, University of Delaware, Newark, Delaware, 2010-09.
- 5) Fooks, J. and K.D. Messer. 2010. "Maximizing Conservation and In-Kind Cost Share: Applying Goal Programming to Forest Protection" *Alfred Lerner College of Business and Economics Working Paper*, University of Delaware, Newark, Delaware, 2010-08.
- 6) Messer, K.D. (editor). 2010. "Achieving Cost Effective Conservation: ORES801 Case Studies of Applying Optimization to Wetland Mitigation from Highway Expansions in Maryland, Improving Water Quality from the Impact of Dirt and Gravel Roads in Pennsylvania, Increase Cost-Sharing for Forest Protection, and Preserving Agricultural Lands in Delaware and Baltimore County, Maryland." R. Dillaway, J. Fooks, Y. Chen, and X. Tang (student contributors), *Food and Resource Economics Research Report*, University of Delaware. RR10-01.
- 7) Amundsen, O., K.D. Messer, and W.L. Allen 2009. "The Next Big Step in Strategic Land Conservation: Conservation Optimization" *Eastern Lands Resource Council White Paper*. October.
- 8) 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." A. Borchers, A. Kalambur, and S. Stefanova (student contributors), *Food and Resource Economics Research Report*, University of Delaware, RR09-01.
- 9) Kanter C., K.D. Messer and H.M. Kaiser. 2008. "The Stigma Effect of rBST Labeling on Milk" Label Claims Do Affect Milk's Image" *National Institute for Commodity Promotion Research and Evaluation (NICPRE) Quarterly* 14(4).
- 10) 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.
- 11) 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.
- 12) Messer, K.D., H.M. Kaiser, C. Payne, and B. Wansink. 2007. "Can Advertising Alleviate Consumer Concerns over Food Scares?" *National Institute for Commodity Promotion Research and Evaluation (NICPRE) Quarterly* 13(4).
- 13) 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.

- 14) 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.
- 15) Messer, K.D., T.M. Schmit and H.M. Kaiser. 2005. “An Experimental Application to Voluntary Funding of Generic Advertising.” *National Institute for Commodity Promotion Research and Evaluation (NICPRE) Quarterly* 11(2).
- 16) 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.
- 17) Schulze, W.D., 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*.
- 18) 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.
- 19) 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*.
- 20) Messer, K.D., Kaiser, H.M. and W.D. Schulze. 2004. “Alternative Institutional Designs for Funding Generic Commodity Advertising: An Experimental Analysis” *National Institute for Commodity Promotion Research and Evaluation (NICPRE) Quarterly* 10(1).
- 21) 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. 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.
- 2) 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.
- 3) Kanter C., K.D. Messer and H.M. Kaiser. 2008. “Label Claims Do Affect Milk’s Image” *Hoard’s Dairyman*. August 10.
- 4) Messer, K.D., H.M. Kaiser, and C. Payne and B. Wansink. 2006 “Advertising Could Calm Food Safety Fears.” *Food Navigator – USA*. August 14.

- 5) 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.
- 6) Messer, K.D. and J. Wolf. 2004 “Optimizing the Conservation Portfolio” *Land Trust Alliance Exchange*, 23(3): 11-14.
- 7) 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.
- 8) Messer, K.D., 2000. “The Poacher’s Dilemma: Economics of Poaching and Enforcement” *Endangered Species Update*, 17(3): 50-58.

MEDIA COVERAGE

- 1) *UDaily*. “Carbon Sequestration: UD Students Plant Trees to Sequester Carbon in Milford Neck.” April 21, 2011.
- 2) *The Nature Conservancy*, “Volunteers State Milford Neck 60-acre Reforestation.” May 4, 2011.
- 3) *The News Journal*. “Trash Study Could Result in Treasure for Newark.” January 17, 2011.
- 4) *UDaily*. “CANR Graduate Student Works with City on Trash Collection Optimization.” January 3, 2011.
- 5) *University of Delaware Messenger Alumni Magazine*. 2010 “Conservationists Model Smart Shopping” 18(2): 31.
- 6) *UDaily*. “Conservationists Model Smart Shopping, Save Big.” February 3, 2010.
- 7) *Sunshine News*. “RBST-Free Labels May Decrease Milk Demand.” December 4, 2009.
- 8) *Michigan Farmer*. “New Labels Might Decrease Overall Demand for Milk.” October 2, 2009.
- 9) *Physorg.com*. “New Labels Might Decrease Overall Demand for Milk.” October 2, 2009.
- 10) *UDaily*. “New Labels Might Decrease Overall Demand for Milk.” October 2, 2009.
- 11) *American and Applied Economics Association* Press Release. “New Labels Might Decrease Overall Demand for Milk.” September 23, 2009.
- 12) *Capital Press*. “Study: Labels May Cut Milk Demand.” by Mateusz Perkowski, September 12, 2009.
- 13) *The Conservation Fund*. “Baltimore County – MD, Agricultural Preservation and Water Quality.” November 19, 2008
- 14) *New York Times*. “Advertising Commodities Can Be Tricky, but It Does Pay Off.” by Hal Varian, June 1, 2006.

TEACHING***Professor***

FREC100 Sustainable Development, University of Delaware, 2009-present.
 FREC807/ORES 801 Mathematical Programming with Economic Applications, 2007-present.

Guest Lecturer (past three years)

FREC150 Economics of Agricultural and Resource Economic (Hastings) – 2009
 FREC165 Economics of Agriculture and Natural Resources (Hastings/Ilvento) – 2008 - 2010

TEACHING PUBLICATIONS

- 1) Messer, K.D. 2011. “Maximizing Conservation in Pangaea.” *Problem Based Learning Clearinghouse*.
- 2) Messer, K.D. 2010. “United Nations Conference on Climate Change.” *Problem Based Learning Clearinghouse*.
- 3) Duke, J. and K.D. Messer. 2009. “Problem: Fuel Efficiency and Choice.” *Problem Based Learning Clearinghouse*.

TEACHING AND ADVISING AWARDS

- *Outstanding Teacher Nomination*, University of Delaware, 2008, 2011.
- *Outstanding Master’s Thesis*, Robin Dillaway (K.D. Messer advisor). “Are Consumers Responses to Food Scares Long Lasting?” Northeastern Agricultural and Resource Economics Association, 2010.
- *Benton Award*, College of Agriculture and Natural Resources, University of Delaware – (advisee) Fooks, 2011
- *Outstanding Master’s Student*, Agricultural and Resource Economics, University of Delaware – (advisee) Dillaway 2009, (advisee) Fooks 2011.
- *Fellow*, Institute for Transforming Undergraduate Education, University of Delaware – 2009.

SELECTED PRESENTATIONS[†]

- 1) Duke, J.M., S.J. Dundas, R.J. Johnston, and K.D. Messer. “Optimal Supply of Landscape-based Public Goods: Prioritization with and without Spatial Interdependencies” *Expanding the Scope of Benefit-Cost Analysis: Practical Applications and Analytical Frontiers*, Washington DC, October 2011.
- 2) Hoffman, V., K.D. Messer, and J. Fooks. “Aversion to HIV/AIDS Associated Goods: Measuring Stigma through a Willingness-to-Accept Auction.” *International Meeting of the Economic Science Association*, Chicago, Illinois, July 2011.

[†] Underlined name indicates presenter.

- 3) Messer K.D., Z. Liu, T. Bounds, and M. Korch. "Readiness and Environmental Initiative - Applying Goal Programming to the Project Selection Process." *Agricultural and Applied Economics Association*, Pittsburgh, Pennsylvania, July 2011.
- 4) Liu, Z., C. Kantor, K.D. Messer, and H. Kaiser. "Identifying Significant Characteristics of Organic Milk Consumers: A CART Analysis." *Agricultural and Applied Economics Association*, Pittsburgh, Pennsylvania, July 2011.
- 5) Suter, J., H. Michael, K.D. Messer, J. Duke. "An Experimental Investigation of Groundwater Resource Dynamics." *Northeastern Agricultural and Resource Economics Association*, Pittsburgh, Pennsylvania, July 2011.
- 6) Johnston, Z., J. Bernard, H. Kaiser, and K.D. Messer, "Measuring the Impact of the 2010 Egg Recall on Consumer Behavior." *Northeastern Agricultural and Resource Economics Association*, Pittsburgh, Pennsylvania, July 2011.
- 7) Fooks J., K.D. Messer, J. Duke, D. Hellerstein, L. Lynch, and N. Higgins. "Agglomeration Bonuses and Social Networks in Environmental Markets." *Northeastern Agricultural and Resource Economics Association*, Pittsburgh, Pennsylvania, July 2011.
- 8) Dundas, S., J. Duke, R. Johnston, and K.D. Messer. "Stated Preference and Spatial Location: Optimal Parcel Prioritization with Spatial Interdependencies." *Northeastern Agricultural and Resource Economics Association*, Pittsburgh, Pennsylvania, July 2011.
- 9) Suter, J., H. Michael, K.D. Messer, J. Duke. "An Experimental Investigation of Groundwater Resource Dynamics." *International Water Resource Economics Consortium Conference*, Banff, Canada, June 2011.
- 10) Messer, K.D., J. Suter, and J. Yan. "Context Effects in a Negative Externality Experiment." *Heartland Environmental and Resource Economics Workshop*, Urbana-Champaign, Illinois, October, 2010.
- 11) Duke, J., L. Lynch, and K.D. Messer. "Competition-based Mechanisms for Eco-system Services: An Experimental Investigation." *Heartland Environmental and Resource Economics Workshop*, Urbana-Champaign, Illinois, October, 2010.
- 12) Arnold, M., J. Duke, and K.D. Messer. "Adverse Selection in Conservation Auctions: Theoretical and Experimental Results." *Agricultural and Applied Economics Association*, Denver, Colorado, July 2010.
- 13) Fooks, J. and K.D. Messer. "The Application of Multiple Objective Linear Programming to Land Conservation Programs." *2nd International Conference on Computational Sustainability*, Massachusetts Institute of Technology, Cambridge, Massachusetts, June 2010.
- 14) Fooks, J. and K.D. Messer. "A Case Study of Optimization in Conservation Project Selection: The Pennsylvania Dirt and Gravel Road Program." *2nd International Conference on Computational*

- Sustainability* (Poster), Massachusetts Institute of Technology, Cambridge, Massachusetts, June 2010.
- 15) Chen, Yu, K.D. Messer, and W. Allen, "Development of a Best Practices Framework for Agricultural Land Preservation Programs in Maryland: Future for Optimization." *Northeastern Agricultural and Resource Economics Association*, Atlantic City, New Jersey, June 2010.
 - 16) Messer, K.D., J. Suter, and J. Yan. "Context Effects in a Negative Externality Experiment." *Midwest Economics Association*, Chicago, Illinois, March 2010.
 - 17) 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.
 - 18) Arnold, M., J. Duke, and K.D. Messer. "Adverse Selection in Conservation Auctions: Theoretical and Experimental Results." *Economic Science Association*, Tucson, Arizona, November 2009.
 - 19) 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.
 - 20) Dillaway, R., K.D. Messer, J. Bernard, and H.M. Kaiser. "Does Consumer Willingness to Pay Change Over Time in Response to Food Scares?" *Northeastern Agricultural and Resource Economics Association*, Burlington, Vermont, June 2009.
 - 21) 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.
 - 22) 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.
 - 23) Amundsen, O., A. Borchers, K.D. Messer, and Diane Rosencrance. "Strategic Conservation Planning" *Land Trust Alliance Rally*, Pittsburgh, Pennsylvania, September 2008.
 - 24) 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.
 - 25) 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.
 - 26) 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.

- 27) 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.
- 28) 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.
- 29) 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.
- 30) 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.
- 31) 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.
- 32) 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.
- 33) 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.
- 34) 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.
- 35) 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.
- 36) 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.
- 37) 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.
- 38) 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.
- 39) Messer, K.D. and W.L. Allen, "New Tools to Promote Cost-Effective Farmland Conservation" *American Farmland Trust's National Conference*, November 2006.

- 40) 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.
- 41) 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.
- 42) 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.
- 43) 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.
- 44) Messer, K.D. and J. Suter. "New Tools for Cost Effective Conservation" *Land Trust Alliance Rally*, Nashville, October 2006.
- 45) 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.
- 46) 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.
- 47) 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.
- 48) 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.
- 49) 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.
- 50) Messer, K.D. and J. Suter, "New Tools for Cost Effective Conservation" *Land Trust Alliance Rally*, Nashville, Madison, Wisconsin, October 2005.
- 51) 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.

- 52) Kerley, D., K.D. Messer and W.D. Schulze. "Cockroach-Contaminated Water and Social Preference Theories" *Economic Society Association*, Tucson, Arizona, September 2005.
- 53) 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.
- 54) Messer, K.D., H.M. Kaiser and W.D. Schulze. "Context and Voluntary Contributions: An Experimental Analysis" *Economic Society Association*, Montreal, Canada, June 2005.
- 55) 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.
- 56) Messer, K.D. "Optimizing the Conservation Portfolio" *Land Trust Alliance Rally*, Providence, Rhode Island, October 2004.
- 57) 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.
- 58) 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.
- 59) 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.
- 60) 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.
- 61) 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.
- 62) 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.
- 63) 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 Meeting*, Las Vegas, Nevada, February 2003.
- 64) 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.

- 65) 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.
- 66) 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.
- 67) 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) Hoffman, V., K.D. Messer, and J. Fooks. “Reducing HIV Stigma: Measuring the Effectiveness of Various Interventions.” *Lehigh University*, Lehigh, Pennsylvania, November 2011.
- 2) Messer, K.D. “Achieving Cost Effective Conservation in Texas” *Hill Country Conservancy*, Austin, Texas, November 2011.
- 3) Duke, J.M., S.J. Dundas, R.J. Johnston, and K.D. Messer. "Landscape-based Public Goods: Benefit-Cost prioritization with and without Spatial Interdependencies." NCSU Center for Environmental and Resource Economic Policy Bi-Monthly Luncheon Colloquium. Raleigh, NC. October 2011.
- 4) Messer, K.D. “Applying Optimization to Achieve Better Conservation Outcomes” *National Conservation Training Center*, Shepherdstown, West Virginia, September 2011.
- 5) Messer, K.D. “Maximizing Conservation: How Economic Tools Can Help Achieve Better Conservation Outcomes.” *Osher Institute*, Wilmington, Delaware, September 2011.
- 6) Messer, K.D. “The Use of Experimental Economics in to Understand Risk Related Agriculture and the Environment.” *Northeast Center for Risk Management Education*, Philadelphia, Pennsylvania, September 2011.
- 7) Hoffman, V., K.D. Messer, and J. Fooks. “Reducing HIV Stigma: Measuring the Effectiveness of Various Interventions.” *University of Delaware Economics Seminar Series*, Newark, Delaware, September 2011.
- 8) Messer, K.D., A. Borchers, and J. Fooks. “Economic Experiment Demonstration.” *NAREA/AAEA 2011 Early Career Development Workshop*, Pittsburgh, Pennsylvania, July 2011.
- 9) Messer, K.D. “Identifying and Selecting Strategic Mitigation Opportunities” *State of Maryland Highway Administration*, Baltimore, Maryland, June 2011.
- 10) Messer, K.D., “Optimizing the Selection of Conservation Projects” *College of Earth, Ocean, and the Environment*, Newark, Delaware, February 2011.

- 11) Messer, K.D., “Authorship Panel” *Training Course on Responsible Conduct of Research*, Newark, Delaware, January 2011.
- 12) Messer, K.D., “The Economics and Psychology of Consumer Stigma for Food” *International Crops Research Institute for the Semi-Arid Tropics*, Hyderabad, India, January 2011.
- 13) Messer, K.D., “The Economics of Stigma: An Experimental Investigation” *International Workshop on Stigma and Discrimination – C.A.R.E. Foundation*, Namakkal, India, January 2011.
- 14) Messer, K.D., “The Economics of Stigma” *Madras Christian College*, Chennai, India, January 2011.
- 15) Messer, K.D., H. Michael, and J. Duke, “An Experimental Economics Investigation of Groundwater Resource Dynamics” *Delaware Environmental Institute - External Advisory Board Meeting*, Newark, Delaware, November 2010.
- 16) Fooks, J. and K.D. Messer. “A Case Study of Optimization in Conservation Project Selection: The Pennsylvania Dirt and Gravel Road Program.” *Delaware Environmental Institute - External Advisory Board Meeting (Poster)*, Newark, Delaware, November 2010.
- 17) Higgins, N., K.D. Messer, J. Duke, L. Lynch, D. Hellerstein, and J. Fooks, “Applying Economic Experiments to Improve the Design and Implementation of Conservation Programs” *EMAGG Workshop at the Economic Research Service*, Washington DC, November 2010.
- 18) Messer, K.D. and A. Borchers. “Getting the Most Bang for your Conservation Buck: The Importance of Selection” *Land Trust Alliance Rally*, Hartford, Connecticut, October 2010.
- 19) Messer, K.D. “The Economics of Conservation” *National Conservation Training Center*, Shepherdstown, West Virginia, September 2010.
- 20) Arnold, M., J. Duke, and K.D. Messer. “Adverse Selection in Conservation Auctions.” *USDA Forest Service – Rocky Mountain Research Station*, Fort Collins, Colorado, July 2010..
- 21) Messer, K.D. “The Use of Experimental Economics in Agricultural and Resource Economics Research” *NAREA Young Scholar’s Event*, Atlantic City, New Jersey, June 2010.
- 22) Messer, K.D. “Introduction to the Experimental Laboratory for Policy and Behavioral Research: Applying Experimental Economics in Agricultural and Resource Economics Research” *LEADelaware*, Newark, Delaware, June 2010.
- 23) Arnold, M., J. Duke, and K.D. Messer. “Adverse Selection in Conservation Auctions: Theoretical and Experimental Results.” *Economics Seminar Series, Alfred Lerner College of Business and Economics*, University of Delaware, Newark, Delaware, May 2010.
- 24) Messer, K.D. “Getting the Most Conservation Bang for the Buck: Implications for Water Quality Protection” *Financing Forest Conservation Board of Advisors*, Leominster, Massachusetts, May 2010.

- 25) Messer, K.D. “Using Optimization to Improve Watershed Management: Demonstration” *Center for Watershed Protection*, Ellicott City, Maryland, May 2010.
- 26) Messer, K.D. “Research on Consumer Response to Food Scares” *Pickle Packers International*, Philadelphia, Pennsylvania, April 2010.
- 27) Messer, K.D. “Strategic Conservation using a Green Infrastructure Approach” *National Conservation Training Center*, Shepherdstown, West Virginia, March 2010.
- 28) Messer, K.D., J. Duke, L. Lynch, M. Arnold, “Applying Economic Experiments to Improve the Design and Implementation of Environmental Markets” *USDA Economic Research Service*, Washington, D.C., March 2010.
- 29) Dillaway, R., K.D. Messer, J. Bernard, and H.M. Kaiser. “Does Consumer WTP Change Over Time in Response to Food Scares?” *Texas A&M Department of Agricultural Economics Seminar Series*, December 2009.
- 30) Messer, K.D. and W.L. Allen. “Development of a Best Practices Framework for County Land Protection Programs in Maryland” *Maryland Agricultural Lands Preservation Foundation*, Annapolis, Maryland, November 2009.
- 31) 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.
- 32) Schulze, W.D., K.D. Messer, H.M. Kaiser, and B. Wansink “Emotion and Markets” *Food Executive Program*, Ithaca, New York, July 2009.
- 33) 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.
- 34) Messer, K.D. “Running Your Own Experiment: An Experiment Demonstration” *Northeastern Agricultural and Resource Economics Association Workshop on Experimental Economics*, Burlington, Vermont, June 2009.
- 35) 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.
- 36) 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.
- 37) 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.

- 38) Messer, K.D. “Achieving Cost Effective Conservation” *Brandywine Conservancy*, Chadds Ford Pennsylvania, June 2008.
- 39) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the Voluntary Contribution Mechanism” *Economics Seminar Series, Alfred Lerner College of Business and Economics*, May 2008.
- 40) 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.
- 41) 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.
- 42) Messer, K.D. “The Problem of Funding Generic Advertising” *University of Delaware*, Food & Resource Economics Seminar Series, Newark, Delaware, November 2007.
- 43) 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.
- 44) 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.
- 45) 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.
- 46) Messer, K.D. “New Tools to Promote Cost Effective Conservation” *New York State Cooperative Extension*, Ithaca, New York, March 2007.
- 47) 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.
- 48) 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.
- 49) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the Voluntary Contribution Mechanism” *US Environmental Protection Agency*, Washington, D.C. February 2007.
- 50) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the Voluntary Contribution Mechanism” *Colorado School of Mines*, Golden, Colorado; February 2007.
- 51) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the Voluntary Contribution Mechanism” *University of Washington*, Seattle, Washington. January 2007.

- 52) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the Voluntary Contribution Mechanism” *USDA Economic Research Service*, Washington D.C. January 2007.
- 53) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the Voluntary Contribution Mechanism” *Virginia Commonwealth University*, Richmond, Virginia. January 2007.
- 54) 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.
- 55) 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.
- 56) 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.
- 57) 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;
- 58) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the Voluntary Contribution Mechanism.” *Santa Clara University*, Santa Clara, California;
- 59) Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. “New Hope for the Voluntary Contribution Mechanism.” *Williams College*, Williamstown, Massachusetts, January 2007.
- 60) Messer, K.D. “Getting More Bang for the Conservation Buck.” *Stratus Consulting*, Boulder, Colorado, December 2006.
- 61) Messer, K.D. “Optimization of Conservation Priorities of the Open Space Institute.” *The Open Space Institute*, New York, New York, December 2006.
- 62) 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.
- 63) Messer, K.D. “The Conservation Benefits of Cost-Effective Land Acquisition.” *University of Florida*, Gainesville, Florida, September 2006.
- 64) 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.
- 65) 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.

- 66) 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.
- 67) Messer, K.D. "Improved Use of Conservation Dollars: Optimization of Conservation Opportunities." *Baltimore County*, Townsend, Maryland, March 2006.
- 68) Messer, K.D. "Improved Use of Conservation Dollars: Optimization of Conservation Opportunities." *The Conservation Fund, Delaware Chapter*, Dover, Delaware, October 2005.
- 69) Messer, K.D. "Improved Use of Conservation Dollars: Optimization of Conservation Opportunities." *Great Outdoors Colorado*, Denver, Colorado, September 2005.
- 70) Messer, K.D. "Improved Use of Conservation Dollars: Optimization of Conservation Opportunities." *The Conservation Fund, Office of Strategic Conservation*, Raleigh, North Carolina, August 2005.

AWARDS AND HONORS

- *Outstanding Journal Article Award for 2010 (Honorable Mention)*. Agriculture and Resource Economic Review, 2010.
- *Outstanding Journal Article Award for 2008*. Canadian Agricultural Economics Society – 2009.
- *Who's Who in Agriculture Higher Education* – 2009-present
- *Who's Who in America* – 2008-present
- *Stephen B. Ashley Fellowship*, Cornell University – 1999-2003.
- *Stanley A. Cain Award* for excellence in 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 scholarly excellence, Grinnell College – 1994.
- *Honors in anthropology*, Grinnell College – 1994.

PROFESSIONAL ASSOCIATIONS

- Council of Fellows, Experimental Economics Laboratory for Policy and Behavioral Research, University of Delaware – 2007-present
- Northeastern Agricultural and Resource Economics Association
 - Elected to Board of Directors, 2008-2011.
 - Young Scholars Planning Committee, 2009-present.
 - Co-chair of 2009 NAREA Workshop, entitled "Methods Workshop on Applying Experimental Economics to Environmental, Resource, and Agricultural Issues"
- Delaware Environmental Institute (DENIN)
 - Affiliate (2010-present)

- Association of Environmental and Resource Economists
- Agricultural and Applied Economics Association
- American Economics Association
- Economic Science Association

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
Ecological Economics
Environment and Development Economics
Journal of Environmental Economics and Management
Journal of Environmental Management
Journal of Forestry
Journal of Public Economics
Journal of Risk Research
Natural Resource Modeling
Southern Economic Review
Wiley & Sons Publishing

LANGUAGES

- Fluent in Spanish

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