

**NOMINATION FOR**  
**2009 Chapter Early Career Service Recognition**  
Epsilon Sigma Phi, Alpha Zeta Chapter – Texas



**Nominee's Name:** John L. Park  
**Title:** Associate Professor and Extension Specialist,  
and Roy B. Davis Professor of Agricultural Cooperation  
**Work Address:** 2124 TAMU, Department of Agricultural Economics  
**City, State Zip:** College Station, TX 77843-2124  
**Phone:** 979-845-1751  
**E-Mail:** [jlpark@tamu.edu](mailto:jlpark@tamu.edu)  
**Web:** <http://cooperatives.tamu.edu/>

**Position and Dates of Extension Employment:**

2008 - Present *Associate Professor and Extension Specialist and  
Roy B. Davis Professor of Agricultural Cooperation*  
Texas AgriLife Extension Service, College Station, TX  
2003-2008 *Associate Professor and Extension Specialist*  
Texas AgriLife Extension Service, College Station, TX

**Education:**

Ph.D. Agricultural Economics, Texas A&M University, College Station, TX, May 1996  
M.S. Agricultural Economics, Utah State University, Logan, UT, December 1992  
B.S. Agricultural Economics, Brigham Young University, Provo, UT, April 1991

**Outstanding Professional Accomplishments:**

2009 *Co-Chair National Steering Committee, eXtension Community of Practice for Cooperative Management*  
2007-Present *Secretary-Treasurer, Food Distribution Research Society*  
2007 *Recognition of Service, National Agri-Marketing Association, TAMU Student Chapter*  
2008-2009 *San Antonio Livestock Exposition Leadership Extension, Class VIII*  
2005-2006 *Director, Food Distribution Research Society*  
2003-Present *Director, Texas Agricultural Cooperative Council*  
2002 *Outstanding Faculty Award presented by Agricultural Economics Agribusiness Association (student club), Department of Agricultural Economics, Texas A&M University*  
2001 *President's Award for Emerging Leadership presented by Food Distribution Research Society*  
1998-2002 *Vice President, Membership, Food Distribution Research Society*  
1998 *Presidential Award for Excellence in Research and Communication presented by Food Distribution Research Society*

## **Outstanding Programmatic Accomplishments:**

Dr. Park's primary concern is to help Texas cooperatives achieve excellence through quality leadership and education programming in marketing and management best-practices. His efforts enable cooperative businesses to play a viable and beneficial role in Texas agriculture. Dr. Park works closely with the Texas Agricultural Cooperative Council (TACC) and is a member of its board of directors. In addition, Dr. Park's independent program initiatives are designed to enhance TACC's educational efforts with objective, professional guidance that might otherwise be unavailable. For brevity, a sampling of those efforts is highlighted here.

### ***Roy B. Davis Cooperative Management Program***

In FY 2006, Dr. Park secured a \$298,000 grant for Extension from USDA-Rural Development to establish the Texas Center for Cooperative Development. The center was formed on the tenant that not only has Extension provided valuable service to the cooperative community, but that service could be expanded and improved with greater coordination of research and extension personnel and industry. Upon being named the Roy B. Davis Professor, Dr. Park rebranded these continuing efforts as the Roy B. Davis Cooperative Management Program. Today, the Program continues to strengthen producers and their communities by strengthening cooperative businesses. The services provided by the Program through Dr. Park include strategic business planning, business feasibility analysis, corporate board training, management education, and leadership development.

### ***Economic Contribution and State of the Cooperative Industry***

Dr. Park was asked by the Texas Agricultural Cooperative Council to lead the effort to document the economic contribution of Texas cooperatives. In a desire to protect the interest of its members and cooperation in general, TACC requested help in telling their story. Results from this effort have given legislators and community leaders across the state a heightened awareness of the importance of cooperative business. Additionally, cooperative managers have been provided a means of benchmarking their performance against their peers. A coordinated set of publications have been distributed to more than 400 cooperative managers and directors and to their state and local leaders. Dr. Park was selected to lead this effort specifically due to his ability to conduct industry focused research and extend it to a lay audience in a manner easily assimilated and usable. TACC has requested an extension of this project for completion in 2010. In the words of one manager, "this is the most useful project the Council has ever provided." Under Dr. Park's direction, this project was the basis for a Master's paper for Mr. Jonathan Baros, and subsequently received an Applebaum Scholastic Award from the Food Distribution Research Society in 2009.

### ***Other Significant Contributions***

- Assisted with the facilitation of strategic planning sessions for more than 20 cooperative businesses
- Asked by TACC to spearhead report on board and employee compensation
- In collaboration with TACC, developing a college internship program designed to strengthen the pool of future cooperative managers
- Expanded knowledge of cotton distribution and marketing for key players throughout the state
- Developed and distributed CD-ROM based director training material to more than 200 cooperative directors.
- Lead the nationwide effort to establish a cooperative community of practice on eXtension.org
- Developed and disseminated numerous popular articles and training material for cooperative directors and managers, including the serial *Cooperative Management Letter*
- Strengthened the marketing efforts of Texas citrus through study of the national school lunch programs

## **Support Statement**

Dr. Park's unique background in executive education in the food and agricultural industry has proven to be an excellent resource for Texas AgriLife Extension. His thoughtful application of his expertise has provided fresh, stimulating programming that is greatly appreciated by his clientele. He has demonstrated an outstanding ability to plan, develop, and execute excellent Extension programming and build strong relationships. We believe John is an outstanding candidate for the Epsilon Sigma Phi Early Career award.