

John C. Whitehead
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PERSONAL

Address: Department of Economics
Appalachian State University
Boone, NC 28608-2051
Office: 3094 Raley Hall
Email: whiteheadjc@appstate.edu
URL: <http://john-whitehead.blogs.com>
Phone: (828)262-6121 (office)
(828)773-5049 (cell)
(828)262-6105 (fax)

EDUCATION

Ph.D. Economics, University of Kentucky, Lexington, KY, 1990.
Fields of Concentration: Environmental and Resource Economics, International Economics
Dissertation: "The Effect of Substitutes on Existence Value and Nature Preservation in
Benefit Cost Analysis," Chair: Glenn C. Blomquist.
M.A. Economics, University of Kentucky, Lexington, KY, 1987.
B.A. Economics and Management, Centre College, Danville, KY, 1985.

EXPERIENCE

Professor (2006-Present), Department of Economics, Appalachian State University
Beroth Oil – Four Brothers Professorship, 2020-2024, Department of Economics, Appalachian
State University
Troxler Distinguished Visiting Professor (Fall 2017), Department of Economics, East Carolina
University
Department Chair (July 2009-June 2017), Department of Economics, Appalachian State
University
Associate Professor (2004-2006), Department of Economics, Appalachian State University
Associate Professor of Economics (2001-2004), Department of Economics and Finance, UNC at
Wilmington
Adjunct Professor of Economics and Coastal Resource Management (2001-2006), East Carolina
University
Professor (2000-2001), Department of Economics, East Carolina University
Director (1995-2000), Coastal and Marine Studies Program, East Carolina University
Associate Professor (1995-2000), Department of Economics, East Carolina University
Assistant Professor (1989-1995), Department of Economics, East Carolina University

AWARDS/HONORS

Fellow, Association of Environmental and Resource Economists, 2024
100 Scholars Award, Appalachian State University, 2022
Wachovia Award for Environmental Research, Appalachian State University, 2019
3E Sustainable Business Award, Walker College of Business, 2018
Distinguished Economist, Kentucky Economic Association, 2008
Walker College of Business Research Award, 2007

TEACHING

Teaching Interests: Environmental and Resource Economics, Benefit-Cost Analysis, Microeconomics, Managerial Economics, Business Statistics, International Economics

Courses taught at Appalachian State University: Principles of Economics – Price Theory (ECO 2030), Principles of Economics – Macroeconomics (ECO 2040), Business and Economic Statistics II (ECO 2200), Environmental and Resource Economics (ECO 2620), International Economics (ECO 3410), Environmental Economics (ECO 3620), Benefit-Cost Analysis (ECO 4660/5660), Seminar in Economics (ECO 4810), Economics for Business Decision Making (MBA 5110)

Courses taught at the University of North Carolina at Wilmington: Principles of Economics – Macro (ECN 222), Money and Capital Markets (ECN 324), Natural Resource Economics (ECN/EVS 330), Environmental Economics and Management (MBA 533), Macroeconomics (MBA 521), International Economics (MBA 523)

Courses taught at East Carolina University: Survey of Coastal and Marine Resources (COAS 2025); Society and the Sea Seminar (COAS 4045); Coastal and Marine Resources Problem Analysis (COAS 5001); General Economics (ECON 1000); Principles of Microeconomics (ECON 2133); Intermediate Microeconomics (ECON 3144); Environmental Economics (ECON 3855); International Trade (ECON 4373); Topics: Environmental Policy (ECON 5000); Topics: Benefit-Cost Analysis (ECON 5000); Resource Economics I (ECON 5170); Mathematical Economics (ECON 5360); Resource Economics II (ECON 6172); Economics of Coastal Populations (ECON 6300)

RESEARCH

Research Interests

Environmental and Natural Resources, Benefit-Cost Analysis, Sports, Natural Hazards

Editorial Experience

Associate Editor, Marine Resource Economics, 2007-2023
Co-editor for special issue on “Attribute Non-Attendance in Choice Experiments of Marine Ecosystem Goods and Services,” Marine Resource Economics (3) 2020.
Editorial Board, Oxford Encyclopedia of Environmental Economics, 2016-2022

Editorial Council, Journal of the Association of Environmental and Resource Economists, 2014-present
Associate Editor, Journal of Environmental Management, 2010-2013
Editorial Council, Journal of Environmental Economics and Management, 2005-2008
Editor for special issue on "Social Science Aspects of Hurricane Impacts and Mitigation,"
Natural Hazards Review, 3(3), 2002

Publications

Books

Bergstrom, John C., and John C. Whitehead, editors, Teaching Environmental and Natural Resource Economics: Paradigms and Pedagogy, Edward Elgar, 2022.

Haab, Timothy C., and John C. Whitehead, Environmental and Natural Resource Economics: An Encyclopedia, editors, Greenwood, March 2014.

Whitehead, John C., Timothy C. Haab and Ju-Chin Huang, editors, Preference Data for Environmental Valuation: Combining Revealed and Stated Approaches, Routledge, March 2011.

Journal Articles

Whitehead, John C., Gregory Howard, and Louis Cornicelli. "Total Economic Valuation of Great Lakes Recreational Fisheries: Attribute Nonattendance, Hypothetical Bias and Insensitivity to Scope." Land Economics (forthcoming 2025).

Mohr, Tanga M., and John C. Whitehead. "External validity of inferred attribute non-attendance: Evidence from a laboratory experiment with real and hypothetical payoffs." Contemporary Economic Policy (forthcoming 2025).

Whitehead, John C., Louis Cornicelli, Lisa Bragg, and Rob Southwick. "The aggregate economic value of Great Lakes recreational fishing trips." Journal of Great Lakes Research 51, no. 2 (2025): 102529.

Whitehead, John C., and Pamela Wicker. "The effect of event quality on participants' intention to revisit a sport event: Monetary valuation and mitigation of hypothetical bias." Journal of Outdoor Recreation and Tourism 50 (2025): 100862.

Whitehead, John C., William P. Anderson Jr, Dennis Guignet, Craig E. Landry, and Owen Ashton Morgan. "Sea-level rise, drinking water quality and the economic value of coastal tourism in North Carolina." Water Resources Research 60, no. 11 (2024): e2023WR036440.

Guignet, Dennis, O. Ashton Morgan, Craig E. Landry, John C. Whitehead, and William P. Anderson Jr. "Sea-level rise, groundwater quality, and the impacts on coastal homeowners' decisions to sell." Journal of Housing Economics 66 (2024): 102028.

McFall, Todd and John Whitehead, "Measuring the Impact of the COVID-19 Pandemic on Elite Swimming Performance in the United States", Journal of Sports Economics (2024)

Lewis, Lynne Y., Leslie Richardson and John C. Whitehead, "Fat Tails, Flat Tails, and Willingness to Pay: Krström Revisited", Land Economics (2024).

Lopes, Ana and John C. Whitehead, “Estimating the Ex-ante Recreational Loss of an Oil Spill using Revealed Preference Site Selection and Multinomial Stated Preference Data,” *Land Economics* (2023).

Whitehead, John C., John Loomis, Andrew Ropicki, Sherry Larson, Tim Haab and Sergio Alvarez) “Estimating the benefits to Florida households from avoiding another Gulf oil spill using the Contingent Valuation Method: Internal validity tests with probability-based and opt-in samples, *Applied Economic Policy and Perspectives* (2023).

Morgan, O. Ashton, Aftab A. Mirza, Ketan R. Parmar, Andrew J. Plowright, Jose A. Vega, Gary N. Orsborn, Carole Maldonado-Codina, John C. Whitehead and Philip B. Morgan, “Clinical performance and Willingness to Pay for soft toric contact lenses in low and moderate astigmats,” *Contact Lens and Anterior Eye* (2023).

Hindsley, Paul, Craig Landry, Kurt Schnier, John C. Whitehead, and Mohammadreza Zarei, “Joint Estimation of Angler Revealed Preference Site Selection and Stated Preference Choice Experiment Recreation Data Considering Attribute Non-Attendance,” *Journal of Environmental Economics and Policy*, (2022).

Humphreys, Brad R., Gary A. Wagner, John C. Whitehead, and Pamela Wicker. "Willingness to pay for policies to reduce health risks from COVID-19: Evidence from US professional sports." *Health Economics* 32, no. 1 (2023): 218-231.

Melstrom, Richard T., Mark A. Kaemingk, Nicholas W. Cole, John C. Whitehead, Christopher J. Chizinski, and Kevin L. Pope, “Valuing Angling on Reservoirs using Benefit Transfer,” *North American Journal of Fisheries Management*, published online: August 4, 2022.

Hindsley, Paul, O. Ashton Morgan, and John C. Whitehead. "Combining revealed and stated preference models for artificial reef siting: A study in the Florida Keys." *Journal of Environmental Management* 325 (2023): 116481.

Chambers, Paul E., Catherine N. Chambers and John C. Whitehead, “Valuing Health Services Using Benefit Transfer: Cross Subsidization of Cataract Surgeries in Ethiopia,” *Economics Bulletin*, forthcoming.

Mohr, Tanga M., Peter A. Groothuis, John C. Whitehead, Kristan Cockerill, William P. Anderson Jr, and Chuanhui Gu. "Discrete and continuous measures of consequentiality." *Journal of Environmental Economics and Policy*, published online: November 7, 2022.

Abbott, Joshua, Daniel Lee, John C. Whitehead and Richard Woodward, “The Future of Fishing for Fun: Economics and Recreational Fisheries”, *Review of Environmental Economics and Policy*, forthcoming (2021).

González-Ramírez, Jimena, Jill Caviglia-Harris, and John C. Whitehead, John C. "Teaching Environmental and Natural Resource Economics: A Review of the Economic Education Literature." *International Review of Environmental and Resource Economics* 15, no. 3 (2021): 235-369.

Groothuis, Peter A., Tanga M. Mohr, John C. Whitehead, Kristan Cockerill, William P. Anderson, and Chuanhui Gu, “Measuring the Direct and Indirect Effect of Scientific Information on Valuing Storm Water Management Programs with a Hybrid Choice Model.” *Water Resources Research*, 57, no. 5 (2021): e2020WR027552.

Harrison, Jane L., Alexandra Naumenko, and John C. Whitehead. "Attribute Nonattendance and Citizen Preferences For Ecosystem-Based Fisheries Management: The Case Of Atlantic Menhaden." *Contemporary Economic Policy* 39, no. 2 (2021): 310-324.

Howard, Gregory, John C. Whitehead, and Jacob Hochard. "Estimating discount rates using referendum-style choice experiments: An analysis of multiple methodologies." *Journal of Environmental Economics and Management* 105 (2021): 102399.

Landry, Craig E., J. Scott Shonkwiler, and John C. Whitehead. "Economic Values of Coastal Erosion Management: Joint Estimation of Use and Existence Values with recreation demand and contingent valuation data." *Journal of Environmental Economics and Management*, 103 (2020): 102364.

Petrolia, Daniel R., Dennis Guignet, John Whitehead, Cannon Kent, Clay Caulder, and Kelvin Amon. "Nonmarket Valuation in the Environmental Protection Agency's Regulatory Process." *Applied Economic Perspectives and Policy* (2020).

Whitehead, John C., O. Ashton Morgan, William L. Huth, Gregory Martin and Richard J. Sjolander, "Altruistic and Private Values for an Oyster Consumption Safety Program," *Risk Analysis*, 40, no. 11 (2020): 2413-2426.

Humphreys, Brad, Bruce Johnson and John C. Whitehead, "Validity and Reliability of Contingent Valuation and Life Satisfaction Measures of Welfare: An Application to the Value of National Olympic Success," with Brad and Bruce, *Southern Economic Journal*, 87, no. 1 (2020): 316-330.

Whitehead, John C., and Pamela Wicker, "Examining return visitation and the monetary value of participatory sport events: The role of attribute non-attendance," *Tourism Management Perspectives*, 35 (2020): 100713.

Lew, Daniel K. and John C. Whitehead, "Attribute Non-Attendance as an Information Processing Strategy in Stated Preference Choice Experiments: Origins, Current Practices, and Future Directions," *Marine Resource Economics*, 35, no. 3 (2020): 285-317.

Giguere, Chris, Chris Moore and John C. Whitehead, "Valuing Hemlock Woolly Adelgid Control in Public Forests: Scope Effects with Attribute Non-Attendance," *Land Economics*, 96, no. 1 (2020): 25-42.

Whitehead, John C., and Pamela Wicker. "Valuing nonmarket benefits of participatory sport events using willingness to travel: Payment card versus random selection with mitigation of hypothetical bias." *International Journal of Tourism Research* 21, no. 2 (2019): 180-186.

Gu, Chuanhui, Kristan Cockerill, William P. Anderson Jr, Forest Shepherd, Peter A. Groothuis, Tanga M. Mohr, John C. Whitehead, Aeon A. Russo, and Chengdong Zhang. "Modeling effects of low impact development on road salt transport at watershed scale." *Journal of Hydrology* 574 (2019): 1164-1175.

Coburn, Andrew S., and John C. Whitehead, "An Analysis of Federal Expenditures Related to the Coastal Barrier Resources Act (CBRA) of 1982, *Journal of Coastal Resources*, 35, no. 6 (2019): 1358-1361.

Xue, Hanhan, Daniel S. Mason, Brad R. Humphreys, Bruce K. Johnson, and John C. Whitehead. "Framing the Olympic elite athlete funding issue: A case study of Canadian newspaper

coverage." *Communication & Sport* 7, no. 3 (2019): 310-336.

Rhodes, Raymond J., John C. Whitehead, T.I.J. Smith and Michael R. Denson, "A Benefit-Cost Analysis of a Red Drum Stock Enhancement Program in South Carolina," *Journal of Benefit-Cost Analysis* 9, no. 2 (2018):323-341.

Whitehead, John C., O. Ashton Morgan and William Huth, "Convergent Validity of Stated Preference Methods to Estimate Willingness-to-pay for Seafood Traceability: The Case of Gulf of Mexico Oysters," *Economics Bulletin* 38(1):326-335, 2018.

Whitehead, John C., Tim Haab, Sherry L. Larkin, John B. Loomis, Sergio Alvarez, and Andrew Ropicki. "Estimating Lost Recreational Use Values of Visitors to Northwest Florida due to the Deepwater Horizon Oil Spill Using Cancelled Trip Data." *Marine Resource Economics* 33, no. 2 (2018): 119-132.

Brad Humphries, John C. Whitehead, Bruce Johnson, and Dan Mason, "Estimating the Value of Medal Success in the Olympic Games," *Journal of Sports Economics* 19(3):398-416, 2018.

Whitehead, John C., and Pamela Wicker. "Estimating willingness to pay for a cycling event using a willingness to travel approach." *Tourism Management* 65 (2018): 160-169.

Morgan, O. Ashton and John C. Whitehead, "Willingness to Pay for Soccer Player Development in the United States," *Journal of Sports Economics* 19(2):279-296, 2018.

Wicker, Pamela, John C. Whitehead, Bruce K. Johnson, and Daniel S. Mason, "The effect of sporting success and management failure on attendance demand in the Bundesliga: a revealed and stated preference travel cost approach." *Applied Economics* 49(52):1-9, 2017.

Wicker, Pamela, John C. Whitehead, Daniel S. Mason, and Bruce K. Johnson. "Public support for hosting the Olympic Summer Games in Germany: The CVM Approach," *Urban Studies* 54(15):3597-3614, 2017.

Whitehead, John, and Daniel Willard. "The Impact of Climate Change on Marine Recreational Fishing with Implications for the Social Cost of Carbon." *Journal of Ocean and Coastal Economics* 3(2): 7 pp., 2017.

Haab, Tim and John C. Whitehead, "What do Environmental and Resource Economists Think? Results from a Survey of AERE Members," *Review of Environmental Economics and Policy* 11(1): 43-58, 2017.

Groothuis, Peter A., Tanga M. Mohr, John C. Whitehead, and Kristan Cockerill, "Endogenous Consequentiality in Stated Preference Referendum Data: The Influence of the Randomly Assigned Tax Amount." *Land Economics* 93(2): 258-268, 2017.

Wicker, Pamela, John C. Whitehead, Bruce Johnson and Dan Mason, "Willingness to Pay for Sporting Success of German Football Bundesliga teams," *Contemporary Economic Policy*, 34(3):446-462, 2016.

Whitehead, John C. Melissa Weddell and Peter A. Groothuis, "Mitigating Hypothetical Bias in Stated Preference Data: Evidence from Sports Tourism," *Economic Inquiry* 54(1): 605–611, 2016.

Whitehead, John C. "Plausible Responsiveness to Scope in Contingent Valuation." *Ecological Economics* 128:17-22, 2016.

Gopalakrishnan, Sathya, Craig E. Landry, Martin D. Smith, and John C. Whitehead. "Economics of Coastal Erosion and Adaptation to Sea Level Rise." *Annual Review of Resource Economics* 8: 13-1, 2016.

Morgan, O., Ashton and John C. Whitehead, "Accounting for Heterogeneity in Behavioral Responses to Health-Risk Information Treatments," *Journal of Environmental Economics and Policy* 5(3):283-297, 2016.

Morgan, O. Ashton, John C. Whitehead, William L. Huth, Gregory S. Martin and Richard Sjolander, "Measuring the Impact of the BP Deepwater Horizon Oil Spill on Consumer Behavior," *Land Economics* 92(1):82-95, 2016.

Alvarez, Sergio, Sherry L. Larkin, John C. Whitehead, and Tim Haab. "A Revealed Preference Approach to Valuing Non-market Recreational Fishing Losses from the Deepwater Horizon Oil Spill." *Journal of Environmental Management* 145: 199-209, 2014.

Whitehead, John and Kevin Atkinson, "Predictive Validity of Stated Preference Data: Evidence from Mountain Bike Park Visits Before and After Trail System Expansion," *Applied Economics Letters*, 2014.

Whitehead, John, and Doug Noonan and Elizabeth Marquardt, "Criterion and Predictive Validity of Revealed and Stated Preference Data: The Case of 'Mountain Home Music' Concert Demand," *Economics and Business Letters (Special Issue on the Economics of Cultural Industries)* 3(2), 2014.

Whitehead, John C., Christopher F. Dumas, Craig E. Landry, and Jim Herstine. "A Recreation Demand Model of the North Carolina For-Hire Fishery: A Comparison of Primary and Secondary Purpose Anglers." *Applied Economics Letters* 20(16): 1481-1484, 2013.

Haab, Timothy C., Matthew G. Interis, Daniel R. Petrolia, and John C. Whitehead. "From Hopeless to Curious? Thoughts on Hausman's 'Dubious to Hopeless' Critique of Contingent Valuation." *Applied Economic Policy and Perspectives* 35(4):593-612, 2013.

Morgan, O. Ashton, John C. Whitehead, William L. Huth, Greg S. Martin, Richard Sjolander, "A Split-Sample Revealed and Stated Preference Demand Model to Examine Homogenous Subgroup Consumer Behavior Responses to Information and Food Safety Technology Treatments," *Environmental and Resource Economics* 54:593-611, 2013.

Whitehead, John C., Bruce L. Johnson, Daniel S. Mason and Gordon J. Walker, "Consumption Benefits of National Hockey League Game Trips Estimated from Revealed and Stated Preference Demand Data," *Economic Inquiry* 51(1):1012-1025, 2013.

Johnson, Bruce K., John C. Whitehead, Daniel S. Mason and Gordon J. Walker, "Willingness to Pay for Downtown Public Goods Generated by Large, Sports Anchored Development Projects: The CVM Approach," *City, Culture and Society*, 3(3):201-208, 2012.

Haab, Timothy C., Rob Hicks, Kurt Schnier and Whitehead, John C.; "Angler Heterogeneity and the Species-Specific Demand for Marine Recreational Fishing," *Marine Resource Economics*, 27(3):229-252, 2012.

Landry, Craig E., Tom Allen, Todd Cherry and John C. Whitehead, "Wind Turbines and Coastal Recreation Demand," *Resource and Energy Economics* 34:93-111, 2012.

Caudill, Steven B., Peter A. Groothuis and John C. Whitehead, "The Development and

Estimation of a Latent Choice Multinomial Logit Model with Application to Contingent Valuation,” *American Journal of Agricultural Economics* 93(4):983-992, 2011.

Bin, Okmyung, Ben Poulter, Christopher Dumas and John C. Whitehead, “Measuring the Impact of Sea-Level Rise on Coastal Real Estate: A Hedonic Property Model Approach,” *Journal of Regional Science*, 51(4):751-767, 2011.

Whitehead, John C., Christopher F. Dumas, Craig E. Landry and Jim Herstine, “Valuing Bag Limits in the North Carolina Charter Boat Fishery with Combined Revealed and Stated Preference Data,” *Marine Resource Economics* 26:233-241, 2011.

Landry, Craig E., Paul Hindsley, Okmyung Bin, Jamie B. Kruse, John C. Whitehead and Kenneth R. Wilson, “Weathering the Storm: Measuring Household Willingness-to-Pay for Risk-Reduction in Post-Katrina New Orleans,” *Southern Economic Journal* 77(4):991-1013, 2011.

Haab, Timothy C., John C. Whitehead, George R. Parsons and Jammie Price, “Effects of Information about Invasive Species on Risk Perception and Seafood Demand by Gender and Race,” *Resource and Energy Economics* 32(4):586-599, 2010.

Whitehead, John C., Daniel Phaneuf, Christopher F. Dumas, Jim Herstine, Jeffery Hill, and Bob Buerger, “Convergent Validity of Revealed and Stated Recreation Behavior with Quality Change: A Comparison of Multiple and Single Site Demands,” *Environmental and Resource Economics*, 45(1):91-112, 2010.

Groothuis, Peter A., and John C. Whitehead, “The Provision Point Mechanism and Scenario Rejection in Contingent Valuation,” *Agricultural and Resource Economic Review* 38(2):271-280, 2009.

Whitehead, John C., Peter A. Groothuis, Rob Southwick and Pat Foster-Turley, “Measuring the Economic Benefits of Saginaw Bay Coastal Marsh with Revealed and Stated Preference Methods,” *Journal of Great Lakes Research* 35(3):430-437, 2009.

Poulter, Benjamin, Rebecca L. Feldman, Mark M. Brinson, Benjamin P. Horton, Michael K. Orbach, Samuel H. Pearsall, Enrique Reyes, Stanley R. Riggs, and John C. Whitehead, “Sea Level Rise Research and Dialogue in North Carolina: Creating Windows for Policy Change,” *Ocean and Coastal Management* 52(3-4):147-153, 2009.

Whitehead, John C., Ben Poulter, Okmyung Bin and Christopher F. Dumas, “Measuring the Impacts of Sea-Level Rise on Shore Fishing,” *Mitigation and Adaptation Strategies for Global Change*, 14(8):777-792, 2009.

Whitehead, John C., and Adam Z. Rose, “Estimating Environmental Benefits of Natural Hazard Mitigation with Benefit Transfer: Results from a Benefit-Cost Analysis of FEMA Hazard Mitigation Grants,” *Mitigation and Adaptation of Strategies for Global Change* 14(7):655-676, 2009.

- Whitehead, John C., "Willingness to Pay for Hurricane Evacuation Cost Insurance," *Southern Business and Economic Journal* 31(3 & 4): 73-86, 2008.
- Dumas, Christopher F., and John C. Whitehead, "The Potential Economic Benefits of Integrated and Sustainable Ocean Observation Systems: The Southeast Atlantic Region," *Coastal Management*, 36(2):146-164, 2008.
- Groothuis, Peter A., Jana D. Groothuis and John C. Whitehead, "Green vs. Green: Measuring the Compensation Required to Site Electrical Generation Windmills in a Viewshed," *Energy Policy* 36(4):1545-1550, 2008.
- Whitehead, John C., Subhrendu Pattanayek, George Van Houtven and Brett Gelso, "Combining Revealed and Stated Preference Data to Estimate the Nonmarket Value of Ecological Services: An Assessment of the State of the Science," *Journal of Economic Surveys* 22(5):872-908, 2008.
- Whitehead, John C., Christopher F. Dumas, Jim Herstine, Jeffery Hill, and Bob Buerger, "Valuing Beach Access and Width with Revealed and Stated Preference Data," *Marine Resource Economics* 23(2):119-135, 2008.
- Walker, Gordon S., Daniel J. Mason, Bruce K. Johnson and John C. Whitehead, "The End Doesn't Always Justify the Means: Public Support for Funding Amateur Sports and Recreation Using Alberta Lottery Fund Monies," *World Leisure Journal* 50(4):285-294, 2008.
- Johnson, Bruce K., John C. Whitehead, Daniel S. Mason and Gordon J. Walker, "Willingness to Pay for Amateur Sport and Recreation Programs," *Contemporary Economic Policy*, 25(4):553-564, 2007.
- Johnson, Bruce K., Michael Mondello, and John C. Whitehead, "What is the Value of Public Goods Generated by a National Football League Team: A CVM Approach," *Journal of Sports Management*, 21(1), 123-136, 2007.
- Groothuis, Peter A., Jana D. Groothuis and John C. Whitehead, "The Willingness to Pay to Remove Billboards and Improve Mountain Views," *Journal of Environmental Management*, 85(4):1094-1100, 2007.
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- Whitehead, John C., and Richard Aiken, "Temporal Reliability of Willingness to Pay from the National Survey of Fishing, Hunting, and Wildlife- Associated Recreation," *Applied Economics* 39(6):777-786, 2007.
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Johnson, Bruce K., Michael Mondello, and John C. Whitehead, "Contingent Valuation of Sports Stadiums and Arenas: Temporal Embedding and Order Effects," *Journal of Sports Economics* 7(3):267-288, 2006.

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Whitehead, John C., "Contingent Valuation and Random Utility Model Estimates of the Recreational Value of King Mackerel," *Applied Economics*, 38(15):1725-1736, 2006.

Whitehead, John C., "Improving Willingness to Pay Estimates for Quality Improvements through Joint Estimation with Quality Perceptions," *Southern Economic Journal*, 73(1):100-111, 2006.

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Huang, Ju-Chin, Timothy C. Haab, and John C. Whitehead, "Risk Valuation in the Presence of Risky Substitutes: An Application to Demand for Seafood," *Journal of Agricultural and Applied Economics*, 36(1), 213-228, 2004.

Groothuis, Peter A., Bruce K. Johnson and John C. Whitehead, "Public Funding of Professional Sports Stadiums: Public Choice or Civic Pride," *Eastern Economic Journal*, 30, 4515-526, 2004.

Chambers, Catherine N., and John C. Whitehead, "A Contingent Valuation Estimate of the Value of Wolves in Minnesota," *Environmental and Resource Economics*, 26, 249-267, 2003.

Whitehead, John C., Timothy C. Haab and George Parsons, "Economic Effects of Pfiesteria," *Ocean and Coastal Management*, 46, 845-858, 2003.

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FUNDED RESEARCH

External Grants

"Accelerating Outdoors: Outdoor Recreation Powering Economic Recovery & Growth Across Western NC", Co-PI with Ash Morgan and Melissa Weddell, funded by Appalachian Regional Commission through Made by Mountains (January 2022-September 2024, \$100,000).

"Economic Impact Analysis of North Carolina's Commercial Fisheries," Co-PI with Jane Harrison, Barry Nash, Eric Edwards, Sara Sutherland and Chris Dumas, funded by North

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“Benefits and Costs of Strategic Coastal Retreat,” with Ash Morgan, Funded by the Education Foundation of America as subcontract with the Program for the Study of Developed Shorelines, Western Carolina University, April 2009-April 2011, \$16,000.

“Recreation Value and Economic Impacts of the North Carolina For-Hire Recreational Fishing Fleet” Co-PI with Chris Dumas, Tim Hatcher, Jim Herstine and Craig Landry, Funded by the North Carolina Sea Grant Fishery Resource Grants (FRG) Program to UNC Wilmington, May 2007-March 2009, \$70,348.

“Angler Heterogeneity and the Species-Specific Demand for Recreational Fishing in the Southeast United States,” Co-PI with Rob Hicks, Tim Haab and Kurt Schnier, funded by National Marine Fisheries Service (MARFIN), May 2006 – May 2008, \$76,371.

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“The ‘New’ New Orleans: Evaluating Preferences for Rebuilding Plans after Hurricane Katrina,” Co-PI with Jamie B. Kruse (PI), Okmyung Bin, Craig E. Landry, Harold Stone, Kenneth R. Wilson, funded by National Science Foundation to East Carolina University, \$170,459.

“A Preliminary Assessment of the Economic Impacts and Economic Benefits of Recreational Boating Along the Atlantic Intracoastal Waterway in North Carolina,” Co-PI with Jim Herstine, Chris Dumas, and Woody Hall, funded by North Carolina Sea Grant, North Carolina Shore and Beach Preservation Association and North Carolina Department of Environment and Natural Resources to UNC Wilmington, June 2005 – May 2006, \$65,945.

“The Potential Economic Benefits of Coastal Ocean Observing Systems: The Southeast Atlantic,” Co-PI with Chris Dumas, funded by North Carolina Sea Grant to UNC Wilmington, May 2004 – August 2004, \$31,406.

“An Analysis of the Economic Impacts and Economic Benefits of Recreational Boating on the Atlantic Intracoastal Waterway in North Carolina,” Co-PI with Jim Herestine and Woody Hall, funded by North Carolina Sea Grant, March 2003 – December 2003, \$4995.

“Assessing the Stability of Marine Recreational Resource Values across Space and Time,” Co-PI with Timothy C. Haab and Robert L. Hicks, funded by National Marine Fisheries Service to Ohio State University, October 2001 – September 2003, \$188,267.

“The Economic Effects of Pfiesteria in the Mid-Atlantic Region,” Co-PI with Timothy Haab, also with George Parsons, Doug Lipton, and Jim Kirkley, ECOHAB Program, funded by National Oceanic and Atmospheric Administration through North Carolina Sea Grant to East Carolina University, September 1999 – December 2001, \$313,000.

“The Socioeconomic Impacts of Hurricanes Dennis and Floyd,” Co-PI with John R. Maiolo, Bob Edwards, Marieke Van Willigen, and Kenneth Wilson, funded by North Carolina Division of Emergency Management to East Carolina University, January 2000 – June 2001, \$11,500.

“The Socioeconomic Impacts of Hurricanes Dennis and Floyd,” with John R. Maiolo, Bob Edwards, Marieke Van Willigen, and Kenneth Wilson, funded by North Carolina Sea Grant, January 2000 – June 2001, \$7000.

"The Economic Value of Marine Recreational Fishing in the Southeast United States," with Timothy C. Haab and Kenneth E. McConnell, funded by National Marine Fisheries Service to East Carolina University, October 1998-January 2000, \$77,000.

"Socioeconomic Hurricane Evacuation Impact Analysis and a Hurricane Evacuation Impact Assessment Tool for Coastal North Carolina: A Case Study of Hurricane Bonnie," with John R. Maiolo, Bob Edwards and Kenneth Wilson, funded by North Carolina Department of Crime Control and Public Safety, Division of Emergency Management, December 1998-May 1999, \$50,000.

"Measuring Public Benefits of Nongame Wildlife in Eastern North Carolina," PI, North Carolina Wildlife Resources Commission, funded by North Carolina Nongame Small Grants Program to East Carolina University, April 1990-April 1991, \$1500.

"The Effect of Alternative and Reclaimed Areas on the Value of Wetlands," Co-PI with Glenn C. Blomquist, funded by Office of Surface Mining Reclamation and Enforcement, U.S. Department of the Interior to the University of Kentucky, October 1989- December 1990, \$25,000.

Internal Grants

Deans Club Research Grant, 2012, 2015, 2020, 2021, 2022; UNCW Cameron School of

Business Summer Research Grant, 2003; UNCW Cameron School of Business Summer Research Grant, 2002; UNCW Charles L. Cahill Award for Faculty Research and Development, 2001; ECU College of Arts and Sciences, College Research Award, Spring 2000; ECU Faculty Senate Teaching Grants Committee, Summer Teaching Stipend, 1995; ECU Faculty Senate Research/Creative Activity Committee, Summer Research Stipend, 1992; ECU Faculty Senate Research/Creative Activity Committee, Academic Year Grant, 1991

PROFESSIONAL ACTIVITIES

Presentations

Conference

Society for Benefit-Cost Analysis, March 2024; Southern Economic Association, November 2024; Society for Benefit-Cost Analysis, March 2024; Southern Economic Association, November 2023; Society for Benefit-Cost Analysis, March 2023; Southern Economic Association, November 2022; Society for Benefit-Cost Analysis, March 2022; Southern Economic Association, November 2021; Society for Benefit-Cost Analysis (online), March 2021; Southern Economic Association (online), November 2020; Southern Economic Association, Ft. Lauderdale, FL November 2019; Western Economic Association International, San Francisco CA, July 2019; Society for Benefit-Cost Analysis, Washington DC, 2019; Southern Economic Association, Washington DC, November 2017; Southern Economic Association, Tampa, FL, November 2017; Southern Economic Association, Washington, DC, November 2016; International Institute of Fisheries Economics and Trade, Aberdeen Scotland, July 2016; CNREP, New Orleans, LA, March 2016; Southern Economic Association, New Orleans, LA, November 2015; Society for Benefit-Cost Analysis, Washington DC, March 2015; Southern Economic Association, Atlanta, GA, November 2014; Southern Economic Association, Tampa, FL, November 2013; North American Association of Fisheries Economists, Tampa, FL, May 2013; Challenges of Natural Resource Economics and Policy, New Orleans, LA, March 2013; Southern Economic Association, New Orleans, LA, November 2012; Association of Environmental and Resource Economists, Asheville, NC, 2012; Southern Economic Association, Atlanta, GA, November 2011; Allied Social Science Associations, Denver, CO, January 2011; Southern Economic Association, Atlanta, GA, November 2010; NOAA Fisheries Economics & Social Science Workshop, Orlando, FL, September 2010; Unifour Air Quality Conference, Hickory, NC, May 2010; Southern Economic Association, San Antonio, TX, November 2009; American Fisheries Society, Nashville, TN, September 2009; North American Association of Fisheries Economists, Newport, RI, May 2009; Southern Economics Association, Washington, DC, November 2008; Sport and Economics Symposium, Hamburg, Germany, July 2008; Southern Economics Association, New Orleans, SC, November 2007; American Agricultural Economics Association, Portland, OR, July 2007; Challenges of Socioeconomic Research in Coastal Systems, New Orleans, LA, May 2007; Southern Economics Association, Charleston, SC, November 2006; American Fisheries Society, Lake Placid, NY, September 2006; American Meteorological Society, Atlanta, GA, January 2006; Southern Economics Association, Washington, DC, November 2005; American Fisheries Society, Anchorage, AK, September 2005; Southern Economics Association, New Orleans, LA, November 2004; Challenges of Socioeconomic Research in Coastal Systems, Baton Rouge, LA, May 2004; Southern Economic

Association, San Antonio, TX, November 2003; American Fisheries Society Annual Meeting, Quebec City, August 2003; American Fisheries Society Southern Division Spring Meeting, Wilmington, NC, February 2003; Southern Economic Association, New Orleans, LA, November 2002; Southern Economic Association, New Orleans, LA, November 2002; World Congress of Environmental and Resource Economists, Monterey, CA, June 2002; Contingent Valuation of Culture Conference, Chicago, IL, February 2002; Southern Economic Association, Tampa, FL, November 2001; Sixth Maritime Heritage Conference, Wilmington, NC, October 2001; East Carolina University Hurricane Conference: Of People Place and Progress: Extended Recovery on the Coastal Plain, Social Science Research Workshop, Greenville, NC, May 2001; Coastal Plain Waters 2001, Human Dimensions of Coastal Recreation Research Conference, Washington, NC, March 2001; American Fisheries Society, Southern Division, Jacksonville, FL, February 2001; Association of Environmental and Resource Economists / Allied Social Science Associations, New Orleans, LA, January 2001; Southern Economic Association, Crystal City, VA, November 2000; American Fisheries Society, St. Louis, MO, August 2000; East Carolina University Hurricane Conference: In the Aftermath of Hurricane Floyd: Recovery in the Coastal Plain, Social Science Technical Session, Greenville, NC, May 2000; North Carolina Governor's Hurricane Conference, Sunset Beach, NC, March 2000; Symposium, Estuarine Research in North Carolina, Tidewater Chapter, American Fisheries Society, Kill Devil Hills, NC, March 2000; Southern Economic Association, New Orleans, LA, November 1999; National Marine Fisheries Service Workshop to Develop Guidelines for Choice Set Definition in Recreational Fisheries Valuation Models, Silver Spring, MD, September 1999; American Fisheries Society, Charlotte, NC, September 1999; Eastern Economic Association, Boston, MA, March 1999; Economic Association, Baltimore, MD, November 1998; Southern Economic Association, Atlanta, GA, November 1997; Midwest Economic Association, Kansas City, MO, March 1997; Southern Economic Association, Washington, DC, November 1996; Eastern Economic Association, Boston, MA, March 1996; Southern Economic Association, New Orleans, LA, November 1995; Midwest Economics Association, Cincinnati, OH, March 1995; Southern Economic Association, Orlando, FL, November 1994; Triangle Camp Resources, Wilmington, NC, August 1994; Growth and Change Conference on Wilderness Areas, Lexington, KY, October 1994; Western Social Science Association, Albuquerque, New Mexico, April 1994; Southern Economic Association, New Orleans, LA, November 1993; Southern Economic Association, New Orleans, LA, November 1993; Triangle Camp Resources, Beaufort, NC, August 1993; Southern Economic Association, Washington, DC, November 1992; North American Wildlife and Natural Resources Conference, Charlotte, NC April 1992; Southern Economic Association, Nashville, TN, November 1991; Eastern Economic Association, Pittsburgh, PA, March 1991; Southern Economic Association, New Orleans, LA, November 1990; Eastern Economic Association, Cincinnati, OH, March 1990; American Economic Association/Association of Environmental and Resource Economists, Atlanta, GA, December 1989.

Invited Seminars/Workshops

University of Miami (Environmental Science and Policy), 2024; University of Hawaii (HERO), 2023, University of Alaska Anchorage, 2023; University of Exeter LEEPout seminar, (online) May 2021, University of Reading Online Sports Seminar, (online) November 2020; University of North Carolina – Asheville, November 2018; James Madison University, November 2017;

Ohio State University, October 2017; East Carolina University, September, 2016; University of North Carolina Charlotte, April 2016; Texas A&M University, April 2014; University of North Carolina – Greensboro, September 2012; Mississippi State University, March 2012; The World Bank, April 2009; University of Kentucky, October 2008; National Center for Environmental Economics (USEPA), November 2008; University of South Carolina, November 2008; University of Nevada, Las Vegas, April 2008; Michigan State University, October 2007; University of Delaware, September 2007; Triangle Resource and Environmental Economics Workshop, Raleigh, NC September 2007; St. Lawrence University, September 2005; East Carolina University, November 2003; Appalachian State University, February, 2003; University of Central Florida, November 2001; Research Triangle Institute, February 2000; Triangle Economic Research, March 2000; University of New Hampshire, March 1999; Colorado State University, October 1998; University of Kentucky, March 1995; North Carolina State University, October 1993; North Carolina State University, February 1990

Journal Referee

Agricultural and Resource Economic Review, American Journal of Agricultural Economics, American Journal of Economics and Sociology, Applied Economics, Australian Journal of Agricultural and Resource Economics, Canadian Journal of Agricultural Economics, Conservation Letters, Contemporary Economic Policy, Ecological Economics, Empirical Economics, Economic Inquiry, Energy Economics, Environment and Development Economics, Environmental and Resource Economics, Environmental Conservation, Estuaries, Fisheries, Fisheries Bulletin, Growth and Change, ICES Journal of Marine Science, International Journal of Global Energy Issues, International Journal of Mass Emergencies and Disasters, Journal of Agricultural and Resource Economics, Journal of the American Water Resources Association, Journal of Cultural Economics, Journal of Economic Behavior and Organization, Journal of Economic Education, Journal of Environmental Economics and Management, Journal of Environmental Management, Journal of Environmental Planning and Management, Journal of Economic Psychology, Journal of Forest Economics, Journal of Leisure Research, Journal of Sports Economics, Land Economics, Natural Hazards, Natural Hazards Review, North American Journal of Fisheries Management, Ocean and Coastal Management, Professional Geographer, Public Administration Review, Quarterly Journal of Business and Economics, Resource and Energy Economics, Review of Economics of the Household, Southern Economic Journal, Sport Management Review, Telecommunications Policy, Urban Affairs Review, Urban Geography, Urban Studies, Waste Management, Water Resources Research

Grant Proposal/Report Reviews/Panels

National Oceanic and Atmospheric Administration, Coastal Response Research Center, Connecticut Sea Grant, Delaware Sea Grant, Environmental Protection Agency, Florida Sea Grant, Georgia Sea Grant, Hawaii Sea Grant, Maine Sea Grant, Massachusetts Sea Grant, Michigan Fisheries Council, National Marine Fisheries Service, National Science Foundation, North Carolina Agricultural Research Service, North Carolina Sea Grant, Ohio Sea Grant, Perrins and Quarells, TN & Associates, Social Sciences and Humanities Research Council of Canada, Southern Appalachian Mountain Initiative, South Carolina Sea Grant, Swiss Federal Institute of Technology, The World Bank, University of California Energy Institute, U.S.

Environmental Protection Agency, Virginia Sea Grant

Memberships

American Economic Association, Association of Environmental and Resource Economists, North American Association of Fisheries Economists, North American Association of Sports Economists, Southern Economic Association

SERVICE

Offices

Secretary, Society for Benefit-Cost Analysis, 2025-Present
Treasurer, Society for Benefit-Cost Analysis, 2023; Finance Committee 2022-2024
Vice President, Association of Environmental and Resource Economists, 2020-2021
Past-President, Socioeconomics Section, American Fisheries Society, 2007-2011
President, Socioeconomics Section, American Fisheries Society, 2002-2007
Board of Directors, Association of Environmental and Resource Economists, 2001-2003

Professional

Contributor, the Environmental Economics blog, www.env-econ.net, 2005-present; National Marine Fisheries Service ST5 Review (chair), 2017; Association of Environmental and Resource Economists Session Organizer, Southern Economic Association Annual Meeting; 2005-2022; Program Committee (abstract reviews), Association of Environmental and Resource Economists Annual Meeting, 2011-2023; Socioeconomic Panel, South Atlantic Fishery Management Council, 2009-2025 (Chair 2010-2015); Scientific and Statistical Committee, South Atlantic Fishery Management Council, 2004-2015; American Fisheries Society, Web Editorial Advisory Board, 2004-2005; North Carolina Marine Fisheries Commission Blue Crab Scientist Advisory Committee, 2004; Webmaster, Association of Environmental and Resource Economists, 1997-2002; Southern (Appalachian) Committee for Resource and Environmental Economics (Program Committee 1995-2004); Spiny Dogfish Technical Committee, Atlantic States Marine Fisheries Commission, 2002-2004; American Eel Technical Committee and Plan Development Team, Atlantic States Marine Fisheries Commission, 1996-2005

University

Faculty Grievance Committee 2021-Present; RIEEE Search Committee, 2015; RIEEE 3rd Year Review Committee, 2012; Faculty Handbook Revision Task Force, 2012; SACS Graduate Program Review Committee, 2010-2012, Director for Environment, Energy and Economics Search Committee, 2007-2008; University Research Committee, 2006-2009; Strategic Planning Commission, Targeted Research Sub-Committee, 2007; General Education Task Force, 2005-2007 (webmaster); Chancellor's Advisory Board on Alcohol, Tobacco, and Other Drug Use, 2003/04; Hazards Workshop Planning Committee, 2002/03; Institutional Animal Care and Use Committee, 2003/04; Chair, Center for Natural Hazard Mitigation Development Committee, 2000/01; Survey Research Laboratory Faculty Board, 2000-01; Teaching Grants Committee,

2000/01; Coastal and Marine Studies Committee, 1996-2001; Webmaster Committee, 1997-1999; University Curriculum Committee, 1997-2000 (Secretary 1998/99); Faculty Development Program Workshop, 1996-2001; EASTBOOK Conference, 1998; Advisory Council, Recreational Services, 1996-1998; Chair, Coastal and Marine Studies Minor Planning Committee, 1996; College Research Award Committee, 1996; University Pay Equity Committee, 1995/97; Vice Chair, Faculty Senate Agenda Committee, 1995/96; Faculty Senate, 1994-1996; Panelist, Biology Honors Colloquia, 1994; Faculty Senate (Alternate), 1993-1994; NAFTA Panelist, Latin American Studies Committee and League of Women Voters, 1993; Consultant, Statistical Consulting Laboratory, 1990-1996; Committee on the Status of Women, 1991-1994; Presentation, Center for Economic Education, 1993; Faculty Advisory Committee, Survey Research Laboratory, 1991; Facilitator, Chancellor's Forum, 1990

Department

Search Committee 2024-2025; WCOB Graduate Program Committee, 2021-2024; WCOB Honors Committee 2019-2021; NABE Student Chapter Faculty Advisor 2017-2020, 2023-present; Working Paper Coordinator, 2005-2011; Recruiting Committee, 2004-05, 2005-06, 2006-07, 2007-08, 2009-10 (chair), 2018-19 (chair); Personnel Committee, 2007-08; Journal Ranking Committee, 2005-2008, 2020-2021; Center for Business and Economics Studies Task Force, 2004; Faculty Senate, 2003-04; Information Resources Committee, 2002/03; MBA Committee, 2001-02; Business Week Committee, 2001-02; Economics BA Degree Committee, 2001-02; Chair, Recruiting Committee, 2000-01; Chair, Research and Technology Committee, 1999-2001; Personnel Committee, 1997-1999; Ad-hoc WWW Committee, 1996-1999; Recruiting Committee, 1997/98; Code Committee, 1994; Graduate Program/Research Committee, 1993-1996; Recruiting Committee, 1994-1995; Advisory/Recruiting Committee, 1991-1993; Ad-hoc Graduate Planning Committee, 1991; Academic Program Committee, 1990/92; Library Representative, 1990-1992; Ad-Hoc SACS Committee, 1990

Community

High Country Recreation, Board of Directors, 2015-2020; Pamlico-Tar River Foundation, Board of Directors, 1998-2001; Pamlico-Tar River Foundation, Advisory Council, 1994-2001; Pamlico-Tar River Foundation, Texasgulf Environmental Impact Statement Committee, 1994-1998

Direction of Graduate Student Research

Knically, Jeff, "Willingness to Pay for the High Country Farm Tour," Walker College of Business MBA Thesis, 2012; Hindsley, Paul, "Factors Leading to Implementation of Agricultural Best Management Practices on the Neuse River Basin," MS paper, Department of Economics, East Carolina University, 2002; Kwakye, Isaac "Seafood Consumption: The Economic Effects of Fish Kills and a Seafood Inspection Program in North Carolina," MS paper, Department of Economics, East Carolina University, 2001; Smith, Kevin, "Using Stated and Revealed Preference Data to Estimate Hurricane Evacuation Costs," MS paper, Department of Economics, East Carolina University, December 1999; Wang, Yang "A Model of Marine Recreational Fishing Demand: Using a Poisson Process," MS paper, Department of Economics,

East Carolina University, June 1999; Sharratt, Jo, "Determining the Economic Costs of Fish Kills for Recreational Users of the Tar-Pamlico River," MS paper, Department of Economics, East Carolina University, December 1998.

Committee Member: Alexandra Neumenko, PhD North Carolina State University, 2018-Present; Nicholas Cole, PhD University of Nebraska, 2017-2018; Joshua Roe, MA Appalachian Studies, 2013; Jeffrey DiPritzo, MA Department of History, 2001; Carl Heald, MA Department of Sociology, 1999; Michele Sachariat, MA Department of Sociology, 1998; Kimberly Hack, MA Department of Sociology, 1997; Nicholas Lucas, MA Department of Political Science, 1997; MA Paul Crellin, Department of Political Science, 1996.

Direction of Undergraduate Student Research

Matthew Mair, "Factors that Impact Farmer Willingness to Participate in Conservation Programs" National Conference on Undergraduate Research, 2024; Will Robinson, "Benefit-Cost Analysis of Rocky Knob Mountain Bike Park," State of North Carolina Undergraduate Research and Creativity Symposium, Duke University, 2019; Myles Grady & Luis Rangel, "Economic Impact of Hemlock Woolly Adelgid in Western North Carolina," State of North Carolina Undergraduate Research and Creativity Symposium, North Carolina State University, 2018; Alaina Doyle, "Validity of Discount Rates Derived from Willingness to Pay for Road Salt Run-off Mitigation Dependent upon Payment Schedule, Poster Presentation, State of North Carolina Undergraduate Research and Creativity Symposium, Campbell University, 2017; Anthony Santelle, "Contingent Valuation of a Forest Protection Program in the Southern Appalachian Mountains, Poster Presentation, State of North Carolina Undergraduate Research and Creativity Symposium, Campbell University, 2017; Ben Sullivan, "The Effect of Hemlock Woolly Adelgid on Property Values in Watauga County, NC," Oral Presentation, University of Memphis, 2017; Matthew Drake, "The Effects of Tax Payment Amount and Schedule on Referendum Votes for a Public Good: A Comparison of SSI and MTurk Samples," Poster Presentation, Celebration of Student Research and Creative Endeavors, 2016; Brittany Ramsey, "Travel Cost and Consumer Surplus Analysis of 2016 Blood, Sweat, and Gears Bike Race," Poster Presentation, State of North Carolina Undergraduate Research and Creativity Symposium, North Carolina Central University, 2016; Will Blackwood, "Economic Impact of Prerace Training Rides for Blood, Sweat and Gears," Poster Presentation, State of North Carolina Undergraduate Research and Creativity Symposium, North Carolina Central University, 2016; Matthew Drake, "The Effects of Tax Payment Amount and Schedule on Referendum Votes for a Public Good: A Comparison of SSI and MTurk Samples," Poster Presentation, National Conference on Undergraduate Research. University of North Carolina Asheville, 2016; Robyn Cramer, "Willingness to Pay for a National Renewable Energy Portfolio Standard," Poster Presentation, Celebration of Student Research and Creative Endeavors, 2015; Matthew Drake, "Economic Impact of the 2015 High Country Beer Fest," Poster Presentation, State of North Carolina Undergraduate Research and Creativity Symposium, High Point University, 2015; Kevin Atkinson, "Predictive Validity of Stated Preference Data: Application to Demand for Rocky Knob Mountain Bike Park Visits," Poster Presentation, National Conference on Undergraduate Research, University of Kentucky, 2014; Travis Ashley, "The Net Economic Value of Multiple Parking Locations at the Valle Country Fair: A Dichotomous Choice Contingent Valuation Approach," Poster Presentation, Celebration of Student Research and

Creative Endeavors, 2013; Merrick Marquie, "Economic Impacts of the Valle Country Fair," Poster Presentation, Celebration of Student Research and Creative Endeavors, 2013; Jenna Cantrell, "The Impact of Additional Trail Access and Mileage on the Consumer Surplus of Greenway Trail Users in Western North Carolina," Oral Presentation, National Conference on Undergraduate Research, Weber State University, 2012; Jenna Cantrell, "The Impact of Additional Trail Access and Mileage on the Consumer Surplus of Greenway Trail Users in Western North Carolina," Oral Presentation, Celebration of Student Research and Creative Endeavors, 2012; Marquardt, Elizabeth, "Mountain Home Music: A Combined Revealed-Stated Preference Study," Appalachian State University Undergraduate Honors Thesis, 2011; Aaron Wallace, "Measuring the Economic Benefits of Greenway Trails in Western North Carolina," Poster Presentation, Celebration of Student Research and Creative Endeavors, 2011; Nick Livy, "The Economic Impacts of Climate Change on Beach Recreation in North Carolina," National Conference on Undergraduate Research, Dominican University of California, 2007.

OTHER AWARDS/HONORS

Best Attitude, Faculty/Staff Noontime Basketball, 2006.
Great Blue Heron Award, Pamlico-Tar River Foundation, 2001
Omicron Delta Epsilon, Centre College, 1985
Most Valuable Non-Letterman (Football), Centre College, 1982.