Al Wysocki
Allen Wysocki is a Professor in the Food and Resource Economics Department at the University of Florida. He was born and raised on an 11,000-acre family potato farm in Central Wisconsin. He received his undergraduate degree from Purdue University in 1984, and his Master’s (1997) and Ph.D. from Michigan State in 1998. Dr. Wysocki gained industry experience as a co-owner and manager of Cousin’s Produce Farm, a food distribution company serving Northeast Wisconsin and Michigan’s Upper Peninsula from 1984 until 1992. Wysocki has devoted his career to helping students and university clientele understand the trends driving change in the food system.

Linda Landrum
Linda Landrum is a Regional Specialized Agent with responsibility for Marketing, Alternative Enterprises and Community Resource Development primarily for small farms, housed at NFREC – Suwannee Valley, Live Oak, FL. A 34 year Extension veteran, this UF graduate has experience in subtropical/tropical landscape plants, perennials, alternative enterprises, agri-tourism, cut flowers and cut foliages for the floral trade. Linda has written many articles for local and regional newspapers and magazines, hosted numerous call-in television and radio shows, developed slide shows for statewide use and supervised the Master Gardening Program for 8 years. She has been active in local Farm Bureau, FNGLA and Florida Fern Growers Association, a founding member and longtime supporter of the Botanical Gardens of Volusia and served as the Southern Region Director for the Association of Specialty Cut Flower Growers.

Rohil Shah
Rohil Shah currently serves as a liaison for Florida MarketMaker under the direction of Dr. Allen Wysocki and Linda Landrum. He was appointed as a Graduate Assistant within IFAS in January 2011. He is pursuing a Master’s of Science with a concentration in Agriculture Business from the University of Florida to be completed in December 2011. Prior to attending UF, Rohil was an International Trade Associate at the North Carolina Department of Agriculture and Consumer Services. He received a Bachelor’s of Science from North Carolina State University in Agricultural Resource Economics in December 2009.

G.B. Crawford
G.B. Crawford is Communications Manager for Florida Farm Bureau. His duties include work with general news media, supporting county Farm Bureau public relations initiatives and conducting public relations activities on behalf of statewide Farm Bureau programs. He also writes articles for FloridAgriculture, Florida Farm Bureau’s monthly news magazine, edits Florida Farm Bureau’s legislative newsletter and edits the organization’s employee newsletter.

J.R. Newbold
John R. Newbold III lives in Crescent City, Florida with his wife Anje and two daughters. J. R. is of the fifth generation to own and operate the family farm, Forest Groves, Inc. The Newbold family produces Cut-Foliage, Muscadine Grapes and Wildflower Seed on their 90 acres of production. J. R. graduated Florida Southern College with a B.S. Degree in Business. Current President of the Wildflower Seed and Plant Growers Association, Inc., Chairman of the Putnam County Fair Authority, Board member of the Putnam County Soil and Water Conservation District, President of Floridan Resource Conservation and Development, Inc. Past President of the Central Florida Fern Cooperative. 2011 is our sixth year of wildflower seed production. We have produced Helianthus angustifolia, Coreopsis lanceolata and Phlox drummondii.
Regina Thomas
Regina Thomas serves as Senior Vice President/Chief Business Development Officer for Farm Credit of Central Florida. She has been employed by Farm Credit since 1994 beginning her Farm Credit career serving as Branch Manager in the Sanford and then Ellerbe branches of now Carolina Farm Credit. She transferred to Farm Credit of Central Florida in 1999 working as a loan officer in the Apopka service center. Regina earned her BS in Animal Science from Iowa State University and MBA from the University of Central Florida. She has been affiliated with agriculture since childhood growing up on a purebred swine farm in Central Illinois where she was active in 4-H and earned the Illinois FFA Degree. After moving to NC she worked on her family’s purebred swine and turkey farm, as a vocational agriculture teacher, and a NC County Extension Farm Management Agent. Since moving to Central Florida in 1999, Regina has served as the Treasurer, Vice President & President of the FNGLA Action Chapter; earned the President’s Service Award in 2002; and was honored as the Outstanding Chapter President in 2005 and Outstanding Allied Member in 2008. She is currently the FNGLA Action Chapter State Board Representative and is also a member of the Central East Coast FNGLA Chapter. Regina served as the Florida Agri-Women Vice President and Treasurer and was appointed as the American Agri-Women Horticulture Chair. In addition to being a Seminole County Farm Bureau Board member she serves on the University of Florida SHARE Council Executive Committee. Regina lives in Winter Springs, Florida and has three children.

Cathy Hagan
Cathy is an Area Director at the Small Business Development Center at the University of North Florida, she has been providing management assistance for prospective and existing businesses at the SBDC for more than 17 years. She facilitates workshops for those looking to start businesses and meets one on one with hundreds of existing business owners each year to help them meet the challenges of today and plan for the future. She has been recognized numerous times by the SBDC at the regional, state and national levels for her contributions to the success of small businesses. Cathy earned her Bachelor’s Degree from Emory University and her Master’s Degree from the University of South Florida.

Robert Myers
Robert is an Area Director at the Small Business Development Center at the University of North Florida and has been with the SBDC at UNF since 1992. He moved here after selling his publishing business in San Francisco. He is responsible for management assistance efforts in seven surrounding counties through "circuit rides" as well as working in the Jacksonville office. He has over 20 years experience in many phases of management including sales, finance, marketing, product development, disaster preparation, business continuity, intellectual property issues and computer information systems. In his business career, he was involved in startups, acquisitions, divestiture, venture funding, small business loans and many other small business matters. He grew up in the Southwest, graduating from the University of Oklahoma and served in the U.S. Army as an Armor officer and helicopter pilot. He is an ASBDC certified “Technical” Business Analyst and recently obtained his international certification as CBCP, Certified Business Continuity Professional.

Dr. Philip Geist
Dr. Geist is an Area Director at the Small Business Development Center at the University of North Florida, located in the North Central Florida office. In addition to a doctorate in Adult
Education, he holds an MBA in Management and Finance, and has 17 years experience with both U.S. and international management consultant firms. He serves on numerous boards including the Ocala/Marion EDC, Ocala/Marion County Chamber of Commerce, Citrus County IT Council, Heart of Florida Executive Board, Gainesville Technology Enterprise Center, and has been a charter appointee to the U.S. SBA Advisory Board for Florida since its inception in 1997.

Francine Wolfe Schwartz
Francine Wolfe Schwartz is President of Creative Consumer Services a boutique food and consumer product marketing and public relations firm with expertise in consumer recipes, food and product development, quality control, media production, farm to people marketing and has been a frequent guest on television and radio programs. Francine is a member of the International Association of Culinary Professionals, Les Dames d’ Escoffier culinary honorary and Slow Food USA. She has sat on the boards of several nonprofit organizations and for many years was a member of the Broward County Cooperative Extension Service Advisory Board and presently works closely with the staff of the Lee County Cooperative Extension Service. A graduate of The Florida State University, Francine holds a Bachelor of Science degree in Food and Nutrition and Home Economics Education.

Liz Felter
Provides education and training for the Commercial Nursery and Greenhouse industries for Orange County. She conducts the plant clinic at the Mid-Florida Research and Education Center and is an editor for the Production Times Newsletter. Liz collaborates with other Commercial Horticulture Agents throughout the state to provide accurate and current information to clients. She coordinates the installation and implementation of educational programs for Exploration Gardens at the Orange County Extension office in Orlando. She served as the Associate Director of Marketing for the University of Florida IFAS from 2003-2007.

Tracy Irani
Tracy A. Irani is a Professor in the Department of Agricultural Education and Communication. She teaches courses in agricultural communication theory and campaigns, organizational change management, and critical and creative thinking. Prior to teaching at UF, Irani worked in marketing, public relations and advertising. Irani received a B.A. in Journalism and Communications from Point Park College, an M.A. in Corporate Communications from Duquesne University, and a Ph.D. in Mass Communications from the University of Florida. Irani joined UF in 1999, and currently holds a teaching and research appointment in the area of agricultural communications. Irani’s research interests focus on critical thinking, problem solving and decision making with respect to controversial science, communications and technology issues. Irani is a certified administrator of the Kirton Adoption Innovation (KAI) inventory, one of the most widely used assessments of cognitive style/problem solving. She is a past chair of the Association for Communication Excellence in Agriculture, Natural Resources and the Human Sciences (ACE) Research and Academic Programs Special Interest Groups, and is a past president of UF’s chapter of Gamma Sigma Delta, the international agricultural honorary society. In addition, she is past head of the Association for Education in Journalism and Mass Communication’s Science Communication Interest Group.
Becky Raulerson

Becky Raulerson is a Coordinator of Research Programs for the Center for Public Issues Education in Agriculture and Natural Resources. She received a B.S. in Agricultural Communications with a minor in Food and Resource Economics and an M.S. in Agricultural Education, both from the University of Florida. Raulerson joined UF’s PIE Center in 2010, and brings several areas of expertise to the center. She has contributed to research published in the Journal of Applied Communications, and she collaborated on a USDA grant project which received national recognition through published papers and presentations. Currently, for the PIE Center, Raulerson coordinates projects including researching public perceptions of agricultural words and messages, developing an art exhibit to educate the public about agricultural and natural resources in Florida, and presenting research findings and educational content to various groups and organizations around the state.

Kevin Kent

Kevin Kent is a media specialist for the Center for Public Issues Education in Agriculture and Natural Resources and the Department of Agricultural Education and Communication at the University of Florida. He received a B.S. in Agricultural Education and Communication with a minor in Leadership from the University of Florida. Kent’s responsibilities at the PIE Center include the development and implementation of strategic social media plans, campaign development, digital media production, graphic design and branding. Additionally, Kent is responsible for the branding efforts for the Department of Agricultural Education and Communication. Prior to accepting this position, Kent worked for the Florida FFA Association as a brand and marketing specialist where he was responsible for marketing and preparing communication materials and media for numerous events each year, including the annual State FFA Convention. Kent has served as a lead consultant and designer on several rebranding initiatives for numerous companies, organizations and associations.