

W. SCOTT DOWNEY

**Assistant Professor of Selling and Sales Management
Departments of
Agricultural Economics
and
Consumer Sciences and Retailing**

**Associate Director
Center for Food and Agricultural Business
Purdue University**

Curriculum Vita

**50% Teaching
25% Research
25% Extension**

March 1, 2009

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GENERAL INFORMATION

1. Academic Degrees

<u>Degree</u>	<u>Year</u>	<u>Major</u>	<u>Institution</u>
B. S.	1985	Restaurant, Hotel, and Institutional Management	Purdue University
M.B.A.	1991	Marketing Option	California Polytechnic State University, San Luis Obispo
Ph.D.	2007	Consumer Behavior – Sales and Marketing	Purdue University

2. Additional Training and Certificates

1989	Forum Group Face to Face Training
1995	Leadership Lafayette
1998	Excel Sales and Management Training

3. Purdue University Academic Appointments

1997-2002	Instructor of Marketing, Department of Marketing, Krannert School of Management, Purdue University, West Lafayette, Indiana. (20% Appointment).
2001-2006	Instructor of Sales, Department of Agricultural Economics, College of Agriculture, Purdue University, West Lafayette, Indiana. (30% Appointment).
2000-Present	Associate Director, Center for Food and Agricultural Business, Department of Agricultural Economics, College of Agriculture, Purdue University, West Lafayette, Indiana.
2007-Present	Assistant Professor Departments of Agricultural Economics (75%) and Consumer Sciences and Retailing (25%) and Associate Director, Center for Food and Agricultural Business

4. Non-Purdue University Academic Appointments

1992-1994	Instructor, American Institute of Banking, Lafayette, Indiana.
1994-1995	Adjunct Faculty, Business Department, Ivy Tech Community College, Lafayette, Indiana.
1995-1998	Adjunct Faculty, Indiana Wesleyan University, Lafayette, Indiana.

5. Industrial, Business, and Governmental Positions

1985-1987	Agent, Northwestern Mutual Life, Lafayette, Indiana.
1987-1988	Banking Officer, Regents Bank (FKA Indiana National Bank), Lafayette, Indiana.
1988-1991	Personal Banker, Santa Barbara Savings and Loan, San Luis Obispo, California.
1991-1992	Loan Officer, Bank of Santa Maria, Santa Maria, California.
1992-1995	Financial Officer, Regents Bank (FKA NBD Bank, NA), Lafayette, Indiana.
1995-1997	Vice President, Salin Bank and Trust, Lafayette, Indiana.
1997-2000	Vice President, Regional Manager, Fifth Third Bank, Lafayette, Indiana.

6. Awards and Honors

Gamma Sigma Delta Award of Merit, April, 2004

7. Membership in Academic, Professional, and Scholarly Societies

2001-2004	Treasurer and Member, Association of Advertising and Marketing Professionals
2002-Present	Beta Gamma Sigma
2004-Present	Academy of Marketing Science
2004-Present	American Marketing Association Sales Special Interest Group
2004-Present	Pi Sigma Epsilon
2008-Present	North American Colleges and Teachers of Agriculture
2009-Present	Agricultural and Applied Economics Association

8. Membership in Non-academic Community Organizations

1992-1994	Board of Directors, American Institute of Banking, Tippecanoe County
1992-1999	President and Member, West Lafayette Business and Professional Association
1992-2001	Member, Greater Lafayette Chamber of Commerce
1995-2002	Past Chair, Allocations Committee, United Way of Greater Lafayette
1998-2000	Board of Directors, Civic Theater of Lafayette
2000-2004	Classroom Instructor, Junior Achievement
2000-2005	Volunteer, International Friendship Association
2002-2003	Board of Directors, Long Center for the Performing Arts
2005-2006	Board of Directors, Tecumseh Middle School, Parent Advisory Council

SECTION A. LEARNING

Dr. Downey currently teaches an undergraduate introductory sales course, Professional Selling Skills (AGEC 331), and a senior level course, Sales Force Management (CSR 415). He also teaches a one hour advanced sales experience course (AGEC 498A) and has taught the National Agri Marketing Association marketing plan development course (AGEC 429). He has advised several students in independent study courses as well. He served as coach in the College of Agriculture Leadership Development Certificate Program (LDLP) with two undergraduate students who completed the program. Dr. Downey has previously taught undergraduate courses in introductory marketing, market analysis, intermediate financial accounting, and strategic management; and graduate courses in advanced managerial finance and advanced marketing management. He has also taught courses in customer service and sales for a non-accredited institution. He has served as advisor to the Purdue student chapter of the American Advertising Federation. He currently advises the student chapter of Pi Sigma Epsilon, which is a national fraternity for students interested in sales.

1. Courses Taught at Purdue University

<u>Course</u>	<u>Title</u>	<u>Credits</u>	<u>Semester</u>	<u>Years</u>
MGMT 323	Introduction to Market Analysis	3	Fall, Spring	1997-2002
AGEC 331	Professional Selling Skills	3	Fall, Spring	2001-2009
CSR 415	Sales Force Management	3	Fall	2007-2008
AGEC 498A	Advanced Sales Experience	1	Fall	2007-2008
AGEC 429	Agribusiness Marketing Workshop	2	Spring	2008

MGMT 323 is a mixed lecture and case course that provides an overview of the functional area of marketing for non-management students and economics majors. The course is taught from a managerial perspective; focusing on inputs to the marketing decision-making process, marketing decisions, and their results. Topics include segmenting customers, market research, product, price, distribution, and promotion decisions.

AGEC 331 discusses the principles of business-to-business selling and its application to agricultural businesses. Topics include attitudes and value systems, basic behavioral patterns, the purchase decision process, relationship of sales to marketing, selling strategies, preparing for sales calls, making sales presentations, handling objections, and closing sales. Emphasis is placed on application of course concepts to real-world situations and on building selling skills through class projects. Approximately 75% of students who take the course are from outside of the College of Agriculture.

CSR 415 is a senior level course on sales management. Topics include developing territory strategy, leadership, motivation, hiring and performance reviews. Students interact with sales executives from industry throughout the course and are required to participate and evaluate actual sales training efforts from industry.

AGEC 498A is a senior level advanced sales experience. In this course students receive product training for an actual product and make sales calls throughout the semester with the selected product. Students are expected to use the knowledge gained through other courses to sell products, track sales efforts, handle customer objections, and to close sales in a real world application of their sales skills.

AGEC 429 is a senior level advanced marketing workshop in which students develop a marketing plan for a chosen product. Students prepare a presentation of the marketing plan and compete with it at a national competition.

Student Evaluations of Courses Taught at Purdue University¹

Year	Course	Credit Hours	Class Size	Student Ratings ²	
				Course	Instructor
Fall 2000	MGMT 323	3	100	4.1	4.3
Spring 2001	MGMT 323	3	129	4.0	4.5
Fall 2001	AGEC 331	3	178	4.2	4.3
Fall 2001	MGMT 323	3	89	4.3	4.6
Spring 2002	AGEC 331	3	173	4.2	4.2
Spring 2002	MGMT 323	3	140	4.2	4.8
Fall 2002	AGEC 331	3	379	4.2	4.1
Spring 2003	AGEC 331	3	384	4.1	4.3
Fall 2003	AGEC 331	3	385	4.2	4.2
Spring 2004	AGEC 331	3	359	4.2	4.2
Fall 2004	AGEC 331	3	385	4.1	4.1
Spring 2005	AGEC 331	3	384	4.1	4.1
Fall 2005	AGEC 331	3	360	4.1	4.0
Spring 2006	AGEC 331	3	347	4.2	4.1
Fall 2006	AGEC 331	3	393	4.1	3.9
Spring 2007	AGEC 331	3	392	4.2	4.1
Fall 2007	AGEC 331	3	392	4.2	4.1
Fall 2007	AGEC 498A	1	12	4.8	4.8
Fall 2007	CSR 415	3	56	4.2	4.5

Student Evaluations of Courses Taught at Purdue University¹ -- Continued

Year	Course	Credit Hours	Class Size	Student Ratings ²		
				Course	Instructor	
Spring	2008	AGEC 331	3	392	4.3	4.2
Spring	2008	AGEC 429	2	7	4.8	4.0
Fall	2008	AGEC 331	3	395	4.2	4.3
Fall	2008	CSR 415	3	61	4.2	4.4
Fall	2008	AGEC 498A ¹	1	11		
Downey 300/400 Level Courses Mean Ratings 2000-2008, N=23					4.23	4.27
					Std Err = 0.19	Std Err = 0.24
AGEC Department Mean Benchmark 2001-2008, 300/400 Level Courses					4.18	4.34
					Std Err = 0.08	Std Err = 0.08

¹ Course evaluations for this course were not available.

² Student rating scores are: 5=Excellent, 4=Good, 3=Fair, 2=Poor, and 1=Very Poor.

2. Contributions in Course and Curriculum Development

AGEC 331 – Dr. Downey has modified the course to include a prospecting activity in which students are required to locate potential participants for one of the two major course projects. This process closely mirrors the process by which sales people must locate potential clients. During the fall of 2006, he piloted a restructuring of the two course projects to more efficiently utilize course resources so that the course may continue to grow in response to campus wide demand as part of the entrepreneurship initiative on campus. Dr. Downey has extended teaching of the sales topic beyond the course with the addition of a “Sales Focus Group” every other year, in which students may self-select to learn more about specific sales topics and to interact more personally with class guests outside of the classroom. Dr. Downey has expanded the English Department’s role in the course by including a presentation on formal business communications and a business thank you letter that students are required to submit for grading in addition to mailing it to sales professionals with whom students interact. Featured guests from industry have been highlighted in recent years, with presenters from Abbott Labs, Lilly, Tom James, Southwestern, Mainscape, CNH Capital, Pike Lumber, Hormel, Caterpillar and Deere. Beginning in 2007, students were encouraged to interact with professionals throughout the course through an assignment to locate and interview a “sales coach” who represents the product selected by the student for sale in the class. Reports from both coaches and students confirm that this interaction has resulted in additional learning. Currently, Dr. Downey is piloting a revision to the major course activity, “Ready, Set, Sell!” in which students will interact through a business networking activity. He is also piloting the interaction of teaching assistants and students in assigned sections within the large lecture classroom.

CSR 415 – Dr. Downey has developed a project focus for this course in which students interview and present to sales managers from industry in assigned companies and topics. Industry sales managers then participate in class and provide feedback to students about their presentations and share their “real world” experiences with the class.

3. Preparation of Instructional Material

Dr. Downey has revised project worksheets, supporting PowerPoints, and has moved course material to the WebCT Vista Blackboard platform in each of the courses he has taught at Purdue. In addition to needed updates to the material, the streamlining of course content has allowed for the addition of current

topics and more guest speakers from industry. While guests are on campus for programs at the Center for Food and Agricultural business or are participating in class projects, they have contributed video interviews to capture examples that can be used in class and for sales education in other venues. As a result of these efforts, students report that the course material is more interactive, more accessible and impacts them beyond the classroom.

5. Special Activities that Have Contributed to Teaching Effectiveness.

Dr. Downey attended portions of the College Teaching Workshop *Series 1: Basics of Teaching* in the fall of 2000. He has also taken advantage of mentoring by experienced faculty specifically for large classroom lecture issues. In the spring of 2008, Dr. Downey participated in “Best Practices for Sales Education” at the National Conference in Sales management, Dallas Texas. Dr. Downey has also served as a member of the College of Agriculture Critical Thinking Community, which meets periodically to discuss issues relating to the inclusion of critical thinking in the classroom.

6. Teaching Related Grants

Current Grants:

1.	Agency/Title of Grant:	Hormel
2.	Duration of Funding:	2007-2009
3.	Total Amount of Award:	\$3,000
4.	Role:	Instructor
5.	Responsibility:	\$3,000

Past Grants

1.	Agency/Title of Grant:	Harvestland
2.	Duration of Funding:	2007-2008
3.	Total Amount of Award:	\$1,000
4.	Role:	Instructor
5.	Responsibility:	\$1,000

1.	Agency/Title of Grant:	ABG
2.	Duration of Funding:	2007-2008
3.	Total Amount of Award:	\$1,000
4.	Role:	Instructor
5.	Responsibility:	\$1,000

1.	Agency/Title of Grant:	Monsanto
2.	Duration of Funding:	2007-2008
3.	Total Amount of Award:	\$1,000
4.	Role:	Instructor
5.	Responsibility:	\$1,000

1.	Agency/Title of Grant:	Bruce Bye
2.	Duration of Funding:	2007-2008
3.	Total Amount of Award:	\$1,000
4.	Role:	Instructor
5.	Responsibility:	\$1,000

1.	Agency/Title of Grant:	Mid-America NAMA
2.	Duration of Funding:	2007-2008
3.	Total Amount of Award:	\$1,000
4.	Role:	Instructor
5.	Responsibility:	\$1,000

1.	Agency/Title of Grant:	Farm World
2.	Duration of Funding:	2007-2008
3.	Total Amount of Award:	\$250
4.	Role:	Instructor
5.	Responsibility:	\$250

8. Recognition Received from Students and Evidence of Impact on Students

Dr. Downey has received several anecdotal responses from students regarding the impact his courses have had on their futures. At least four students have changed their degree option to the sales program following discussions with Dr. Downey as a measurable indicator of the impact of his interaction with them. In 2008, Dr. Downey was an invited faculty guest by the recipient of the Selling and Sales Management Outstanding Senior Award. Dr. Downey has also worked with a donor to provide a one-time award for two sales students in the amount of \$2,000, the Gauche Sales Excellence Award.

9. Other Teaching Related Activities

2000-2002	Advisor, American Advertising Federation, Purdue Student Chapter
2005-2007	Leadership Development Certificate Program Leadership Coach.
2007-present	Advisor, Pi Sigma Epsilon
2008	Advisor, National AgriMarketing Association Competition Team Team competed to semi-final round
2008	Dean of Students Advisor Orientation, Participant
2008-present	Member, College of Agriculture Critical Thinking Community

10. Research Related to Teaching

Dr. Downey has collected data for a study on the learning implications of online versus classroom assessments. He is currently coordinating leading research activities that consider agri-sales education in US colleges and universities, work preferences of millennial students, and cheating.

11. Teaching Philosophy

Dr. Downey's teaching philosophy reflects the factors that guide interaction with students inside the classroom and outside of it.

Students learn best when they understand the applicability of classroom content to their lives today, while being encouraged to envision its applicability to their career and personal situations in the

future. This means teachers must make an effort to listen to students, to understand their challenges, and to intentionally seek out their feedback about ways to engage them. Creativity in discussion and lecture, the use of multi-media, guest speakers, and the inclusion of peer presenters are all teaching approaches in keeping with this philosophy.

Students should be treated as the professionals they aspire to be, for when they are supported they are capable of high levels of achievement. Expectations for their performance should be high, clearly communicated, and consequential. Consistent with establishing trust in relationships with customers, students should be held to high standards of honor and ethics.

High standards must go hand-in-hand with high levels of support. Teachers must be vigilant and firm, as well as understanding and accessible. This means encouraging and initiating discussions about challenges inside and outside of the classroom. Particularly in large classrooms, every effort must be made to lessen the distance between the front of the classroom and the back in order to encourage personal interaction between student and teacher.

Understanding course concepts requires structure and experience. Many students come to study sales and marketing with significant exposure to the activities in which professionals engage in these fields, sometimes formally, sometimes informally. Connecting classroom concepts to these experiences can help students better understand the implications of classroom learning. Providing opportunities for students to interact with career professionals in a structured way as they observe concepts in action can facilitate learning of key points in a way that surpasses learning from a traditional classroom lecture alone.

Peer leadership and teamwork enhance the learning experience of students. Each student should be given opportunities to engage in leadership activities and should be able to work in teams to solve problems and accomplish tasks. These behaviors and experiences are necessary in most businesses. The preparation required for students to teach one another is higher than the preparation required for passive learning. As a result, students placed in a position to teach peers generally engage at a higher level, and enhance their own learning in the process of preparing.

Clear communication is necessary for a positive student learning experiences and for successful career progression for graduates. Communicating ideas effectively in a professional setting is different than informal communications between friends. Business writing, developing persuasive presentation of ideas in verbal settings, and basic grammar are all components of clear communication. These should be evaluated at each opportunity. Additionally, classroom assignments should mirror their equivalent professional business communications where possible. For example, in a sales course, an assignment to write a paper about a sales call the student observed is not as meaningful as writing a “call report” that would typically be submitted to a sales manager in business.

Finally, real learning often takes place through personal interactions between people. Seeking out opportunities to interact with students informally – with an open door or even during seemingly inconsequential moments such as a conversation in an elevator – can change the nature of the relationship. While classroom concepts are important, just as important are the roles teachers play in helping learners prepare for their futures. Exposing students to presenters from a diverse range of backgrounds, cultures, and genders, who model professional success while leading discussions around how course content may be applied, provides students with experiences that last beyond the classroom. When students recognize that their teachers are passionate not only about their subject matter, but about helping others access and use it in their lives outside of class, they often respond in kind. I hope to instill this passion in the students with whom I interact

SECTION B. DISCOVERY

1. Current Research Program

Dr. Downey's primary research interests have been in the understanding of interactions between salespeople and ruralpolitan residents who range between commercial farm production businesses and country lifestyle enthusiasts. Teaching business-to-business selling, it is a constant surprise, each semester, to hear Ag students ask whether farming is considered a business. This question is not without consequence. In conversation, many agribusiness sales professionals admit to struggling with how to adapt their work approach to more businesslike producers or more consumer-like ruralpolitan buyers. The differences between business and consumer buyers and whether or not those differences matter for marketers has been the subject of some debate in the marketing literature as well (Brennan, 2004; Coviello and Brodie, 2001; Fern and Brown, 1984; Hite and Bellizzi, 1985; and Webster, 1978). Understanding whether buyers would prefer to be treated as businesses or consumers, whether they would prefer to interact with salespeople who use relational or transactional sales approaches, provides guidance to agribusinesses and potentially better solutions – products, services, and information – to producers, while furthering understanding of some of the differences between consumer and industrial marketing for academicians.

Other research projects currently underway include a study which looks at the relationships between investment in staff and return on assets, another which looks at the buying behavior of large farmers, and several case studies on the Portuguese small farm food producers co-authored with Dr. Filipe Rivera.

2. Published Work

Reimer, A., Downey, W. S., and Akridge, J. T. "Market segmentation practices of retail crop input firms." *International Food and Agribusiness Marketing Review*, 12(1), 67-100.

Conference Proceedings of Selected and Presented Papers:

Downey, W. S. "Planning to be a millionaire." Presented at the Association of Financial Planning and Counseling Education (in absentia), Savannah, GA, November, 2003.

3. Dissertation

Downey, W. S. "Preferences for relationships with salespeople: Profit intention in the context of ruralpolitan buyers." Ph.D. Dissertation, Purdue University, West Lafayette, IN. July, 2007.

4. Involvement in Graduate Program

<i>MSMBA Capstone Project Advisor</i>	<i>Graduation Date</i>
Daniel Liebfried Project: AMS Growth Initiative for Dealer Development (Unpublished)	8/06
Cammie L. Johnson Project: Segmentation of Decision Makers in United States Pork Powerhouses (Unpublished)	8/07
Neil Stadlman Project: Initiation of an E-Learning Platform in Conjunction with 360 Engagement Criteria (Unpublished)	8/07

Andy Karl 8/08
Project: Value Analysis of Business Alignment Agreement Spending (Unpublished)

Ryan Kruger 8/08
Project: The Need for Dealership Product Consultants (Unpublished)

Joe Terrible 8/09 (Exp)
Project: Segmenting the Central Valley Dairy Market

G. Thomas Hooper 8/09 (Exp)
Project: Using Sales Performance to Inform Hiring Practices

Master of Science in Technology, Committee Member ***Graduation Date***

Arthur J. Remnet 5/09
Project: Knowledge Transfer and Social Networking: Usage in the Financial Community

Master of Science in Agricultural Economics, Advisor ***Graduation Date***

Amanda Mize 8/09 (Exp)
Project: Return on Investment in Training for Sales People

5. Outside Support Related to Discovery

Past Grants:

1. Agency/Title of Grant:	Deere Premier Dealer Needs Assessment
2. Duration of Funding:	2003-2004
3. Total Amount of Award:	\$5,000
4. Role:	Project Manager
5. Responsibility:	\$5,000

1. Agency/Title of Grant:	Deere Used Equipment Training Needs Assessment
2. Duration of Funding:	2004-2005
3. Total Amount of Award:	\$10,000
4. Role:	PI, Project Manager
5. Responsibility:	\$10,000

1. Agency/Title of Grant:	Harvest Land Cooperative Customer Satisfaction Assessment
2. Duration of Funding:	2007-2008
3. Total Amount of Award:	\$2,500
4. Role:	Project Manager
5. Responsibility:	\$2,500

1. Agency/Title of Grant:	Harvest Land Cooperative – Role of Information in Commodity Energy Sales
2. Duration of Funding:	2009-2010
3. Total Amount of Award:	\$25,000
4. Role:	Project Manager
5. Responsibility:	\$25,000

6. Other Activities Contributing to Research Effectiveness

2006 CITI Human Subjects Research On-Line Course Training Certification

2008 Fall Research Orientation, Program Participant

SECTION C. ENGAGEMENT

1. Current Extension and Outreach Programs

Dr. Downey’s extension and outreach program is targeted toward assisting agribusiness sales and marketing professionals improve their ability to serve customers. His programs emphasize the necessity of acting intentionally in the marketplace through researching customers, competitors, and market environments, analyzing the information obtained, and crafting and implementing strategies and action plans for deepening targeted prospective customer relationships as a result. He has worked with private companies on campus as well as general audiences. He has developed and delivered programs in Russia, Indiana, Illinois, Ohio and Texas.

A. Professional Selling

Dr. Downey has developed several programs for industry groups or companies who seek to develop the skills of their sales staff. Company managers and sales staff are involved in discussions to identify the specific needs of their groups. Each program differs based on conversations with the organizations involved. Participants are typically provided pre-workshop activities that ask them to analyze their market area. Once on campus, they receive a binder of presentation materials and activities that will help them build a strategy for selling to a specifically targeted customer. The resulting plans and workshop materials provide an implementable template for working with other producers in the participants’ market areas. Approximately 315 participants have attended these workshops, representing eight individual companies and one industry group.

B. Precision Selling

The Precision Selling program has been offered in some form since 2004. It was developed and taught by Dr. Scott Downey in conjunction with Dr. Dave Downey in response to the growingly sophisticated approaches required of agribusiness sales professionals in order to serve ever more complex producers. Precision Selling, also titled, Key Account Management, places special attention on developing mutually profitable targeted key relationships. The basic teaching process of Precision Selling is similar to that of professional selling workshops, where participants create an implementable template during the program; but, in Precision Selling, the template is richer in detail, with more attention given to the management processes associated with developing relationships with large, complex customers through teams. This requires more emphasis on strategy and more sophisticated planning structures that include communication. This program has had 113 participants through a combination of five public offerings and three programs for individual firms, including a uniquely delivered distance version of the program for a seed company based in Arizona.

Dr. Downey has created a three part applied model of the precision selling program. In the first module, participants focus on processes relating to discovering customer needs and strategic action plans. In the second, inter-module period, Dr. Downey works individually with learners to provide feedback on their interpretation of module 1 learning as it is applied with customers in the field. In the third module, participants focus on utilizing discovered customer understanding in order to create or tailor value. There have been more than 125 learners in this program model in three companies over the last year.

C. Sales Management

The program for sales management developed and taught by Dr. Scott Downey and Dr. Dave Downey has attracted nearly 130 participants since inception in 2001. The Sales Management program is designed as a forum, with veteran and novice sales managers bringing their own experiences to share with others in the group. Leveraging Dr. Downey's sales management experience to facilitate discussions, the program utilizes several situational scenarios as teaching tools. Effort is made to draw from current research and business literature to provide participants with a framework for their peer learning experience on campus. Topics include creating a desirable organizational culture, leadership, selecting and rewarding people, measuring outcomes, and coaching. Participants are presented with relational sales methods and tools for implementing these methods on their teams. Special guests have included former national sales executives, and coaches from men's basketball and rowing at Purdue. In addition, this program area has been extended into a joint engagement program with the Department of Consumer Sciences and Retailing for 37 participants from National Oilwell Varco over the last year.

D. General Marketing

Dr. Downey's general marketing program has included developing current issues oriented programs for individual companies and presenting core marketing concepts for visiting students from peer universities in other parts of the world. Dr. Downey led development of four two-day, issues focused National Conferences for Agribusiness. The conferences were presented by Purdue faculty and included academic and company speakers from all over the United States. More than 500 people have attended these conferences. Additionally, Dr. Downey co-developed three marketing forums for retail executives. The Retail Marketing Executive Forums were developed with the needs of general managers of agricultural retail operations as the core audience. Each of these programs attracted 20-30 leaders of the nation's largest independent and cooperative ag retail organizations. Faculty from various parts of the department combined with content experts from industry to present topics like ag policy, logistics, leadership, finance, and market development. Finally, Dr. Downey has completed research tours with five food manufacturing firms in Portugal in preparation for developing a series of week-long advanced marketing seminars to be held in Portugal in 2009.

E. Business Planning for Agricultural Retailers

Dr. Downey has worked with cooperative retail locations to create a template for working with the leaders of local agricultural retail organizations to develop metrics for evaluating successful retail locations. This model is predicated on the requirement for excellence in operational and sales components of each site. In this model, Dr. Downey facilitates discussion with organization leaders to determine the categories of measures for ideal management of a facility to create a "dashboard." This process is then replicated with location managers in order to determine the specific activities that influence each of the dashboard metrics. Finally, using the established metrics, location sales and operational teams evaluate performance of their location with input from customers. These results are then analyzed in order to prioritize resources in order to increase performance on targeted metrics through specific action plans. Forty-six location managers and their leadership have participated in this program to date, co-facilitated with Dr. David Downey.

2. Instructional Responsibilities in Continuing Education Courses, Conferences, Workshops and Meetings

A. Directed, Co-Directed, and Co-Planned Conferences and Workshops

Dr. Downey's primary role in the Center for Food and Agricultural Business has been to develop and teach continuing education programs for agribusiness professionals. Toward that end there have been continuing education courses, conferences, workshops and meetings (hereafter referred to as Programs) that Dr. Downey has planned and managed, but not presented, and programs which he has planned, managed, and presented. These sections are included below.

Programs Planned and Managed

Program Title	Location	Date	Audience	Evaluation¹	Role
Nat'l Conf. -- Selling Redefined: Innovative Sales Strategies for a Virtual World	W. Lafayette, IN	2001 January	129	4.25	Planner
Nat'l Conf. -- Fast Ag: Balancing Speed with Quality in a Changing Environment	W. Lafayette, IN	2001 November	67	3.99	Planner
Market Planning for Field Marketers	W. Lafayette, IN	2002 September	22	4.52	Planner
Strategic Agri Marketing (Annual Event)	W. Lafayette, IN	2002-2005	121	4.59	Planner
Principles of Agrimarketing	Online	2004 January	11	4.25	Planner
Financial Decision Making for Field Managers – John Deere (Multi-Session)	W. Lafayette, IN	2005-2006	212	4.67	Planner

³Rating scores are: 5=Excellent, 4=Good, 3=Fair, 2=Poor, and 1=Very Poor.

Programs Planned, Managed, and Presented

Program Title	Location	Date	Audience	Evaluation Program (Presenter)	Content/Role
Field Marketing: A Sales Strategy -- Agrilabs	W. Lafayette, IN	2001 August	32	4.40 ²	Sales/Planner

Managing Field Marketers: Sales Management and Coaching	W. Lafayette, IN	2001 December	10	4.30 ²	Sales Management/Planner
Current Issues --Dow Agro Science	W. Lafayette, IN	2002 May	29	4.09 (4.26)	Marketing/Planner
Charge: Leading Your Team, Maximizing Sales Opportunities	W. Lafayette, IN	2003 June	29	4.30 (4.43)	Sales Management/Planner
Creating Wealth by Building a Profitable Seed Dealership – Campbell Seed	Indianapolis, IN	2003 July	Apr. 50	Unrated (Unrated)	Professional Selling/Planner
National Conference for Agribusiness: Serving Commercial Producers – Meeting Needs, Adding Value	W. Lafayette, IN	2003 November	200	4.16 (Unrated)	Professional Selling/Planner
Should We or Shouldn't We – Mid America Cooperative Council	Maumee, OH and Indianapolis, IN	2004 January	Apr. 35	Unrated (Unrated)	Finance/Planner
Premier Dealer Pilot Program – John Deere	W. Lafayette, IN	2004 January	23	4.56 (4.53)	Current Issues/Planner
Applied Professional Selling -- UPI	W. Lafayette, IN	2004 February	34	4.29 (4.59)	Professional Selling/Planner
Retail Marketing Executive Forum	Indianapolis, IN	2004 June	34	4.42 (3.59)	Professional Selling/Planner
Sales Management Forum	W. Lafayette, IN	2004 June	18	4.50 (4.06)	Sales Management/Planner
Key Account Management	W. Lafayette, IN	2004 August	24	4.29 (4.38)	Precision Selling/Planner
Creating Customer Value: A Field Marketing Approach – Sponsored by Bayer Crop Sciences	W. Lafayette, IN	2005 January	8	Unrated (Unrated)	Professional Selling/Planner

Domestic Programs Planned, Managed, and Personally (Continued)

Program Title	Location	Date	Audience	Evaluation Program (Presenter)	Content/Role
Agribusiness Sales Management Forum	W. Lafayette, IN	2005 June	22	4.52 (4.33)	Sales Management/Planner
Achieving Sales Excellence – Campbell Seed	Indianapolis, IN	2005 June	20	Unrated (Unrated)	Professional Selling/Planner
Key Account Management	Indianapolis, IN	2005 July	21	4.33 (4.18)	Precision Selling/Planner
Yield Pro Sales Meeting -- Harvestland	Farmland, IN	2005 July	30	Unrated (Unrated)	Sales/Planner
National Conference for Agribusiness – Focused Agriselling: A Quest for Profitable Relationships	W. Lafayette, IN	2005 November	138	4.03 (3.55)	Sales/Planner
Field Marketing for Parts and Service Personnel – John Deere	Lenexa, KS and W. Lafayette, IN	2006 January	30	4.77 (5.00)	Sales/Planner
Building Relationship Value - ADM	Decatur, IL and W. Lafayette, IN	2006 March	60	Unrated (Unrated)	Sales/Planner
Sales Management and Leadership	W. Lafayette, IN	2006 June	25	4.46 (4.58)	Sales Management/Planner
Taking it to the Next Level – Harvestland	Farmland, IN	2006 July-August	50	Unrated (Unrated)	Sales/Planner
Key Account Management – Keithly Williams Seeds	Yuma, AZ and Online	2006 July	18	Unrated (Unrated)	Precision Selling/Planner
Precision Selling – Building Relationships with Large Farmers	W. Lafayette, IN	2006 July	28	4.58 (4.21)	Precision Selling/Planner

Domestic Programs Planned, Managed, and Presented (Continued)

Program Title	Location	Date	Audience	Evaluation Program (Presenter)	Content/Role
Focusing in the field: Developing co-created value for customer farmers -- Bunge	W. Lafayette, IN	2007 March	30	4.53 (4.78)	Sales/Planner
The DMI Large Herd Dairy Producer Relationship Development Effort: Adding Value through Defined Service and Knowledge Gaps – Dairy Management	Rosemont, IL and online	2007 May-December	35	3.77 (3.84)	Precision Selling/Planner
Sales Management and Leadership	W. Lafayette, IN	2007 June	36	4.54 (4.53)	Sales Management/Planner
Precision Selling	W. Lafayette, IN	2007 July	39	4.51 (4.60)	Precision Selling/Planner
Why YieldPro: Offering Services versus Developing Brand -- Harvestland	Richmond, IN	2007 July-August	70	Unrated	Sales/Planner
The NOV-Purdue Sales Management Program: Building World Class Capabilities – National Oilwell Varco	Houston, TX	2007 August	37		Sales Management/Planner
Building Intentional Relationships – Consolidated Grain and Barge	W. Lafayette, IN	2007 March	22	4.05 (4.44)	Precision Selling/Planner
Precision Selling: Building Relationships with Large Growers – Bayer Crop Science	W. Lafayette, IN	2007 September-October	79	4.47 (4.70)	Precision Selling/Planner

¹ Rating scores are: 5=Excellent, 4=Good, 3=Fair, 2=Poor, and 1=Very Poor.

² Individual ratings were not retained at this time.

B. Presentations at Programs

- Downey, W. S. "Selling Redefined, Innovative Sales Strategies for a Virtual World," Presented at Mid America Ag Show, Indianapolis, IN, January, 2002. (Unrated).
- Downey, W. D. and Downey, W. S. "Key Account Strategic Relationship Management." Presented three day program for Syngenta Seeds Inc. Vegetables NAFTA at Purdue University, West Lafayette, IN, March, 2002. (4.35/5.00).
- Downey, W. S. "The Future of Agri Selling." Presented to Deere Training Advisory Council, Lenexa, KS, March, 2002. (Unrated).
- Downey, W. S. "Premier Dealer Needs Assessment." Presented to Deere Training Advisory Council, Columbus, OH, August, 2002. (Unrated).
- Downey, W. S. "Branding." Presented session at Wageningen Business School International Residency at Purdue University, West Lafayette, IN, September, 2003. (Unrated).
- Akridge, J. T. and Downey, W. S. "Key Account Management." Presented sessions at Farm Credit Services, "Managing Key Customer Accounts" at Purdue University, West Lafayette, IN, September 2003 (4.53/5.00).
- Alexander, C., Bowman, D., Downey, W. S., and Wilson, C. "Interview with Chip Donahue, Brandt Consolidated," as part of "Reconfiguring the Value Bundle: Products? Services? Information?" Presented session at 2003 National Conference for Agribusiness, at Purdue University, West Lafayette, IN, November, 2003. (Unrated).
- Downey, W. S. "Key Account Management." Presented session at ASTA Management Academy XVII, at Purdue University, West Lafayette, IN, March, 2004. (4.14/5.00).
- Downey, W. S. "Customer Service and Sales." Presented to the Indiana Wine Growers Association, Valparaiso, IN, April, 2004. (Unrated).
- Downey, W. S. "Putting Together the Pieces." Program facilitation for Customer Relationship Management Debrief for FMC, at Purdue University, West Lafayette, IN, June, 2004. (Unrated).
- Downey, W. S. "Needs Analysis for Used Equipment Management." Presented to Deere Training Advisory Council, Shawnee Mounds, KS, July, 2004. (Unrated).
- Downey, W. S. "Setting the Stage for Key Account Management" and "Key Account Management." Presented sessions at "Understanding Key Customer Accounts Workshop" for Farm Credit Services, at Purdue University, West Lafayette, IN, September, 2004. (Unrated).
- Downey, W. S. "Key Account Marketing." Presented session for Mid-America National Agri Marketing Association, webinar, December, 2004. (Unrated).
- Downey, W. S. "Communicating Value." Presented session at Planning Retreat for CoAg-Scott Co-op, sponsored by Syngenta, at Purdue University, West Lafayette, IN, January, 2005. (Unrated).

- Downey, W. S. "Sales Management." Presented session at "Growing Excellence" for Royster-Clark, Purdue University, West Lafayette, IN, February, 2005. (4.44/5.00).
- Downey, W. S. "Communicating Value: The Art of Selling" at 3rd Annual EICP Alumni meeting, Louisville, KY, March, 2005. (4.44/5.00).
- Downey, W. S. "Key Account Management." Presented session at ASTA Management Academy XVIII, at Purdue University, West Lafayette, IN, March, 2005. (4.08/5.00).
- Downey, W. S. "Creating Customer Value: A Field Marketing Approach." Presented two day program for Maine Potato Growers, Sponsored by Bayer Crop Sciences at Purdue University, West Lafayette, IN, April, 2005 (5.00/5.00).
- Downey, W. S. "Key Account Management : An Example." Presented session for Pioneer Mini-Institute at Purdue University, West Lafayette, IN, April, 2005. (4.40/5.00).
- Downey, W. S. "Sales and Marketing Management." Presented sessions for Royster-Clark at Purdue University, West Lafayette, IN, December, 2005 (4.13/5.00).
- Downey, W. S. Facilitated one day "P3" Session for ALPS3 between Syngenta and Helena teams. Des Moines, IA, January, 2006. (Unrated).
- Downey, W. S. "Key Account Management." Presented session at Agrilience Winter Sales Meeting, Indianapolis, IN, February, 2006. (Unrated).
- Downey, W. S. "Key Account Management." Presented session for Pioneer at Purdue University, West Lafayette, IN, March, 2006. (4.53/5.00).
- Downey, W. S. "Key Account Management." Presented session for ASTA Management Academy at Purdue University, West Lafayette, IN, March, 2006. (4.16/5.00).
- Downey, W. S. "Implementing Co-Created Value Strategies." Presented session for CGB at Purdue University, West Lafayette, IN, April, 2006. (3.77/5.00).
- Downey, W. S. "Market Planning for Extension Educators." Presented one day session at 2006 UW-Extension FARM Program Team Annual Meeting, Marshfield, WI, May 2006. (Unrated).
- Downey, W. S., Lorenz, R. and Wright, J. "Multi-Location Management Strategies: A Dialogue with a Peer Industry." Presented session at Retail Executive Management Forum, Indianapolis, IN, May, 2006. (4.11/5.00).
- Downey, W. S. "Leveraging Brand Value – What it Means for the Large Producer." Presented session for Case IH at Purdue University, West Lafayette, IN, May, 2006. (4.54/5.00).
- Anderson, D. and Downey, W. S. "Inside the Thoughts of the Commercial Producer." Presented session for Case IH at Purdue University, West Lafayette, IN, May, 2006. (4.85/5.00).
- Downey, W. D. and Downey, W. S. "Roles and Responsibilities of Sales Directors in the Successful Implementation of Field Marketing." Presented one-day session for Case IH Directors of Regional Selling, Racine, WI, July, 2006. (Unrated).

- Downey, W. S. "Precision Selling." Presented session for ASTA Management Academy 20, West Lafayette, IN, March, 2007. (4.57/5.00).
- Downey, W. S. "Rethinking service strategies: Innovations that drive profits." Presented session at the two-day National Conference for Agribusiness at Purdue University, West Lafayette, IN, November, 2007. (4.16/5.00).
- Downey, W. S. "Ruralpolitan Preferences for Sales Relationships." Presented session at the Rural Lifestyle Farming Conference at Kansas City, KS. November, 2007. (Unrated).
- Downey, W. S. "Precision Selling." Presented session at American Seed Trade Association Management Academy at Purdue University, West Lafayette, IN, February, 2008. (4.47/5.00).
- Downey, W. S. "Leading the Marketing Effort." Presented session at "GSI: Empowering Future Leaders through Management Development" at Purdue University, West Lafayette, IN, March 2008. (4.65/5.00).
- Widdows, R., Liu, S., Downey, W. S., and Schetzslle, S. "Developing World Class Sales Managers." Week-long program for National Oilwell Varco presented at Purdue University, West Lafayette, IN, March, 2008. (4.64/5.00).
- Downey, W. S. "Leading the Marketing Effort." Presented session at "GSI: Dealer Business Planning Process" at Purdue University, West Lafayette, IN, April, 2008. (4.67/5.00).
- Downey, W. S. "Focusing in the Field: Developing Co-Created Value." Series of three two-day sessions presented for Bunge at Purdue University, West Lafayette, IN, April, 2008. (4.26/5.00).
- Downey, W. D. and Downey, W. S. "Building Value through Intentional Business Relationships – Part 1." Presented two-day program sessions for Consolidated Grain and Barge at Purdue University, West Lafayette, IN, March, 2008. (4.80/5.00).
- Downey, W. D. and Downey, W. S. "Building Value through Intentional Business Relationships – Part 2." Presented two-day program sessions for Consolidated Grain and Barge at Purdue University, West Lafayette, IN, April, 2008. (4.75/5.00).
- Wong, S. and Downey, W. S. "What Retailers Can Learn from Professional Gambling." Presented session at Retail Executive Management Forum at Purdue University, Indianapolis, IN, June, 2008. (4.19/5.00).
- Downey, W. D. and Downey, W. S. "Sales Management and Leadership" Two-day, open enrollment program at Purdue University, West Lafayette, IN, June, 2008. (4.73/5.00).
- Downey, W. S. "Key Account Management." Presented sessions on three days at Understanding Key Customer Accounts for Farm Credit Services of MidAmerica at Purdue University, West Lafayette, IN, June, 2008. (4.56/5.00).
- Downey, W. D. and Downey, W. S. "Marketing, Financial Analysis, and Precision Selling." Presented sessions for Beck's Seeds at Purdue University, West Lafayette, IN, July, 2008. (4.50/5.00).
- Downey, W. D., Downey, W. S., and Jones-Bliss, B. "Developing the Dashboard." Half-day leadership session for Harvestland Cooperative at Purdue University, West Lafayette, IN, July, 2008. (Unrated)

- Downey, W. D. and Downey, W. S. "Precision Selling" Two-day, open enrollment program at Purdue University, West Lafayette, IN, July, 2008. (4.90/5.00).
- Downey, W. D., and Downey, W. S. "Preparing to Fly." One-day planning session for Harvestland Cooperative Ag Center Managers in Richmond, IN, July, 2008. (Unrated)
- Downey, W. S. "Preparing to Fly." One day planning session for Harvestland Cooperative Energy Team in Richmond, IN, July, 2008. (Unrated)
- Downey, W. D. and Downey, W. S. "Creating a Flight Plan." Two one-day planning sessions for Harvestland Ag Center Teams in Richmond, IN, August, 2008. (Unrated).
- Downey, W. D. and Downey, W. S. "Precision Selling." Second of two, two-day, open enrollment programs at Purdue University, West Lafayette, IN, August, 2008. (4.75/5.00).
- Downey, W. D. and Downey, W. S. "Precision Selling: Building Relationships with Large Dairy Businesses." Two day session for Church and Dwight at Purdue University, West Lafayette, IN, September, 2008 (4.80/5.00).
- Downey, W. D. and Downey, W. S. "Precision Selling: Building Relationships with Large Farmers." Two day program for Willard Agri-Service at Purdue University, West Lafayette, IN, September, 2008. (4.48/5.00).
- Downey, W. S. "Ruralpolitans." Presentation to Indiana Extension to CSR Extension Educators at Purdue University, West Lafayette, IN, October, 2008. (Unrated).
- Downey, W. S. "Credit for Credit." Presentation to Mid America Cooperative Council members at Indianapolis, IN, October, 2008. (4.48/5.00).
- Downey, W. S. and Gray, A. "Large Commercial Producers." Webinar presented to consortium partner from Purdue University, Online, November, 2008. (Unrated).
- Downey, W. S. "Delivering on the Promise through People." Presentation at National Conference for Agribusiness at Purdue University, West Lafayette, IN, November, 2008. (4.55/5.00).
- Downey, W. S. "Precision Selling Large Growers." Presentation at the American Retailing Association Leadership Academy at Purdue University, West Lafayette, IN February, 2009. (Rating not yet available).
- Downey, W. S. "Building Blocks of Co-Created Value." Webinar presented to Growmark from Purdue University, Online, February, 2009. (Unrated).
- Downey, W. S. "Demystifying Large Farms." Webinar presented to Growmark from Purdue University, Online, February, 2009. (Unrated).
- Downey, W. S. "Sales and Marketing: Creating and Communicating Value." Presentation to the American Seed Trade Association Management Academy at Purdue University, West Lafayette, IN, March, 2009. (4.53/5.00).
- Downey, W. S. and Schetzslle, S. "Global Account Presentations." Facilitated webinar for National Oilwell Varco from Purdue University, Online, March, 2009. (Unrated).

Downey, W. S. "Marketing and Segmentation." Presentation at the Land O' Lakes Executive Agribusiness Program at Purdue University, West Lafayette, IN March, 2009. (4.06/5.00).

3. Trade Press Publications

Downey, W. S. 2004. "Coaching by sitting around." *Seed World*, 142(3), 9-10.

Downey, W. S. 2004. "Selling to key customers." *Agri Marketing*, 42(5), 38-39.

Downey, W. S. 2004. "Winning the coaching war." *Agri Marketing*, 42(1), 56-57.

Downey, W. S. 2005. "Relationship management: Planning vs. persuading." *Agri Marketing*, 43(1), 32-33.

Downey, W. S. 2005. "Asking the right questions." *Agri Marketing*, 43(4), 34-35.

Downey, W. S. 2005. "Loyal customers, loyal sellers." *Seed World*, 143(8), 24-25.

Downey, W. S. 2006. "Leading the armed and stinky." *Agri Marketing*, 44(3), 35-36.

Downey, W. S. 2006. "Measuring the message." *Seed World*, 144(6), 16-19.

Downey, W. S. 2006. "Precision selling and the golden rule." *Agri Marketing*, 44(5), 21.

Downey, W. S. 2007. "Service calls: The value of non-selling activity." *Agri Marketing*, 45(2), 52.

Downey, W. D. and Downey, W. S. 2007. "Managing Your Second Season." *Agri Marketing*, 45(4), 16.

Downey, W. S. and Gunderson, M. A. 2007. "Service: How Do You Get Paid For It." *Agri Marketing*, 45(7), 13.

Downey, W. S. 2008. "Strategies for Opportunity." *Agri Marketing*, 46(6), 52.

Downey, W. S. 2008. "Understanding the Buying Preferences of Ruralpolitans." *Rural Lifestyle Dealer*, 2(2), 30-36.

Downey, W. S. 2008. Large Farmers: A Different Segment." *Agri Marketing*, 46(8), 61.

4. Press Related to Extension Programs

Fuller, A. (2003). "Agribusiness Professionals Attend Conference." *TV18*. local news interview about National Conference.

Muirhead, S. (2005). "Profit Must be Focus of Agri-selling Effort." *Feedstuffs*, November 28, 2005, p. 3. Article related to National Conference for Agribusiness.

Berg, L. (2006) "Precision Selling Seminar Can Help Producers Market To Large Farms." *E-Hay Weekly*. Article related to Precision Selling conference.

Stewart, J. (2006). "Center to offer computer-based education." *Ag Day*. News interview about Marketing to Farm Business online course.

Parnell, R. (2007). "Sales, goodwill built on the road." *Agrimarketing*, 45(7),58-59.

Schrimpf, P. (2007). "Two tech giants may converge: Now what?" *PrecisionAg*, February 7, 2008.

Tavares, M. F. (2008). "Uma crise alimentar." *TVi and TVI*, National News Coverage in Portugal, May 5, 2008.

Bopp, S. (2009). "Solutions, Not Just Sales." Syngenta Thrive, (in press).

5. Grant Activities and Outside Support

Past Grants:

1. Agency/Title of Grant:	National Conference for Agribusiness -- Selling Redefined: Innovative Sales Strategies for a Virtual World
2. Duration of Funding:	2001-2002
3. Total Amount of Award:	\$86,035
4. Role:	Project Manager
5. Responsibility:	\$10,180

1. Agency/Title of Grant:	AgriLabs/Field Marketing: A Sales Strategy for the 21 st Century
2. Duration of Funding:	2001-2002
3. Total Amount of Award:	\$33,400
4. Role:	Co-PI, Project Manager
5. Responsibility:	\$18,037

1. Agency/Title of Grant:	National Conference for Agribusiness --Fast Ag: Balancing Speed with Quality in a Changing Environment
2. Duration of Funding:	2001-2002
3. Total Amount of Award:	\$43,265
4. Role:	Project Manager
5. Responsibility:	\$(30,269)

1. Agency/Title of Grant:	Managing Field Marketers: Sales Management and Coaching for AgriBusiness Field Sales Managers
2. Duration of Funding:	2001-2002
3. Total Amount of Award:	\$18,760
4. Role:	Co-PI, Project Manager
5. Responsibility:	\$1,605

1. Agency/Title of Grant:	Dow Agro Sciences/Current Issues Program
2. Duration of Funding:	2001-2002
3. Total Amount of Award:	\$28,404
4. Role:	Co-PI, Project Manager
5. Responsibility:	\$9,705

1. Agency/Title of Grant: Retail Marketing Executive Forum
2. Duration of Funding: 2002-2004
3. Total Amount of Award: \$123,205
4. Role: Project Manager
5. Responsibility: \$57,533

1. Agency/Title of Grant: Market Planning for Field Marketers
2. Duration of Funding: 2002-2003
3. Total Amount of Award: \$41,878
4. Role: Project Manager
5. Responsibility: \$4,916

1. Agency/Title of Grant: Strategic Agri Marketing
2. Duration of Funding: 2002-2006
3. Total Amount of Award: \$302,405
4. Role: Project Manager
5. Responsibility: \$94,679

1. Agency/Title of Grant: Charge: Leading your Team, Maximizing Sales Opportunity
2. Duration of Funding: 2002-2003
3. Total Amount of Award: \$26,865
4. Role: Co-PI, Project Manager
5. Responsibility: \$7,477

1. Agency/Title of Grant: Campbell Seed/Creating Wealth by Building a Profitable Seed Dealership
2. Duration of Funding: 2003-2004
3. Total Amount of Award: \$2,000
4. Role: Co-PI, Project Manager
5. Responsibility: \$2,000

1. Agency/Title of Grant: National Conference for Agribusiness -- Serving Commercial Producers: Meeting Needs, Adding Value
2. Duration of Funding: 2003-2004
3. Total Amount of Award: \$160,785
4. Role: Project Manager
5. Responsibility: \$62,824

1. Agency/Title of Grant: Mid America Coop Council/Should We or Shouldn't We
2. Duration of Funding: 2003-2004
3. Total Amount of Award: \$10,800
4. Role: Co-PI, Project Manager
5. Responsibility: \$9,500

1. Agency/Title of Grant:	John Deere/Premier Dealer Pilot Program
2. Duration of Funding:	2003-2004
3. Total Amount of Award:	\$30,000
4. Role:	Co-PI, Project Manager
5. Responsibility:	\$17,389

1. Agency/Title of Grant:	Principles of Agrimarketing
2. Duration of Funding:	2003-2004
3. Total Amount of Award:	\$16,445
4. Role:	Project Manager
5. Responsibility:	\$1,292

1. Agency/Title of Grant:	UPI/Applied Professional Selling
2. Duration of Funding:	2003-2004
3. Total Amount of Award:	\$18,000
4. Role:	PI, Project Manager
5. Responsibility:	\$10,415

1. Agency/Title of Grant:	Sales Management Forum
2. Duration of Funding:	2004-2006
3. Total Amount of Award:	\$88,230
4. Role:	Co-PI, Project Manager
5. Responsibility:	\$17,976

1. Agency/Title of Grant:	Key Account Management
2. Duration of Funding:	2004-2005
3. Total Amount of Award:	\$51,185
4. Role:	Co-PI, Project Manager
5. Responsibility:	\$13,620

1. Agency/Title of Grant:	John Deere/Financial Decision Making for Field Managers
2. Duration of Funding:	2005-2006
3. Total Amount of Award:	\$195,000
4. Role:	Project Manager
5. Responsibility:	\$103,651

1. Agency/Title of Grant:	Bayer Crop Sciences/Creating Customer Value: A Field Marketing Approach
2. Duration of Funding:	2005-2006
3. Total Amount of Award:	\$9,500
4. Role:	Co-PI, Project Manager
5. Responsibility:	\$9,500

1. Agency/Title of Grant: Campbell Seed/Achieving Sales Excellence
2. Duration of Funding: 2005-2006
3. Total Amount of Award: \$1,500
4. Role: PI, Project Manager
5. Responsibility: \$1,500

1. Agency/Title of Grant: Harvestland/Yield Pro Sales Meeting
2. Duration of Funding: 2005-2006
3. Total Amount of Award: \$2,314
4. Role: Co-PI, Project Manager
5. Responsibility: \$2,314

1. Agency/Title of Grant: National Conference for Agribusiness – Focused Agriselling: A quest for profitable relationships
2. Duration of Funding: 2005-2006
3. Total Amount of Award: \$91,270
4. Role: Project Manager
5. Responsibility: \$30,216

1. Agency/Title of Grant: John Deere/Field Marketing for Parts and Service Personnel
2. Duration of Funding: 2005-2006
3. Total Amount of Award: \$25,000
4. Role: Co-PI, Project Manager
5. Responsibility: \$25,000

1. Agency/Title of Grant: ADM/Building Relationship Value
2. Duration of Funding: 2005-2006
3. Total Amount of Award: \$12,000
4. Role: Co-PI, Project Manager
5. Responsibility: \$10,000

1. Agency/Title of Grant: Keithly Williams Seeds/Key Account Management
2. Duration of Funding: 2005-2006
3. Total Amount of Award: \$22,500
4. Role: Co-PI, Project Manager
5. Responsibility: \$14,000

1. Agency/Title of Grant: Precision Selling
2. Duration of Funding: 2005-2006
3. Total Amount of Award: \$36,915
4. Role: Co-PI, Project Manager
5. Responsibility: \$15,000

1. Agency/Title of Grant:	Bunge Focusing in the field
2. Duration of Funding:	2006-2007
3. Total Amount of Award:	\$22,000
4. Role:	PI, Project Manager
5. Responsibility:	\$14,257

1. Agency/Title of Grant:	Harvestland Annual Sales Meeting
2. Duration of Funding:	2006-2007
3. Total Amount of Award:	\$4,500
4. Role:	Co-PI, Project Manager
5. Responsibility:	\$3,000

1. Agency/Title of Grant:	Bunge
2. Duration of Funding:	2007-2008
3. Total Amount of Award:	\$60,000
4. Role:	Co-PI
5. Responsibility:	\$60,000

1. Agency/Title of Grant:	Consolidated Grain and Barge
2. Duration of Funding:	2007-2008
3. Total Amount of Award:	\$114,165
4. Role:	Co-PI
5. Responsibility:	\$114,165

1. Agency/Title of Grant:	National Oilwell Varco
2. Duration of Funding:	2009-2010
3. Total Amount of Award:	\$667,004
4. Role:	Co-PI
5. Responsibility:	\$667,004

1. Agency/Title of Grant:	Growmark
2. Duration of Funding:	2009-2010
3. Total Amount of Award:	\$10,000
4. Role:	PI
5. Responsibility:	\$10,000

6. Other Extension Related Activity

2005-2006 ALPS P3 Advisor (Worked with Channel Management Project).

2008-2009 ALPS P3 Advisor (Worked with Field Force Effectiveness Project Team).

7. Advising, Counseling and Recruiting Students

Dr. Downey has actively recruited several students into the department's sales and marketing option, resulting in the CODO of at least four students into the program and several additional students who have actively considered it. In each case, students have entered from technical disciplines such that the quality of these students has been quite high. Additionally, Dr. Downey has talked with several prospective students regarding the EMBA and MS/MBA programs offered through the department. At least two individuals were admitted to the program.

Dr. Downey presently advises one graduate student. This project considers a financial analytics perspective of marketing efforts of individual employees.

8. Service on University, College, and Departmental Committees

2004-2005	Department of Agricultural Economics CSREES Review Staffing Plan Committee
2007-2008	Department of Agricultural Economics Strategic Planning Undergraduate Programs Subcommittee
2007-2008	Department of Consumer Sciences and Retailing – Sales Faculty Search Committee
2007-2008	Department of Consumer Sciences and Retailing – Department Head Search Committee
2007-present	Member, Minority Recruitment Committee, Department of Agricultural Economics
2007-present	Member, Recruiting and Retention Committee, College of Agriculture
2008-present	Department of Agricultural Economics – Department Head Search Committee
2008-present	Department of Agricultural Economics – Undergraduate Curriculum Alignment Committee
2008-present	College of Agriculture – Critical Thinking Community
2009	Department of Agricultural Economics – Outstanding Student Selection Committee

9. International Programs

Downey, W. S., Downey, L. A. and Wilson, C. “Agribusiness Management Institute for the Seed Sector of Russia – Moscow.” Presented three day long sessions at Timiryazev Agricultural University, Moscow, Russia, August, 2002. (4.95/5.00).

Widdows, R., Liu, S., Downey, S., and Schetzle, S. “Developing World Class Sales Managers.” Week long session in Dubai, UAE, December, 2007 (4.64/5.00).

Downey, W. S. “Co-Created Value: Leveraging your Uniqueness to Reach Targeted Markets.” Presented session at Luziado University, Lisbon, Portugal, May, 2008. (Unrated).

10. Selected Consultancies

Downey, W. S., “Strategic Implications of Working with Ruralpolitans.” Invited sessions for the Association of Agricultural Credit Companies, Minneapolis, MN, October, 2008. (Unrated).

Downey, W. S., “Lifestyle Trends: Opportunities and Approaches for Working with Ruralpolitans.” Invited sessions for Badgerland Financial, Wisconsin Dells, WI, October, 2008. (Unrated).

11. Community Service Activities

Downey, W. S. “Excellent Customer Service.” Presentation to Women in Communication, Lafayette, IN, March, 1992. (Unrated).

- Downey, W. S. "Acquiring New Customers: Using Technology to Open Doors." Presentation to Business Growth Network, Lafayette, IN, July, 2004. (Unrated).
- Downey, W. S. "Marketing at 90 Miles per Hour." Presentation to Lafayette Champions Club, Lafayette, IN, February, 2005. (Unrated).
- Downey, W. S. "PiCture This... Communications in Customer Service." Presentation to Professionals in Communications Club, Lafayette, IN, April, 2005. (Unrated).
- Downey, W. S. "PiCture This... Strategies for Handling Complaints." Presentation to Professionals in Communications Club, Lafayette, IN, September, 2005. (Unrated).
- Downey, W. S. "Competing around the World and Across the Street." Presentation to Business Growth Network, Lafayette, IN, October, 2005. (Unrated).
- Downey, W. S. "A Dance of Love: Relating to Customers." Presentation to Lafayette West Lafayette Chamber of Commerce – Women in Business, Lafayette, IN, April, 2006. (Unrated).
- Downey, W. S. "Growing your business online and offline." Presented session for Business Growth Network, Lafayette, IN, April, 2007. (Unrated).
- Downey, W. S. "Managing key accounts." Presented session for Business Growth Network, Lafayette, IN, October, 2008. (Unrated).