



SPEAKER BIOS

John C. Bernard is professor in the department of applied economics and statistics and the department of economics at the University of Delaware. He received a Bachelor of Arts in Math--Economics and Computer Science from Ithaca College and a Master of Science and Doctor of Philosophy in Agricultural Economics from Cornell University. His main research areas are in consumer knowledge and opinion of, and willingness to pay (WTP) for, local, sustainable natural and organic labeled food and some non-food products using economic experiments. He has published 43 articles, been on over 60 papers presented at professional meetings, and has received grant funding from the United States Department of Agriculture (USDA) and other sources totaling over \$1 million. The USDA Southern Sustainable Agriculture Research and Education Program provided funding for his discussion piece. He teaches classes on food marketing, economics of technology, and research methods: surveys and economic experiments.

Lisa Brines is the National Organic Program's National List Manager within the United States Department of Agriculture



senior director for public policy for American River. A native of Massachusetts, Mr. Fabelo holds a Juris Doctorate from Georgetown University Law Center and lives in Washington, D.C.

Gwendolyn Hustvedt received a PhD in Human Ecology with an emphasis in Textiles and Apparel in 2006 from Kansas State University. Her dissertation research focused on consumers of organic clothing and included a conjoint analysis of interest in small percentage blends. She also conducted work with organic wool consumers about concern for animal welfare while at Kansas State. Since joining Texas State University, where Dr. Hustvedt is an Associate Professor in the School of Family and Consumer Sciences, she has received United States Department of Agriculture and National Science Foundation funding related to consumer economics and sustainability education. She was also provided products and participant incentives by Nike, Inc. to complete a behavioral economics study on consumer willingness to pay for products receiving third party factory inspections. She has been published widely, including in the *Journal of Consumer Research*, where she serves on the Editorial Board.

Angela Jagiello has embraced marketing and public relations roles with many of the leading companies in the organic industry. In her current role as Associate Director of Conference and Product Development at the Organic Trade Association (OTA), she produces organic industry research and conferences, and runs a speaker's bureau. She holds Bachelor of Arts degrees in journalism and English from the University of Alaska, Anchorage, and earned her Master of Business Administration from the University of Alaska, Anchorage.



published behavioral and experimental economics research in _____, _____, the _____ . He received his Bachelor of Science degree in economics and mathematics from Saint Vincent College and his Master of Arts and Doctor of Philosophy degrees in economics from the Ohio State University.

James Kohm is the Associate Director for the Enforcement Division of the Federal Trade Commission's Bureau of Consumer Protection. In that capacity, he oversees enforcement of all consumer protection orders, the Commission's Green Marketing program, Hispanic Initiative, Bankruptcy program, Criminal Liaison Unit, and a myriad of FTC Rules and Guides. Prior to joining the Enforcement Division, Mr. Kohm served as the Bureau's Chief of Staff with responsibility for the Commission's seven regional offices, and as both the Acting Associate Director and an Assistant Director in the FTC's Division of Marketing Practices. Mr. Kohm received his undergraduate degree from the University of Michigan and his Juris Doctor from the Georgetown University Law Center.

Laura Koss is an Assistant Director in the Federal Trade Commission's (FTC) Division of Enforcement. In addition to her extensive work on the Green Guides, Ms. Koss has supervised and worked on a variety of FTC rules, guides, and projects, including the Jewelry Guides, the Labeling Rule, and Made in USA enforcement. She also served as the Coordinator of the Commission's Hispanic Law Enforcement Initiative. Prior to working at the FTC, Ms. Koss was an associate at Crowell & Moring in Washington, D.C. Ms. Koss holds a Bachelor of Arts from Cornell University and a Juris Doctor from Harvard Law School.

Miles McEvoy is the Deputy Administrator of the National Organic Program. (arv)3(ar)10(m dl4(is)12(t)-3.9(ra



government to safety standards for children's toys. More recently, she was director of regulatory affairs at Center for Science in the Public Interest, where she worked on food products. MacCleery graduated Phi Beta Kappa from the University of Virginia in 1994 and earned her law degree from Stanford in 1999.