

Name: Marcy M. Beverly
Title: Associate Professor – Animal Science
Department: Agricultural and Industrial Sciences
College: College of Sciences

Degrees Earned

Ph.D., Animal Science - Texas A&M University, 2001
M.S., Agricultural Business - Sam Houston State University, 1993
B.S., Agricultural Economics - Texas A&M University, 1991

Professional Licensure and Certifications

Designer Genes Technologies, Inc. - Ultrasound and Lab Interpretation Training
FEMA Certification for Large Animal Care during disaster
Anti-terrorism Certification for Agriculture

Peer-Review Publications and Artistic Performances/Exhibitions

Hanagriff, R.D., R. Rhoades, **M.M. Beverly** and K.J. Stutts. 2010. A Comparison of 2007 to 2010 Branded Meat Consumers: Are Consumers Changing and What Product Characteristics Influence Their Buying Decision? *The Business Review*, Cambridge 10 (1): 123-28.

McMillan, M.L., A.N. Bullion, K.J. Stutts, S.F. Kelley, **M.M. Beverly**, and L.A. Rakowitz. 2009. Variables Affecting Final Grade Outcome in Undergraduate Animal Science Courses. *NACTA Journal* 53 (2).

Beverly, M.M., M.H. Lau, K.J. Stutts, and D. Fazarro. 2009. Evaluation of Customer Survey Data to Develop an Effective Marketing Plan for State Parks: A Case Study using the Texas Parks and Wildlife Department State Park Study. *Journal of Business Case Studies* 5 (5): 19.

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Hanagriff, R.D., **M.M. Beverly**, and M.H. Lau. 2008. Can a State Funded Rural Economic Development Program Positively Impact the State's Economy? A Case Study Application using 2007 Texas Departments of Agriculture's Rural Tourism Economic Development Program. *Journal of American Academy of Business*, December 2008.

Beverly, M.M., A.N. Bullion, S.F. Kelley, and M.L. McMillan. 2008. Variables Affecting Academic Success. *NACTA Journal* 52 (2): 71.

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Beverly, M. M., M.L. McMillan, and K.J. Stutts. 2008. Gender Affects of Undergraduate GPA and GRE Scores on Graduate Student Success. *NACTA Journal* 52 (2): 105.

Kelley, S.F., and M.M. Beverly. 2008. Pursing Victory with Honor: A Survey of Ethics and Sportsmanship in the Show Ring. *HortScience* 43 (3): 4.

Hanagriff, R.D., T. Murphy, **M.M. Beverly**, and M. Lau. 2007. Assessment of a State Marketing Program: A Case Study using the GO TEXAN Marketing Program Evaluation. *The Business Review, Cambridge* 9 (1): 42.

Lau, M., **M.M. Beverly**, S.F. Kelley, and R.D. Hanagriff. 2007. The Economic and Social Values Consumers Place on All Natural/Healthy Beef Products and How this Value Added Commodity Effects Demand: A Literature Review. *The Business Review, Cambridge* 9 (1): 159.

Beverly, M.M. and S.F. Kelley. 2007. Ethics and Age: Is there a Correlation? *NACTA Journal* 51 (2): 97.

Kelley, S.F. and **M.M. Beverly.** 2007. Character and Ethics of Texas' Youth: A Gender Perspective. *NACTA Journal* 51 (2): 105.

McMillan, M.L., **M.M. Beverly**, and D. Pavelock. 2007. The Development of an Equine Science Minor: Why, Why Here, and Why Now? *NACTA Journal* 51 (2): 108.

Hanagriff, R.D., S.F. Kelley, **M.M. Beverly.** 2007. Assessment of a State Commodity Marketing Program: A Case Study Approach using 2003-2004 Texas Wine Marketing Assistance Program Evaluation. *Journal of Business Case Studies* 3 (3): 37.

Hanagriff, R.D., M. Lau, S.F. Kelley, and **M.M. Beverly.** 2006. Assessment of a State Sponsored Marketing Program to Promote Rural Tourism: A Case Study using the 2004 to 2005 Texas Yes! Hometown STARS Program. *The Business Review, Cambridge* 6 (2).

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Behnke, B.M., **M.M. Beverly**, S.F. Kelley, D.R. Ullrich, D. Pavelock, and R.D. Hanagriff. 2006. A Description of Chapter Participation in the 2000-2005 Texas FFA Area Leadership Development Events. *NACTA Journal* 50 (2): 82.

Kelley, S.F., and **M.M. Beverly.** 2006. Character and Ethics of Texas' 4-H and FFA Youth. *NACTA Journal* 50 (2): 70.

Rakowitz, L.A., S.F. Kelley, **M.M. Beverly** and R.D. Hanagriff. 2006. Evaluation of a Spinosad Pour-On on the Effectiveness and Efficacy for Horn Fly (*Haematobia irritans*) Control and Management on Cattle. *Texas Journal of Agriculture and Natural Resources*. In Review.

Wier, Jennifer J., S.F. Kelley, **M.M. Beverly**, B.L. Sailer, and M.L Thies. 2005. Seasonal Changes in Spermatogenesis in the Mexican Free-Tailed Bat (*Tadarida brasiliensis*). *Journal of Acta Chiropterologica*.

Hanagriff, R.D., **M.M. Beverly**, and C.W. Robinson. 2005. Texas Wine Marketing Assistance Program and the Impacts to the Texas Economy. *The Business Review*, Cambridge 4 (1).

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Stutts, K.J., **M.M. Beverly**, S.F. Kelley, and B.M. Freel. 2011. Factors affecting the selling price of calves sold in Texas livestock markets. American Society of Animal Science Conference.

Beverly, M.M., K.J. Stutts, and S.F. Kelley. 2011. Variables that affect academic performance in undergraduate animal science courses. American Society of Animal Science Conference.

Stutts, K.J., M.J. Thomas, **M.M. Beverly**, R.A. Lane, and S.F. Kelley. 2011. Selected condensed tannin-containing plant extracts and their effects on *Haemonchus contortus* larvae. American Society of Animal Science Conference.

Stepp, D.O., K.J. Stutts, **M.M. Beverly**, and S.F. Kelley. 2011. Environmental effects on semen quality of beef bulls used for artificial insemination. American Society of Animal Science Conference.

Pavelock, D., and **M.M. Beverly**. 2011. Success of Entering College Freshmen in Agriculture Based on College Credits Earned in High School. North American Colleges and Teachers of Agriculture Conference. *NACTA Journal* 55 (1): 74.

Beverly, M.M., K.J. Stutts, S.F. Kelley, B. Mund, and B. Freel. 2011. Assessing Student Attitudes toward Contemporary Issues in Animal Agriculture. North American Colleges and Teachers of Agriculture Conference. *NACTA Journal* 55 (1): 75.

Stutts, K.J., **M.M. Beverly**, and S.F. Kelley. 2011. Evaluation of Note Taking Method on Academic Performance in Undergraduate Animal Science Courses. North American Colleges and Teachers of Agriculture Conference. *NACTA Journal* 55 (1): 76.

Stutts, K.J., **M.M. Beverly**, S.F. Kelley, M.L. McMillan, A.N. Bullion, and L.A. McMillan. 2011. Effect of Class Time and Day on Attendance and Academic Performance in Undergraduate Animal Science Courses. North American Colleges and Teachers of Agriculture Conference. *NACTA Journal* 55 (1): 76.

Stutts, K. J., **M. M. Beverly**, S. F. Kelley, R. D. Hanagriff, and R. D. Rhoades. 2011. Product characteristics and promotional items that impact consumer beef purchases. Southern Section American Society of Animal Science Meeting, Corpus Christi, TX.

Beverly, M.M., K.J. Stutts, S. F. Kelley, R. D. Hanagriff, and R. D. Rhoades. 2011. Demographics of Branded Beef Consumers: Have they changed over time? Southern Section American Society of Animal Science Meeting, Corpus Christi, TX.

Stutts, K.J., **M.M. Beverly**, S.F. Kelley, M.L. McMillan, A.N. Bullion, and L.A. Rakowitz. 2010. Effect of Student Absenteeism on Academic Performance in Undergraduate Animal Science Courses. North American Colleges and Teachers of Agriculture Conference.

Stutts, K.J., **M.M. Beverly**, S.F. Kelley, M.L. McMillan, A.N. Bullion, and L.A. Rakowitz. 2010. Characteristics of Students that Affect Academic Performance in Undergraduate Animal Science Courses. North American Colleges and Teachers of Agriculture Conference.

Stutts, K.J., **M.M. Beverly**, S.F. Kelley, M.L. McMillan, A.N. Bullion, and L.A. Rakowitz. 2010. Student Attendance and Academic Performance in Undergraduate Animal Science Courses that include Laboratory Exercises. North American Colleges and Teachers of Agriculture Conference.

Beverly, M.M., K.J. Stutts, A.N. Bullion, S.F. Kelley, M.L. McMillan, and L.A. Rakowitz. 2009. Academic Success of Majors and Non-Majors in Animal Science Courses. North American Colleges and Teachers of Agriculture Conference.

Beverly, M.M., M.H. Lau, K.J. Stutts, and D. Fazarro. 2009. Evaluation of Customer Survey Data to Develop an Effective Marketing Plan for State Parks: A Case Study using the Texas Parks and Wildlife Department State Park Study. International Business & Economic Research Conference.

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Kelley, S.F., and **M.M. Beverly**. 2008. Pursing Victory with Honor: A Survey of Ethics and Sportsmanship in the Show Ring. Southern Region of the American Society for Horticultural Science Conference.

Beverly, M.M., and R.D. Hanagriff. 2008. Consumer Preferences in Purchasing Beef and Values they Attribute to Branded Beef Products. Southern Region of the American Society of Animal Science Conference.

Hanagriff, R.D., **M.M. Beverly**, and S. Rogers. 2007. Assessment and Effectiveness of the Square Meals Educational Materials Program. International Business & Economic Research Conference, The Clute Institute for Academic Research.

Hanagriff, R.D., **M.M. Beverly**, and T.H. Murphy. 2007. Texas Public School Nutrition Program Menu Analysis: Assessment and Effectiveness. International Business & Economic Research Conference, The Clute Institute for Academic Research.

McMillan, M.L. and **M.M. Beverly**. 2007. Development of a New Curriculum: An Equine Science Minor at Sam Houston State University. College Teaching & Learning Conference, The Clute Institute for Academic Research.

Hanagriff, R.D., **M.M. Beverly**, and S.F. Kelley. 2007. A Descriptive Review of U.S. Branded Beef Companies and their Degree of Involvement in the Supply Chain: Preliminary Results. International Business & Economic Research Conference, The Clute Institute for Academic Research.

Hanagriff, R.D., M. Lau, S.F. Kelley, and **M.M. Beverly**. 2006. Assessment of a State Sponsored Marketing Program to Promote Rural Tourism: A Case Study using the 2004 to 2005 Texas Yes! Hometown STARS Program. Economics and International Business Research Conference.

Beverly, M.M., S.F. Kelley, and R.D. Hanagriff. 2006. Evaluating University Teaching: An Institutional Summary of Student Ratings. College Teaching & Learning Conference, The Clute Institute for Academic Research.

Hanagriff, R.D., S.F. Kelley, **M.M. Beverly**, D.R. Ullrich, and D. Pavelock. 2006. Assessment and Effectiveness of the Texas Public School Nutrition Policy 'Square Meals'. College Teaching & Learning Conference, The Clute Institute for Academic Research.

Hanagriff, R.D., M. Lau, S.F. Kelley, and **M.M. Beverly**. 2006. Assessment of a State Sponsored Marketing Program to Promote Rural Tourism: A Case Study using the 2004-2005 Texas Yes! Hometown STARS Program. International Business & Economic Research Conference, The Clute Institute for Academic Research.

Hanagriff, R.D., S.F. Kelley, **M.M. Beverly**, and T. Murphy. 2006. Assessment of a State Commodity Marketing Program: A Case Study Approach using 2003-2004 Texas Wine Marketing Assistance Program Evaluation. International Business & Economic Research Conference, The Clute Institute for Academic Research.

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Hanagriff, R.D., D.R. Ullrich, D. Pavelock, S.F. Kelley, and **M.M. Beverly**. 2006. Economic Value of Students' Supervised Agricultural Experience Projects in Agricultural Education. College Teaching & Learning Conference, The Clute Institute for Academic Research.

Kelley, S.F., and **M.M. Beverly**. 2006. Character and Ethics of Texas' 4-H and FFA Youth. North American Colleges and Teachers of Agriculture Conference.

Rakowitz, L.A., S.F. Kelley, **M.M. Beverly**, and R.D. Hanagriff. 2006. Evaluation of a Spinosad Pour-On on the Effectiveness and Efficacy for Horn Fly (*Haematobia irritans*) Control and Management on Cattle. American Society of Animal Science Southern Section Conference.

Hanagriff, R.D., **M.M. Beverly**, L.A. Wolfskill, and B.S. Boyles. 2006. Assessment of the Texas Agricultural Finance Authority's Rural Economic Development Programs. Applied Business Research Conference.

Hanagriff, R.D., **M.M. Beverly**, L.A. Wolfskill, and B.S. Boyles. 2005. Assessment of the Texas Agricultural Finance Authority's Rural Economic Development Programs. Economics & International Business Research Conference.

Hanagriff, R.D., **M.M. Beverly**, and C.W. Robinson. 2005. Texas Wine Marketing Assistance Program and the Impacts to the Texas Economy. The Global Business and Finance Research Conference.

Research Monographs and Technical Reports

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – July State Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – July North Region Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – July South Region Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – July Amarillo Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – July Dalhart Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – July Navasota Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – July Tulia Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – June State Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – June North Region Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – June South Region Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – June West Region Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – June Amarillo Report. Texas Department of Agriculture.

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Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – June San Angelo Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – June Tulia Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – May State Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – May North Region Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – May South Region Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – May West Region Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – May East Region Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – May Amarillo Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – May Crockett Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – May Dalhart Report. Texas Department of Agriculture.

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Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – March State Report. Texas Department of Agriculture.

Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – March North Region Report. Texas Department of Agriculture.

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Freel, B.M., **M.M. Beverly**, K.J. Stutts, and S.F. Kelley. 2011. Feeder Cattle Market Analysis – February State Report. Texas Department of Agriculture.

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Beverly, M.M. (Co-Lead), M. Lau (Co-Lead), K.J. Stutts, and D. Fazarro. 2008. State Park Visitor Survey – Statewide Report. Texas Parks and Wildlife Department Assessment Report.

Beverly, M.M. (Co-Lead), M. Lau (Co-Lead), K.J. Stutts, and D. Fazarro. 2008. State Park Visitor Survey – Site Specific Report: Abilene State Park. Texas Parks and Wildlife Department Assessment Report.

Beverly, M.M. (Co-Lead), M. Lau (Co-Lead), K.J. Stutts, and D. Fazarro. 2008. State Park Visitor Survey – Site Specific Report: Atlanta State Park. Texas Parks and Wildlife Department Assessment Report.

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Beverly, M.M. (Co-Lead), M. Lau (Co-Lead), K.J. Stutts, and D. Fazarro. 2008. Texas Parks and Wildlife Department State Park On-Site Visitor Survey Assessments. Texas Parks and Wildlife Department - \$19,020.00

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Peer-Review Presentations/Posters

Stutts, K.J., **M.M. Beverly**, S.F. Kelley, and B.M. Freel. 2011. "Factors affecting the selling price of calves sold in Texas livestock markets." Poster Presentation at the American Society of Animal Science Conference, New Orleans, LA.

Beverly, M.M., K.J. Stutts, and S.F. Kelley. 2011. "Variables that affect academic performance in undergraduate animal science courses." Poster Presentation at the American Society of Animal Science Conference, New Orleans, LA.

Stutts, K.J., M.J. Thomas, **M.M. Beverly**, R.A. Lane, and S.F. Kelley. 2011. "Selected condensed tannin-containing plant extracts and their effects on *Haemonchus contortus* larvae." Poster Presentation at the American Society of Animal Science Conference, New Orleans, LA.

Stepp, D.O., K.J. Stutts, **M.M. Beverly**, and S.F. Kelley. 2011. "Environmental effects on semen quality of beef bulls used for artificial insemination." Poster Presentation at the American Society of Animal Science Conference, New Orleans, LA.

Pavelock, D., and **M.M. Beverly**. 2011. "Success of Entering College Freshmen in Agriculture Based on College Credits Earned in High School." Poster Presentation at the North American Colleges and Teachers of Agriculture Conference, Edmonton, CA.

Beverly, M.M., K.J. Stutts, S.F. Kelley, B. Mund, and B. Freel. 2011. "Assessing Student Attitudes toward Contemporary Issues in Animal Agriculture." Poster Presentation at the North American Colleges and Teachers of Agriculture Conference, Edmonton, CA.

Stutts, K.J., **M.M. Beverly**, and S.F. Kelley. 2011. "Evaluation of Note Taking Method on Academic Performance in Undergraduate Animal Science Courses." Poster Presentation at the North American Colleges and Teachers of Agriculture Conference, Edmonton, CA.

Stutts, K.J., **M.M. Beverly**, S.F. Kelley, M.L. McMillan, A.N. Bullion, and L.A. McMillan. 2011. "Effect of Class Time and Day on Attendance and Academic Performance in Undergraduate Animal Science Courses." Poster Presentation at the North American Colleges and Teachers of Agriculture Conference, Edmonton, CA.

Stutts, K. J., **M. M. Beverly**, S. F. Kelley, R. D. Hanagriff, and R. D. Rhoades. 2011. "Product characteristics and promotional items that impact consumer beef purchases." Oral Presentation at the Southern Section American Society of Animal Science Meeting, Corpus Christi, TX.

Beverly, M.M., K.J. Stutts, S. F. Kelley, R. D. Hanagriff, and R. D. Rhoades. 2011. "Demographics of Branded Beef Consumers: Have they changed over time?" Oral Presentation at the Southern Section American Society of Animal Science Meeting, Corpus Christi, TX.

Hanagriff, R.D., R. Rhoades, **M.M. Beverly**, K.J. Stutts. 2010. "A Comparison of 2007 to 2010 Branded Meat Consumers; Are Consumers Changing and What Product Characteristics Influence's Their buying Decision". Oral Presentation at the Economics & International Business Research Conference, Miami, FL.

Stutts, K.J., **M.M. Beverly**, S.F. Kelley, M.L. McMillan, A.N. Bullion, and L.A. Rakowitz. 2010. "Effect of Student Absenteeism on Academic Performance in Undergraduate Animal Science Courses". Poster Presentation at the North American Colleges and Teachers of Agriculture Conference, State College PA.

Stutts, K.J., **M.M. Beverly**, S.F. Kelley, M.L. McMillan, A.N. Bullion, and L.A. Rakowitz. 2010. "Characteristics of Students that Affect Academic Performance in Undergraduate Animal Science

Courses". Poster Presentation at the North American Colleges and Teachers of Agriculture Conference, State College PA.

Stutts, K.J., **M.M. Beverly**, S.F. Kelley, M.L. McMillan, A.N. Bullion, and L.A. Rakowitz. 2010. "Student Attendance and Academic Performance in Undergraduate Animal Science Courses that include Laboratory Exercises". Poster Presentation at the North American Colleges and Teachers of Agriculture Conference, State College PA.

Beverly, M.M., K.J. Stutts, A.N. Bullion, S.F. Kelley, M.L. McMillan, and L.A. Rakowitz. 2009. "Academic Success of Majors and Non-Majors in Animal Science Courses". Poster Presentation at the North American Colleges and Teachers of Agriculture Conference, Stillwater, Oklahoma.

Beverly, M.M., M.H. Lau, K.J. Stutts, and D. Fazarro. 2009. "Evaluation of Customer Survey Data to Develop an Effective Marketing Plan for State Parks: A Case Study using the Texas Parks and Wildlife Department State Park Study". Oral Presentation at the International Business & Economics Research Conference, San Antonio, Texas.

Hanagriff, R.D., **M.M. Beverly**, and M.H. Lau. 2008. "Can a State Funded Rural Economic Development Program Positively Impact the State's Economy? A Case Study Application using 2007 Texas Departments of Agriculture's Rural Tourism Economic Development Program". Oral Presentation at The Economics & International Business Research Conference, Miami, Florida.

Beverly, M.M., A.N. Bullion, S.F. Kelley, and M.L. McMillan. 2008. "Variables Affecting Academic Success". Oral Presentation at the North American Colleges and Teachers of Agriculture Conference, Logan, Utah.

Pavelock, D., **M.M. Beverly**, and K. Rogers. 2008. "Focusing on At-Risk Freshmen Students: Can they be Saved?" Poster Presentation at the North American Colleges and Teachers of Agriculture Conference, Logan Utah.

Beverly, M. M., M.L. McMillan, and K.J. Stutts. 2008. "Gender Affects of Undergraduate GPA and GRE Scores on Graduate Student Success". Poster presentation at the North American Colleges and Teachers of Agriculture Conference, Logan, Utah.

Kelley, S.F., and **M.M. Beverly**. 2008. "Pursing Victory with Honor: A Survey of Ethics and Sportsmanship in the Show Ring". Oral Presentation at the Southern Region of the American Society for Horticultural Science Conference, Dallas, Texas.

Beverly, M.M., and R.D. Hanagriff. 2008. "Consumer Preferences in Purchasing Beef and Values they Attribute to Branded Beef Products". Oral Presentation at the Southern Region of the American Society of Animal Science Conference, Dallas, Texas.

Pavelock, D., D.R. Ullrich, D.M. Kingman, and **M.M. Beverly**. 2008. "Do Service Activities Really Attract Students?" Oral Presentation at the Southern Region of the American Society for Horticultural Science Conference, Dallas, Texas.

Lau, M.H., **M.M. Beverly**, S.F. Kelley, and R.D. Hanagriff. 2007. "The Economic and Social Values Consumers Place on All Natural/Healthy Beef Products and How this Value Added Commodity

Effects Demand: A Literature Review". Oral Presentation at The Economics & International Business Research Conference, Miami, Florida.

Hanagriff, R.D., T. Murphy, **M.M. Beverly**, and M.H. Lau. 2007. "Assessment of a State Sponsored Marketing Program: A Case Study using the GO TEXAN Marketing Program Evaluation". Oral Presentation at The Economics & International Business Research Conference, Miami, Florida.

Beverly, M.M. and S.F. Kelley. 2007. "Ethics and Age: Is there a Correlation?" Poster Presentation at North American Colleges and Teachers of Agriculture Conference, Urbana, Illinois.

Kelley, S.F. and **M.M. Beverly**. 2007. "Character and Ethics of Texas' Youth: A Gender Perspective". Poster Presentation at North American Colleges and Teachers of Agriculture Conference, Urbana, Illinois.

McMillan, M.L., **M.M. Beverly**, and D. Pavelock. 2007. "The Development of an Equine Science Minor: Why, Why Here, and Why Now?" Poster Presentation at North American Colleges and Teachers of Agriculture Conference, Urbana, Illinois.

Hanagriff, R.D., **M.M. Beverly**, and S. Rogers. 2007. "Assessment and Effectiveness of the Square Meals Educational Materials Program". Oral Presentation at The International Business & Economic Research Conference in Mazatlan, Mexico.

Hanagriff, R.D., **M.M. Beverly**, and T.H. Murphy. 2007. "Texas Public School Nutrition Program Menu Analysis: Assessment and Effectiveness". Oral Presentation at The International Business & Economic Research Conference in Mazatlan, Mexico.

McMillan, M.L. and **M.M. Beverly**. 2007. "Development of a New Curriculum: An Equine Science Minor at Sam Houston State University". Oral Presentation at The College Teaching & Learning Conference in Mazatlan, Mexico.

Hanagriff, R.D., **M.M. Beverly**, and S.F. Kelley. 2007. "A Descriptive Review of U.S. Branded Beef Companies and their Degree of Involvement in the Supply Chain: Preliminary Results". Oral Presentation at The International Business & Economic Research Conference in Mazatlan, Mexico.

Hanagriff, R.D., M. Lau, S.F. Kelley, and **M.M. Beverly**. 2006. "Assessment of a State Sponsored Marketing Program to Promote Rural Tourism: A Case Study using the 2004 to 2005 Texas Yes! Hometown STARS Program". Oral Presentation at The Economics and International Business Research Conference in Miami, Florida.

Beverly, M.M., S.F. Kelley, and R.D. Hanagriff. 2006. "Evaluating University Teaching: An Institutional Summary of Student Ratings". Oral Presentation at 2006 College Teaching & Learning Conference, Las Vegas, Nevada.

Hanagriff, R.D., S.F. Kelley, **M.M. Beverly**, D.R. Ullrich, and D. Pavelock. 2006. "Assessment and Effectiveness of the Texas Public School Nutrition Policy 'Square Meals'". Oral Presentation at 2006 College Teaching & Learning Conference, Las Vegas, Nevada.

Hanagriff, R.D., M. Lau, S.F. Kelley, and **M.M. Beverly**. 2006. "Assessment of a State Sponsored Marketing Program to Promote Rural Tourism: A Case Study using the 2004-2005 Texas Yes! Hometown STARS Program". Oral Presentation at 2006 International Business & Economic Research Conference, Las Vegas, Nevada.

Hanagriff, R.D., S.F. Kelley, **M.M. Beverly**, and T. Murphy. 2006. "Assessment of a State Commodity Marketing Program: A Case Study Approach using 2003-2004 Texas Wine Marketing Assistance Program Evaluation". Oral Presentation at 2006 International Business & Economic Research Conference, Las Vegas, Nevada.

Kelley, S.F., and **M.M. Beverly**. 2006. "Character and Ethics of Texas' 4-H and FFA Youth: An Age Perceptive". Oral Presentation at 2006 College Teaching & Learning Conference, Las Vegas, Nevada.

Hanagriff, R.D., D.R. Ullrich, D. Pavelock, S.F. Kelley, and **M.M. Beverly**. 2006. "Economic Value of Students' Supervised Agricultural Experience Projects in Agricultural Education". Oral Presentation at 2006 College Teaching & Learning Conference, Las Vegas, Nevada.

Frey, S.L., C.W. Robinson, **M.M. Beverly**, and S.F. Kelley. 2006. "The Relationship of Knowledge, Attitudes and Perceptions Regarding Non Native Texas Invasive Plant Species". Oral Presentation at 2006 American Society for Horticultural Science Annual Conference, New Orleans, Louisiana.

Beverly, M.M., S.F. Kelley, B.M. Behnke, and C.R. Williams. 2006. "Evaluating University Teaching: A Summary Report of Student Ratings". Poster Presentation at North American Colleges and Teachers of Agriculture Conference, Vancouver, Canada.

Behnke, B.M., **M.M. Beverly**, S.F. Kelley, D.R. Ullrich, D. Pavelock, and R.D. Hanagriff. 2006. "A Description of Chapter Participation in the 2000-2005 Texas FFA Area Leadership Development Events". Poster Presentation at North American Colleges and Teachers of Agriculture Conference, Vancouver, Canada.

Kelley, S.F., and **M.M. Beverly**. 2006. "Character and Ethics of Texas' 4-H and FFA Youth". Oral Presentation at North American Colleges and Teachers of Agriculture Conference, Vancouver, Canada.

Rakowitz, L.A., S.F. Kelley, **M.M. Beverly**, and R.D. Hanagriff . 2006. "Evaluation of a Spinosad Pour-On on the Effectiveness and Efficacy for Horn Fly (*Haematobia irritans*) Control and Management on Cattle". Oral Presentation at Southern Association of Agricultural Scientists Annual Conference, Orlando, Florida.

Hanagriff, R.D., **M.M. Beverly**, L.A. Wolfskill, and B.S. Boyles. 2006. "Assessment of the Texas Agricultural Finance Authority's Rural Economic Development Programs". Oral Presentation at Applied Business Research Conference, Orlando, Florida.

Hanagriff, R.D., **M.M. Beverly**, L.A. Wolfskill, and B.S. Boyles. 2005. "Assessment of the Texas Agricultural Finance Authority's Rural Economic Development Programs". Oral Presentation at The Economics & International Business Research Conference, Miami Florida.

Hanagriff, R.D., **M.M. Beverly**, and C.W. Robinson. 2005. "Texas Wine Marketing Assistance Program and the Impacts to the Texas Economy". Oral Presentation at The Global Business and Finance Research Conference, London England.

Work or Professional Experiences

2007 – present; Sam Houston State University; Associate Professor

2001 – 2007; Sam Houston State University; Assistant Professor

Honors and Awards

2011 Selected by graduating students as contributing to their success and development

2010 Selected by graduating students as contributing to their success and development

2009 Selected by graduating students as contributing to their success and development

2008 Selected by graduating students as contributing to their success and development

2007 Best Presenter Award. Awarded by The Economics and International Business Conference in Miami, Florida

2007 Granted Full Membership to Graduate Faculty

2007 Promoted to Associate Professor

2007 Granted tenure

2007 Selected by graduating students as contributing to their success and development

2006 Selected by graduating students as contributing to their success and development

2005 Selected by graduating students as contributing to their success and development

2005 Honored as a Professor who has made a contribution to a student's academic career - Given by Alpha Chi National College Honor Society

2005 Selected for *Who's Who Among America's Teachers* – Nominated by a former student

2004 Selected by graduating students as contributing to their success and development

2003 Selected by graduating students as contributing to their success and development

Other Competencies