

**Michael Hsiung Lau**  
**Associate Professor**

**Department of Agricultural and Industrial Sciences**  
**College Sciences**

#### **Degrees Earned**

Undergraduate: California Polytechnic State University June, 1999  
Bachelor of Science Degree: Agribusiness  
Concentration: Marketing; Minor: Food Science

Graduate: Texas A&M University, Ph.D.  
Major: Agriculture Economics; Concentration: Agribusiness

#### **Professional Licensure and Certifications**

None

#### **Peer-Review Publications and Artistic Performances/Exhibitions**

1. **Lau, Michael**, Roger Hanagriff, Douglass Constance, Mary York, Brian VanDelist, and Lindsey Higgins. "Discerning Differences between Producer Groups and Organic Adoption Barriers in Texas. *Journal of Food Distribution Research*. Journal of Food Distribution Research, Volume XLI, Number 2, (July 2010): 124-136.
2. Beverly, Marcy, **Michael Lau**, Kyle Stutts, and Dominick Fazarro. "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*, Cambridge, Volume 5, Number 5, (September/October 2009): 19-28
3. Hanagriff, Roger, Marcy Beverly, and **Michael Lau**. "Can a State Funded Rural Economic Development Program Positively Impact the State's Economy? A Case Study Application using 2007 Texas Department of Agriculture's Rural Tourism Economic Development Program. *The Business Review*, Cambridge, Volume 12, Number 2, (May 2009): 72-77.
4. **Lau, Michael**, and Roger Hanagriff. "Strategic Implications for the Future of the Texas Wine Industry." *The Business Review*, Cambridge, Volume 10, Number 2, (June 2008): 79-83.
5. Hanagriff, Roger, Tim Murphy, Marcy Beverly, and **Michael Lau**. "Assessment of a State Marketing Program: A Case Study using the GO TEXAN Marketing Program Evaluation." *The Business Review*, Cambridge, Volume 9, Number 1, (Dec. 2007): 42-48.
6. **Lau, Michael**, Marcy Beverly, Stanley Kelley, and Roger Hanagriff. "The Economic and

Social Values Consumers Place on All Natural/Healthy Beef Products and How this is Value Added Commodity Effects Demand: A Literature Review." *The Business Review*, Cambridge, Volume 9, Number 1, (Dec. 2007): 159-164.

7. Hanagriff, Roger, and **Michael Lau**. "The Texas Wine Industry: A Descriptive Analysis of 2001 to 2007 Texas Wine Production and Consumption." *The Business Review*, Cambridge, Volume 9, Number 1, (Dec. 2007): 175-180.
8. Martinez, Steve, Roger Hanagriff, **Michael Lau**, and Michael Harris, "Determining the Factors Affecting Demand for Branded Beef: Applying A Logit Model To 2004 Neilson Home-Scan Data." *Journal of Business & Economics Research*, Volume 5, Number 11, (Nov. 2007): 95-102.
9. Hanagriff, Roger, **Michael Lau**, Stanley Kelley. "Reporting of Beef Purchaser Demographics: A Descriptive Analysis of Major Southern U.S. Markets." *The Business Review*, Cambridge, Volume 7, Number 1, (Summer 2007): 171-175.
10. Hanagriff, Roger, **Michael Lau**, Stanley Kelley, and Marcy Beverly. "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, Vol. 6, Num. 1 (Dec. 2006):123-28.
11. Hanagriff, Roger, Stanley Kelley, **Michael Lau**, and Tim Murphy. "Assessment of State Sponsored Agricultural Marketing Programs: A Case Study Approach Using Texas Department of Agriculture's GO TEXAN Program." *The Business Review*, Cambridge, Vol. 5, Num. 1 (Sept. 2006): 307-313.
12. Hanagriff, Roger, Marcy Beverly, Art Wolfskill, Beth Boyles, **Michael Lau**. "Assessment of the Texas Agricultural Finance Authority's Rural Economic Development Programs." *The Business Review*, Vol. 4, Num. 2 (2005): 142-148.

#### Refereed Abstracts

1. Wolfskill, Art, Bramson, Lindsey, and **Michael Lau**. "Determining Factors Related to Payment Delay Prediction for Widespread Natural Disaster Insurance Claims." Paper Proceedings for the Academic and Business Research Institute, San Jose, Costa Rica May 27-30, 2009.
2. **Lau, Michael**, and Roger Hanagriff. "Strategic Implications for the Future of the Texas Wine Industry." Paper proceedings for the International Food and Agribusiness Management Association Annual World Forum and Symposium, Monterey, CA, June 14-17, 2008.
3. **Lau, Michael**, Roger Hanagriff, Douglass Constance, and Mary York. "Discerning Differences between Producer Groups and Organic Adoption Barriers in Texas." Paper

proceedings for the Southern Agricultural Economics Association Annual Meeting, Dallas, TX, February 3-5, 2008.

4. Martinez, Steve, Roger Hanagriff, **Michael Lau**, and Michael Harris. "Factors Affecting Demand for Branded Beef." Paper proceeding for the Southern Agricultural Economics Association Annual Meeting, Mobile, AL, February 2007.

#### **Research Monographs and Technical Reports**

1. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Statewide Report. Texas Parks and Wildlife Department Assessment Report.
2. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Abilene State Park. Texas Parks and Wildlife Department Assessment Report.
3. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Atlanta State Park. Texas Parks and Wildlife Department Assessment Report.
4. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Balmorhea State Park. Texas Parks and Wildlife Department Assessment Report.
5. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Bonham State Park. Texas Parks and Wildlife Department Assessment Report.
6. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Brazos Bend State Park. Texas Parks and Wildlife Department Assessment Report.
7. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Lake Bob Sandlin State Park. Texas Parks and Wildlife Department Assessment Report.
8. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Lake Casa Blanca State Park. Texas Parks and Wildlife Department Assessment Report.
9. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Lake Corpus Christi State Park. Texas Parks and Wildlife Department Assessment Report.

10. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. . State Park Visitor Survey – Site Specific Report: Meridian State Park. Texas Parks and Wildlife Department Assessment Report.
11. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Mother Neff State Park. Texas Parks and Wildlife Department Assessment Report.
12. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Purtis Creek State Park. Texas Parks and Wildlife Department Assessment Report.
13. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Caddo Lake State Park. Texas Parks and Wildlife Department Assessment Report.
14. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Lake Whitney State Park. Texas Parks and Wildlife Department Assessment Report.
15. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Martin Creek Lake State Park. Texas Parks and Wildlife Department Assessment Report.
16. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: Monahans Sandhills State Park. Texas Parks and Wildlife Department Assessment Report.
17. **Lau, Michael**, Marcy Beverly, Kyle Stutts, and Dominick Fazarro, 2008. State Park Visitor Survey – Site Specific Report: San Angelo State Park. Texas Parks and Wildlife Department Assessment Report.
18. **Lau, Michael**, Doug Kingman, Dwayne Pavelock, and Robert Lane (2007). “Infusing Mobile Technology into SHSU Agricultural Sciences Classrooms and Laboratories.” Poster presentation at the HP Technology for Teaching Worldwide Higher Education Conference, San Diego, CA, February 18-19, 2008.
19. York, Mary, **Michael Lau**, Roger Hanagriff, and Douglass Constance. “Identifying Barriers to Entry into the Organic Market and Possible Strategies to Increase the Likelihood of Success for Potential Organic Producers.” Published by the Texas Department of Agriculture, November, 2007.
20. Hanagriff, Roger, and **Michael Lau**. “Market Analysis of the Texas Wine Industry.” Published by the Texas Department of Agriculture, November, 2007.

21. **Lau, Michael**, James Richardson, Joe Outlaw, Mark Holtzapple, and Rene Ochoa. "The Economics of Ethanol from Sweet Sorghum Using the MixAlco Process." Agriculture and Food Policy Center, Texas A&M University, August 2006.

#### **Funded External Grants**

1. **Lau, Michael**, Michelle Santiago, Luis Ribera, and Lindsey Higgins. "Increasing Directing Marketing Potential for Socially Disadvantaged Farmers" Federal State Marketing Improvement Program, United States Department of Agriculture. Funded September 2011

**Total Funded: \$75,284**

2. **Lau, Michael** and Michelle Mullins. "NAMA Student Development." CHS Foundation Mini-Grant Proposal. Funded September 2009

**Total Funded: \$1,000**

3. **Co-Lead: Lau, Michael**, Co-Lead: Marcy Beverly, Kyle Stutts, and Dominick Fazarro. "Texas Parks and Wildlife Department State Park On-Site Visitor Survey Assessments." Funded February 2008

**Total Funded: \$19,020**

4. **Lau, Michael**, Doug Kingman, Dwayne Pavelock, and Robert Lane. "**Infusing Mobile Technology into SHSU Agricultural Sciences Classrooms and Laboratories.**" Hewlett Packard Technology for Teaching. Funded from May 2007 to May 2008.

**Total Funded: \$68,000; Equipment: \$48,000, Cash: \$19,000**

5. Stockton, Matt, **Michael Lau**. "Whole-farm Economic Biological Stochastic Simulation Model of Small to Medium Cow-calf Firms with Research, Teaching and Extension Modules." United States Department of Agriculture. Funded from September 2007 to May 2011.

**Total Funded: \$499,740. Portion for Research: \$28,610**

6. **Lau, Michael** and Roger Hanagriff. "Texas Wine Marketing Plan, Using Opinions and Concepts from the Texas Wine Production Industry." Texas Department of Agriculture. Funded from December 2006 to December 2007.

**Total Funded: \$55,000**

7. York, Mary, Roger Hanagriff, **Michael Lau**, and Constance Douglas. "Identifying Barriers to Entry into the Organic Market and Possible Strategies to Increase the Likelihood of Success for Potential Organic Producers." United States Department of Agriculture Federal/State Marketing Improvement Program. Funded from October 2006 to December 2007.

**Total Funded: \$41,442**

8. Hanagriff, Roger, **Michael Lau**, and Tim Murphy. "The Assessment of the Texas Wine Marketing Assistance Program." Texas Department of Agriculture. Funded from January 2006 to December 2006 through Texas A&M.

**Total Funded: \$7,500**

9. Hanagriff, Roger, Tim Murphy, and **Michael Lau**. "An Evaluation of Texas Department of Agriculture's School Food Program," Texas Department of Agriculture, Austin, TX, April 2006 to December 2006.

**Total Funded: \$30,000**

10. Hanagriff, Roger, and **Michael Lau**. "Texas Department of Agriculture Grant for TEXAS YES! Project Evaluation of State Marketing Programs," Texas Department of Agriculture, Austin, TX, December 2005 to December 2006.

**Total Funded: \$87,000**

11. Hanagriff, Roger, and **Michael Lau**. "Development of the Branded Beef Industry and Differences in Current Involved Organizations." United States Department of Agriculture Cooperative Research Grant. Funded from January 2004 to January 2008.

**Total Funded: \$58,100**

#### **Peer-Review Presentations/Posters**

1. Santiago, Michelle, **Michael Lau**, and Art Wolfskill. "Identifying Student Perceptions on Agribusiness Knowledge and Skill." Paper presentation at the Agriculture and Applied Economics Association, Pittsburg, PA July, 2011.
2. **Lau, Michael**, Lindsey Higgins, Michelle Santiago, and Roger Hanagriff. "Using Social Media for Supply Chain Management in Viticulture. Paper presentation at the American Association of Wine Economist Annual Conference, Bolzano, Italy June 23-25, 2011
3. **Lau, Michael** and Lindsey Higgins. "Student Driven Learning Objectives in Advanced Agribusiness Courses." Paper presented at Western Education and Research Activities, Committee on Agribusiness Annual Meeting, Las Vegas, NV June 12-14, 2011
4. Roucan-Kane, Maud, **Michael Lau**, Michelle Santiago, and Art Wolfskill. "Consumer Preferences for locally Grown Grass-Fed Beef." Paper presentation at the International Food and Agricultural Marketing Association Annual Conference, Frankfurt, Germany June 2011
5. Roucan-Kane, Maud, **Michael Lau**, Corinne Alexander, Michelle Santiago, Art Wolfskill, and Allen Gray. "Segmenting Large Agricultural Producers based on Buying Behavior."

Paper presented at the Clute Research Institute, New Orleans, LA March 2011

6. Mullins, Michelle, Lindsey Higgins, **Michael Lau**, and Roger Hanagriff. "Wine Social Media." Paper presentation at the American Association of Wine Economist Annual Conference, Davis, California June 25-28, 2010.
7. Hanagriff Roger, **Michael Lau**, and Michelle Mullins. "Texas Wine Sales and Texas Producing Wineries Market Share: A Historical Review of Sales and Potential for Texas Wineries and Impacts from the GO TEXAN Program." Paper presentation at the American Association of Wine Economist Annual Conference, Davis, California June 25-28, 2010.
8. Mullins, Michelle, **Michael Lau**, and Art Wolfskill. "Knowledge and Skill Perceptions for Careers in Agriculture and Agribusiness." Poster presentation at the North American Teachers of Agriculture Annual Conference, State College, PA June 22-25, 2010
9. **Lau, Michael**. Michelle Mullins, and Lindsey Higgins. "Measuring the Use of Social Media Simulation to Teach Introductory Agribusiness Principles." Panel Presentation at the WERA-72 Meeting, Santa Clara, CA June 13-15, 2010.
10. **Lau, Michael** and Michelle Mullins. "Effectiveness of Social Media Simulation to Teach Introductory Economic Principles." Paper Presentation at the Intellectbase International Consortium Conference, Houston, TX March 18-20, 2010.
11. Mullins, Michelle, Michael Sykuta, and **Michael Lau**. "Impact of *Granholm v. Heald* on Small Winery Distribution Agreements." American Association of Wine Economist, Reims, France June 18-20, 2009.
12. Wolfskill, Art, Bramson, Lindsey, and **Michael Lau**. "Determining Factors Related to Payment Delay Prediction for Widespread Natural Disaster Insurance Claims." Academic and Business Research Institute, San Jose, Costa Rica May 27-30, 2009.
13. Beverly, Marcy, **Michael Lau**, Kyle Stutts, Dominick Fazarro. "Can a State Funded Rural Economic Development Program Positively Impact the State's Economy? A Case Study Application using 2007 Texas Department of Agriculture's Rural Tourism Economic Development Program." The 2009 International Applied Business Research Conference, San Antonio, TX March 16-19, 2009.
14. Hanagriff, Roger and **Michael Lau**. Can a State Funded Rural Economic Development Program Positively Impact the State's Economy? A Case Study Application using Texas Department of Agriculture's Rural Tourism Economic Development Program. Southern

Agricultural Economics Association Annual Meetings, Atlanta, Georgia, January 31 – February 3, 2009.

15. Hanagriff, Roger, **Michael Lau**, and Sara Rogers. State Funded Marketing and Promotional Activities to Support a State's Wine Business. A Case Study using Senate Bill 1370's Support of the Texas Wine Industry. Southern Agricultural Economics Association Annual Meetings, Atlanta, Georgia, January 31 – February 3, 2009
16. **Lau, Michael**, Roger Hanagriff, Douglass Constance, Mary York, Brian Vandelist. "Evaluation of Organic Adoption Barriers Between Producer Groups in Texas." NEC-63 Spring 2009 Conference, San Diego, CA, February 2-3, 2009.
17. Hanagriff, Roger, Marcy Beverly, and **Michael Lau**. "Can a State Funded Rural Economic Development Program Positively Impact the State's Economy? A Case Study using 2007 Texas Department of Agriculture's Rural Tourism Economic Development Program." Oral presentation at the Economics and International Business Research Conference, Miami, FL, December 2008.
18. **Lau, Michael**, and Roger Hanagriff. "Impact of Industry Structure on the Texas Wine Industry and Future Implications." Oral presentation at the American Association of Wine Economist Annual Conference, Portland, OR, August 14-17, 2008.
19. Hanagriff, Roger, **Michael Lau**, and Sarah Rogers. "State Funded Marketing and Promotional Activities to Support a State's Winery Business; Are There Economic Returns?: A Case study using Texas Senate Bill 1370's support of the Texas Wine Industry." Oral presentation at the American Association of Wine Economist Annual Conference, Portland, OR, August 14-17, 2008.
20. **Lau, Michael**, Roger Hanagriff, and Tim Murphy. "Assessment of a State Marketing Program: A Case Study using the GO TEXAN Marketing Program Evaluation." Oral presentation at the Western Agricultural Economics Association Annual Conference, Big Sky, Montana, June 25-27, 2008.
21. **Lau, Michael** and Roger Hanagriff. "Strategic Implications for the Future of the Texas Wine Industry." Oral presentation at the International Food and Agribusiness Management Association Annual Meeting, Monterey, CA, June 11-14, 2008.
22. **Lau, Michael** and Roger Hanagriff. "Strategic Implications for the Future of the Texas Wine Industry." Oral presentation at the International Conference on Business. Los Angeles, CA, June 14-17, 2008.
23. **Lau, Michael** and Roger Hanagriff. "An Empirical Evaluation of State Sponsored Generic Promotion Programs." Oral presentation at the NEC-63 Annual Spring Conference,



Hilton Head, SC, Mach 14-15, 2008.

24. **Lau, Michael**, Roger Hanagriff, and Douglass Constance. "Barriers to the Adoption of Organic Agriculture by Conventional Producers in Texas." Oral presentation at the Southern Rural Sociological Association Annual Meeting, Dallas, TX, February 3-5, 2008.
25. **Lau, Michael**, Roger Hanagriff, Douglass Constance, and Mary York. "Discerning Differences between Producer Groups and Organic Adoption Barriers in Texas." Oral presentation at the Southern Agricultural Economics Association Annual Meeting, Dallas, TX, February 3-5, 2008.
26. **Lau, Michael**, Roger Hanagriff, and Sara Rogers. "Supply Constraints in Texas Wine Grape Production." Poster presentation presented at the American Farm Bureau Federation Annual Convention, New Orleans, LA, January 13-15, 2008.
27. McMillan, Matt, **Michael Lau**, Lucas Garcia, and Stanley Kelley. "Comparison of Alternative Hay Management Techniques in Relation to Wastage and Parasite Control." Poster presentation presented at the American Farm Bureau Federation Annual Convention, New Orleans, LA, January 13-15, 2008.
28. Kingman, Doug, Joe Muller, and **Michael Lau**. "BioDiesel Power Output Management." Poster presentation presented at the American Farm Bureau Federation Annual Convention, New Orleans, LA, January 13-15, 2008.
29. Beverly, Marcy, **Michael Lau**, Stanley Kelley, Roger Hanagriff. "The Economic and Social Values Consumers Place on All Natural/Healthy Beef Products and How this is Value Added Commodity Effects Demand: A Literature Review." Oral presentation at The Economics & International Business Research Conference, Miami, FL December 13-15, 2007.
30. Hanagriff, Roger, Tim Murphy, Marcy Beverly, **Michael Lau**. "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, FL December 13-15, 2007.
31. Hanagriff, Roger, and **Michael Lau**. "The Texas Wine Industry: A Descriptive Analysis of 2001 to 2007 Texas Wine Production and Consumption." Oral presentation at The Economics & International Business Research Conference, Miami, FL December 13-15, 2007.
32. **Lau, Michael**, Roger Hanagriff, Mary York. "The Role of Marketing Barriers in the Adoption of Organic Agriculture: The Case of Texas." Unpublished manuscript presented at the 2007 American Agriculture Economics Association Annual Meeting,

Portland, OR, July 31-August1, 2007.

33. **Lau, Michael**, Roger Hanagriff, Phil Hamilton, Lynn Hamilton. "Challenges Facing Undergraduate Agricultural Business Programs." Oral presentation at the International Food and Agribusiness Management Associate Annual Meeting, Parma, Italy, June 23-26, 2007.
34. **Lau, Michael**, Roger Hanagriff, Phil Hamilton, Lynn Hamilton. "Challenges Facing Undergraduate Agricultural Business Programs." Poster presentation at the International Food and Agribusiness Management Associate Annual Meeting, Parma, Italy, June 23-26, 2007.
35. Hanagriff, Roger, **Michael Lau**, Sarah Rogers. "Assessment of State Sponsored Agriculture Commodity Programs: A Case Study Approach using Texas Department of Agriculture's Texas Wine Marketing Assistance Program." Unpublished manuscript presented at the 2007 American Association of Wine Economist Annual Meeting, Trier, Germany, May 23-26, 2007.
36. Hanagriff, Roger, **Michael Lau**, Stanley Kelley. "Reporting of Beef Purchaser Demographics: A Descriptive Analysis of Major Southern U.S. Markets." Oral presentation presented at The Global Management and Information Management Research Conference, New York, NY, May, 2007.
37. Martinez, Steve, Roger Hanagriff, **Michael Lau**, and Michael Harris. "Determining the Factors Affecting Demand for Branded Beef: Applying a Logit Model to 2004 Neilson Home-scan Data." Presentation at Clute Institute for Academic Research, Mazatlan, Mexico, March 26-29, 2007.
38. Hanagriff, Roger, **Michael Lau**, and Stanley Kelley. "A Descriptive Review of U.S. Branded Beef Companies and Their Degree of Involvement in the Supply Chain: Preliminary Results." Presentation at the 2007 International Applied Business Research Conference, Mazatlan, Mexico, March 26-29, 2007
39. **Lau, Michael**, Roger Hanagriff, and Tim Murphy. "An Assessment of State Wine Marketing Programs." Poster presentation at the Southern Agricultural Economics Association Annual Meeting, Mobile, AL, February 2007.
40. Martinez, Steve, Roger Hanagriff, **Michael Lau**, and Michael Harris. "Factors Affecting Demand for Branded Beef." Paper presentation at the Southern Agricultural Economics Association Annual Meeting, Mobile, AL, February 2007.

41. Hanagriff, Roger, **Michael Lau**, and Tim Murphy. "An Assessment of State Wine Marketing Programs." Poster presentation at the Southern Agricultural Economics Association Annual Meeting, Mobile, AL, February 2007.
42. Hanagriff, Roger, **Michael Lau**, Stanley Kelley, and Marcy Beverly. "Assessment of a State Sponsored Marketing Program to Promote Rural Tourism: A Case Study using the 2004 to 2005 Texas Yes! Hometown STARS Program." Presented at the Economics and International Business Research Conference, Miami, FL, December 2006.
43. Hanagriff, Roger, **Michael Lau**, Stanley Kelley, and Marcy Beverly. "Assessment of a State Sponsored Marketing Program to Promote Rural Tourism: A Case Study using the 2004-2005 Texas Yes! Hometown STARS Program." Presented at the International Business & Economic Research Conference, Las Vegas, NV, October 2006.
44. Sims, David, Phillip Hamilton, and **Michael Lau**. "Analyze Economic Benefits Related to: Natural and Organic Beef Production." Student paper presented at the American Agricultural Economics Association Annual Conference, Long Beach, CA, August 2006.
45. Hanagriff, Roger, Stanley Kelley, **Michael Lau**, and Tim Murphy. "Assessment of State Sponsored Agricultural Marketing Programs: A Case Study Approach." Presented at The Global Management & Information Technology Research Conference, New York, NY, July 2006.
46. Hanagriff, Roger, Stanley Kelley, **Michael Lau** and Tim Murphy. "An Evaluation of State Supported Marketing Programs: A Case Study Approach Using Results of the GO TEXAN Member Survey." Presented at the International Business & Management Research Conference, Honolulu, HI, June 2006.
47. Hanagriff, Roger, **Michael Lau**, Lindsey Kilcrease, and Kristi Lee. "2004 Assessment of the Texas Yes! Hometown STARS Program." Presented at the Hawaii International Conference on Business, Honolulu, HI, June 2006.
48. Hanagriff, Roger, **Michael Lau**, Lindsey Kilcrease, Kristi Lee. "2004 Assessment of the Texas Yes! Hometown STARS Program." Unpublished manuscript presented at the Hawaii International Conference on Business, Waikiki Honolulu, HI, June, 2006.
49. Hanagriff, Roger, Stanley Kelley, **Michael Lau**, and Rim Murphy. "An Evaluation of State Supported Marketing Programs: A Case Study Approach Using Results of the 2005 GO TEXAN Member Survey." Unpublished manuscript presented at the International Business & Management Research Conference, Waikiki Honolulu, HI, June, 2006.
50. Hanagriff, Roger, Stanley Kelley, **Michael Lau**, and Rim Murphy. "An Assessment of State Sponsored marketing Programs: A Case Study Approach." Unpublished manuscript presented at The Global Management & Information Technology Research Conference, New York, New York, May, 2006.

51. Hanagriff, Roger, Marcy Beverly, Art Wolfskill, Beth Boyles, and **Michael Lau**. "Assessment of the Texas Agricultural Finance Authority's Rural Economic Development Programs." Unpublished manuscript presented at the 2005 Economics & International Business Research Conference, Miami, FL, December 2005.
52. Richardson, James, Joe Outlaw, **Michael Lau**, and Keith Schumann. "Innovations in Spreadsheet Simulation Modeling of Agribusiness." Unpublished manuscript presented at the 2005 Hawaii International Conference on Business, Honolulu, HI, May 26-29, 2005.
53. Outlaw, Joe, James Richardson, and **Michael Lau**. "Stochastic Evaluation of Risky Decisions in Project Feasibility." Unpublished manuscript presented at the 2005 Hawaii International Conference on Business, Honolulu, HI, May 26-29, 2005
54. **Lau, Michael**, James Richardson, Joe Outlaw, Stephen Fuller, Clair Nixon, and Brian Herbst. "Location of a MixAlco Production Facility with Respect to Economic Viability." Unpublished manuscript presented at the 2004 American Agriculture Economics Association Annual Meeting, Denver, CO, August 1-4, 2004.
55. Herbst, Brian, Joe Outlaw, David Anderson, Steven. Klose, **Michael Lau**, and Mark Holtzapple. "Economic Analysis of Alternative Ignocelluloses Sources for Ethanol Production." Unpublished manuscript presented at the Western Agricultural Economics Association Annual Meeting, Honolulu, HI, July, 2004.
56. Outlaw, Joe, David Anderson, James Richardson, **Michael Lau**, and Steven Klose. "Estimating the Supply and Demand for Ethanol." Presented paper at the Western Agricultural Economics Association Annual Meeting, Honolulu, Hawaii, July 2004.
57. **Lau, Michael**, Joe Outlaw, James Richardson, and Brian Herbst. "Short-Run Density Forecast for Ethanol and MTBE Prices." Unpublished manuscript presented at the 2004 Agriculture as a Producer and Consumer of Energy Conference, Washington D.C., June 24-25, 2004.

#### **Work or Professional Experiences**

Sam Houston State University, Assistant Professor Department of Agricultural Sciences	Fall 2005-Present
Texas A&M University, Lecturer Department of Agricultural Economics	Fall 2004, Summer 2005, 2006, 2009
Texas A&M University, Graduate Teaching Assistant	2001-2003

Department of Agricultural Economics

Texas A&M University, Graduate Research Assistant

2003-2004

Texas A&M University, Student Programs Coordinator

1999-2001

**Honors and Awards**

None

**Other Competencies**

None