

Jennifer H. Dennis

Assistant Professor – Departments of Horticulture & Landscape Architecture
and Agricultural Economics

Section A: General Information

1. Academic Record:

<u>Degrees Received</u>	<u>Institution</u>	<u>Dates</u>	<u>Majors</u>
Ph.D.	Michigan State University	2001-2004	Horticulture
M.S.	University of Illinois (UIUC)	1999-2001	N.R.E.S.
B.S.	University of Illinois (UIUC)	1993-1999	Ornamental Hort.

2. Appointments Held:

- Purdue University, Assistant Professor, June 1, 2004 - Present

3. Memberships in Scientific, Professional, and Honorary Organizations:

- American Society for Horticultural Science
 - Marketing and Economics Working Group Chair, 2005-Present
- American Marketing Association
- American Agricultural Economics Society
 - Council on Status of Black Agricultural Economists, Secretary, 2007-Present
- Southern Agricultural Economics Association
- Ohio Florists Association
 - Publications Committee, 2005-Present
- International Society for Horticultural Science
- Member of Pi Alpha Xi Ornamental Horticulture Honor Society
 - Co-Advisor for Purdue Chapter with Dr. Roberto Lopez
- Member of Phi Kappa Phi Honor Society
- Minorities in Agriculture, Natural Resources, and Related Sciences

4. Awards & Honors:

- Purdue Agriculture Dean's Team Award, New Ventures Team, 2007
- Horticulture Departmental Teaching Award, Fall 2006
- Teaching for Tomorrow Award, 2006
- Horticulture Departmental Teaching Award, Fall 2005
- Horticulture Departmental Teaching Award, Fall 2004
- Undergraduate Student Research Competition, 2nd Place in Social Science Division
Student: Mr. Behnam Arjomandi, Undergraduate Honors Project in Agricultural Economics, "Willingness to Pay for State Sponsored Promotional Programs", 2006

Publications Related to Outreach Activities – Dr. Dennis has authored or co-authored **nine** extension bulletins, **23** articles in newsletters, and **ten** magazine articles. ***All peer-refereed publications are in the Discovery section on page 21.***

Bulletins ($\Sigma = 9$)

Miller, Alan, Craig Dobbins, Corinne Alexander, Jennifer Dennis, Roberto Lopez, Bruce Erickson, and Luc Valentin. 2008. 2008 Farm Management Tour, CES paper number 360.

Dennis, Jennifer, Benjamin Taylor, and Michael Mickelbart. 2008. “Risk Management Principles: Production Risk,” Purdue Cooperative Extension Publication. HO-231-W.

Dennis, Jennifer and Michael Mickelbart. 2008. “Risk Management Principles: Human Resource Risk,” Purdue Cooperative Extension Publication. HO-232-W.

Dennis, Jennifer and Michael Mickelbart. 2008. “Risk Management Principles: Marketing Risk,” Purdue Cooperative Extension Publication. HO-233-W.

Dennis, Jennifer and Michael Mickelbart. 2008. “Risk Management Principles: Financial Risk,” Purdue Cooperative Extension Publication. HO-234-W.

Hofmann, Christa and Jennifer H. Dennis, 2007. “Starting A Farmers’ Market,” Purdue Cooperative Extension Publication. EC-739.

Hofmann, Christa, Jennifer H. Dennis, A. Scott Gilliam, and Shirley Vargas, 2007. “Food Safety Regulations for Farmers’ Markets,” Purdue Cooperative Extension Publication, EC-740.

Hofmann, Christa and Jennifer H. Dennis, 2007. “Using the WIC Program: A Guide for Farmers’ Market Masters, Vendors, and Roadside Stands,” Purdue Cooperative Extension Publication, EC-741.

Miller, Alan, Maria Marshall, Jennifer Dennis, Craig Dobbins, and Fred Barnard. 2005. 2005 Farm Management Tour. CES paper number 358.

Newsletters ($\Sigma = 23$)

Marshall, Maria, Corinne Alexander, Jennifer H. Dennis, Roberto Lopez and Kwamena Quagraine. 2008. “Trends in Indiana Specialty Agriculture,” Purdue Agricultural Economics Report, July 2008.

Dennis, Jennifer H. 2008. “Horticulture Marketing Website,” Facts for Fancy Fruit, April 9, 2008, FFF 08-02. <http://www.hort.purdue.edu/fff/FFF08/FFF08-02.pdf>

Dennis, Jennifer H. 2008. “Farmers’ Market Cost Share Reimbursement Program,” Facts for Fancy Fruit, April 9, 2008, FFF 08-02. <http://www.hort.purdue.edu/fff/FFF08/FFF08-02.pdf>

Dennis, Jennifer H. 2008. "Farmers' Market Workshop to Feature the WIC Program," Facts for Fancy Fruit, April 9, 2008, FFF 08-02. <http://www.hort.purdue.edu/fff/FFF08/FFF08-02.pdf>

Dennis, Jennifer H. 2007. "2007 Produce Availability & Merchandising Guide Now Available," Facts for Fancy Fruit, July 19, 2007, FFF 07-06. <http://www.hort.purdue.edu/fff/FFF07/FFF07-06.pdf>

Hollis, Quintrell and Jennifer H. Dennis, 2007. "The Economic Impact of Indiana's Turfgrass Industry," Purdue Agricultural Economics Report. June 2007. <http://www.agecon.purdue.edu/extension/pubs/paer/2007/june/paer0607.pdf>

Hollis, Quintrell and Jennifer H. Dennis, 2007. "Trends In Indiana: Most Productive Fresh Fruits and Vegetables," Vegetable Crops Hotline, 475, April 5, 2007. <http://www.btny.purdue.edu/pubs/vegcrop/VCH2007/VCH475.pdf>

Hollis, Quintrell and Jennifer H. Dennis, 2007. "The Packer Fresh Trends for Indiana Fruits & Vegetables," Facts for Fancy Fruit, March 22, 2007, FFF 07-01. <http://www.hort.purdue.edu/fff/FFF07/FFF07-01.pdf>

Dennis, Jennifer H. 2007. "Workshop Seeks to Promote Indiana Farmers' Markets," Facts for Fancy Fruit, March 22, 2007, FFF 07-01. <http://www.hort.purdue.edu/fff/FFF07/FFF07-01.pdf>

Dennis, Jennifer H. and Corinne Alexander, 2006. "United States and Regional Supply of Certified Organic Fruits and Vegetables," The New Agriculture Network, (August 9, 2006), Vol 3., no. 9. <http://www.new-ag.msu.edu/issues06/8-9.htm#2>

Dennis, Jennifer H. 2006. "2006 Produce Availability & Merchandising Guide Now Available," Facts for Fancy Fruit, August 2, 2006, FFF 06-04. <http://www.hort.purdue.edu/fff/FFF06/FFF06-07.pdf>

Hofmann, Christa and Jennifer H. Dennis, 2006. "Understanding the Perishable Agriculture Commodities Act," Facts For Fancy Fruit, August 2, 2006, FFF 06-04. <http://www.hort.purdue.edu/fff/FFF06/FFF06-07.pdf>

Alexander, Corinne and Jennifer H. Dennis, 2006. "United States and Regional Supply of Certified Organic Field Crops and Livestock," The New Agriculture Network, July 12, 2006, Vol 3., no. 7. <http://www.new-ag.msu.edu/issues06/7-12.htm#4>

Hofmann, Christa and Jennifer H. Dennis, 2006. "Understanding the Perishable Agriculture Commodities Act," Vegetable Crops Hotline, 468, July 27, 2006. <http://www.btny.purdue.edu/pubs/vegcrop/VCH2006/VCH468.pdf>

Dennis, Jennifer H. 2006. "2006 Produce Availability & Merchandising Guide Now Available," Vegetable Crops Hotline, 468, July 27, 2006.

<http://www.btny.purdue.edu/pubs/vegcrop/VCH2006/VCH468.pdf>

Dennis, Jennifer H. and Christopher Gunter, 2006. "Unseasonable Weather Impacts Cantaloupe Market," Vegetable Crops Hotline, 464. May 25, 2006.

<http://www.btny.purdue.edu/pubs/vegcrop/VCH2006/VCH464.pdf>

Dennis, Jennifer H. 2006. "Do You Want To Know Your Cost of Production?" Vegetable Crops Hotline, 461, April 6, 2006.

<http://www.btny.purdue.edu/pubs/vegcrop/VCH2006/VCH461.pdf>

Dennis, Jennifer H. 2005. "Understanding Today's Organic Consumer," The New Agriculture Network, August 12, 2005, Vol 2., no. 8.

<http://www.ipm.msu.edu/new-ag.htm>

Dennis, Jennifer H. 2005. "Agritourism Opportunities for Indiana Farms & Rural Communities," Facts for Fancy Fruit, May 6, 2005, FFF 05-02.

<http://www.hort.purdue.edu/fff/FFF05/FFF05-02.pdf>

Dennis, Jennifer H. 2005. "Trends in Farmer's Market Purchasing," Facts for Fancy Fruit, June 20, 2005, FFF 05-04. <http://www.hort.purdue.edu/fff/FFF05/FFF05-04.pdf>

Dennis, Jennifer H. 2005. "Farm Market Survey," Facts for Fancy Fruit, August 24, 2005, FFF 05-07. <http://www.hort.purdue.edu/fff/FFF05/FFF05-07.pdf>

Dennis, Jennifer H. 2005. "Fruit Market Survey," Vegetable Crops Hotline, 454, August 12, 2005. <http://www.btny.purdue.edu/pubs/vegcrop/VCH2005/VCH454.pdf>

Alexander, Corinne and Jennifer H. Dennis, "Organic Crop Budgets: A Catalogue," The New Agriculture Network, June 24, 2004, Vol 1., no. 6.

<http://www.ipm.msu.edu/new-ag/issues04/06-24.htm#5>

Publications: Non-refereed (Magazines, etc.) ($\Sigma = 10$)

Dennis, Jennifer H., Roberto G. Lopez, Brian A. Krug, and Stephanie E. Burnett, (2008, Forthcoming), "Marketing Sustainability to Growers," GMPro, X (x): xx-xx.

Krug, Brian A., Stephanie Burnett, Jennifer H. Dennis, and Roberto G. Lopez, (2008, Forthcoming), "Should You Become A Sustainable Greenhouse?" GMPro, X (x): xx-xx.

Lopez, Roberto G., Stephanie E. Burnett, Jennifer H. Dennis, and Brian A. Krug, (2008, Forthcoming), "Steps Towards Becoming a Sustainable Greenhouse- Energy and Water Efficiency, GMPro, X (x): xx-xx.

Dennis, Jennifer H. 2008. "Marketing Based on Differences," American Nurseryman, Vol 207 (2): 36-38.

Dennis, Jennifer H. 2006. "How to Create Positive Experiences With Your Customers," Great Lakes Christmas Tree Journal, Vol 1 (Summer), No 3, 12-14.

Dennis, Jennifer H. and Michael V. Mickelbart, 2006. "Decreasing Marketing Risk," Ohio Florists Association Bulletin, May/June, No. 896, pp.17-19.

Dennis, Jennifer H, Benjamin Taylor and Michael V. Mickelbart, 2006. "Risk Management Principles Part I: Production Risk," Indiana Nursery Landscape News, January/February, Vol 66, (1) pp. 32-33.

Dennis, Jennifer H. and Michael V. Mickelbart, 2006. "Risk Management Principles Part II: Marketing Risk," Indiana Nursery Landscape News, March/April, Vol 66, (2) pp. 32-34.

Dennis, Jennifer H. and Michael V. Mickelbart, 2006, "Risk Management Principles Part III: Human Risks," Indiana Nursery Landscape News, May/June, Vol 66, (3) pp. 34-35.

Dennis, Jennifer H. and Michael V. Mickelbart, 2006, "Risk Management Principles Part IV: Financial Risks," Indiana Nursery Landscape News, July/August, Vol 66, (4) pp. 26-28.

Section D: Discovery

Research, scholarly activity, or creative endeavor in progress:

Dr. Dennis' Applied Research program supports her Extension programs in market channels, new business development, and consumer behavior. She is one of two people in the U.S. to have a horticultural marketing research program focusing on consumer research. Very little horticulture production statistics are collected with even fewer studies done on consumers. Without this information, many horticulture producers would not be able to gauge consumer demand for their products. For example, at the July 2008 OFA national short course for floriculture growers, several producers asked about consumer research for willingness to pay for sustainably grown floriculture crops. **Dr. Dennis is the only person in the U.S.** who has already begun this research and will be able to disseminate the results in November 2008 at the Sustainability research conference. Her research focuses on developing information for growers and specialty crop stakeholders to help in making educated business decisions. The majority of her research programs deal with horticulture crops. She also has been asked to join research projects focusing on marketing related to market channels and consumer behavior that are outside of horticulture showing her expertise and recognition as an expert in those areas. Dr. Dennis uses her research findings to incorporate real-time lessons with her classroom teaching. She encourages mentoring of graduate students as another way to continue her research program. For example, **three** extension articles were written with Mr. Hollis (M.S. student) on research and Extension topics from Dr. Dennis' program. She has finished **two** M.S. students in the Agricultural Economics Department.

Dr. Dennis is recognized nationally through her efforts in the Multi-State S-1021 project and by her work as Marketing and Economics working group chair for ASHS. She has conducted consumer research that gives a national picture of consumer trends. Dr. Dennis has been invited **six** times to present findings from her research or talk about survey methodology during her tenure at Purdue. She is also recognized internationally through the International Marketing and Economics Symposium where she has presented research in Germany in 2004 and again this year in Thailand in December 2008. Dr. Dennis has authored **nine** peer-refereed journal articles, **11** conference proceedings, **11** abstracts, **two** magazine articles based on peer-refereed research, and **two** papers submitted to peer-refereed journals.

Market Channels:

Farmers' Markets

Dr. Dennis completed research with her M.S. student (Christa Hofmann) based on Extension needs for farmers' markets. Ms. Hofmann and Dr. Dennis established benchmarks for Indiana markets by collecting market locations and examining who (e.g. producers, consumers, community revitalization) influenced market existence. This study also examined variables that influenced vendor, customer, and local health department relationships. Several outputs have come from this work including **two** peer-refereed journal articles, **three** extension bulletins, **two** poster presentations, and **one** conference proceeding.

Kenya's Cut Flower Industry

Dr. Dennis is working with Dr. Andrew Muhammad, an Agricultural Economist from Mississippi State University, to estimate the import demand for fresh cut flowers in the EU, where demand is differentiated by product (roses and carnations). Kenya has benefited from the Lomé Convention, a trade agreement between African, Caribbean, and Pacific (ACP) countries, and is not subject to import quotas or levies. In November 2007, the East African Community (EAC) (Kenya and other African countries) signed a framework for an interim economic partnership agreement (EPA) between the EAC and the EU. Under this agreement the EU has offered EAC states tariff free access for all products except rice and sugar. Drs. Dennis and Muhammad has submitted this paper to the South African Journal of Economics.

Sustainable Floriculture

Sustainable floriculture practices involve using less inputs and becoming energy and resource efficient while growing greenhouse products. Dr. Dennis is working with Dr. Roberto Lopez and an Agricultural Economics M.S. student (Tanya Hall) to study consumer's perceptions and willingness to pay for sustainably produced bedding plants. Growers also will be examined to determine their resistance or barriers to adopting this method. This project is in its first year and has been funded by Purdue's Mission-Oriented Grant Program. A \$10,000 gift was also given by Ball Horticultural Company to fund this research.

Trade-Flow Practices of the Nursery Industry

The S-1021 Multi-State research committee conducts a study of trade-flow practices within the nursery industry to track differences in production, technology, and marketing practices within states. Dr. Dennis has worked with Bridget Behe (Michigan State University), Charlie Hall (Texas A & M University), and Alan Hodges (University of Florida) to analyze and write **two** peer refereed manuscripts that focus on national differences in marketing and production and technology.

New Business Development

Aquaculture CRSP

Dr. Dennis is a co-principal investigator on an Aquaculture Extension grant for fish producers. This research project develops an aquaculture supply chain framework to create value for a farm-raised fish chain in Ghana and Kenya. Although this project is non-horticultural, aquaculture is part of specialty crops. Dr. Dennis will use her expertise in primary research survey methodology to help with questionnaire construction and outreach efforts.

Consumer Behavior

Consumer Emotions

Dr. Dennis' conducts research in consumer behavior to provide industry stakeholders with insight regarding the gardening consumer. Several studies have been conducted that examine the effects of plant guarantees on customer satisfaction and intentions/behavior based on consumer emotions and switching behavior. These findings are readily applicable to floriculture and nursery retailers searching for ways to understand the evolving customer. For example, research conducted by Dr. Dennis examined the difference in purchasing and customer satisfaction/regret based on ethnicity. This information was very well-received in the industry and was the basis for a national talk at the OFA Floriculture conference, the Ball Publishing Complete retail conference, and a feature article in the American Nurseryman trade magazine. Very little consumer research is done for the produce or ornamental sectors of the horticulture industry. Information provided by Dr. Dennis is much needed and very relevant to industry stakeholders who are working to create a competitive advantage against competitors including mass merchandisers.

Biodegradable Packaging Appeal

One part of sustainability is the reduction of plastic containers for floriculture production. Dr. Dennis is working with three members of the Multi-State S-1021 project that utilizes conjoint analysis and experimental auctions to elicit consumer's willingness to pay for biodegradable containers. This project was funded by the Horticulture Research Institute and is in the literature review and questionnaire construction phase.

Consumer Perception of Goat Meat

Dr. Dennis worked with an Agricultural Economics M.S student (Quintrell Hollis) to conduct a study on consumer's willingness to try goat meat based on it being promoted on health benefits. Although this is not a horticultural focus, this project was a great study on consumer behavior based on a specialty product.

Publications: ($\Sigma = 9$)

Refereed Journal Articles:

Bege, Bridget K. and Jennifer H. Dennis. 2008. (Accepted), "Age Influences Gardening Practices, Participation, and Customer Satisfaction and Regret," International Society for Horticultural Science, Marketing and Economics Symposium, Acta Horticulture. xx:xx-xx.

Hofmann, Christa H., Jennifer H. Dennis, and Maria Marshall. 2008. (Accepted), "Identifying Farmers' Market Organizational Structure: An Indiana Case Study," International Society for Horticultural Science, Marketing and Economics Symposium, Acta Horticulture. xx:xx-xx.

Behe, Bridget K., Jennifer H. Dennis, Alan W. Hodges, and Charles R. Hall. 2008. (Accepted), "Regional Analysis of Marketing Practices in the U.S. Nursery Industry," Hortscience. xx: xx-xx.

Hodges, Alan W., Charles R. Hall, Bridget K. Behe, and Jennifer H. Dennis. 2008. (Accepted), "Regional Analysis of Production Practices and Technology Use in the U.S. Nursery Industry," Hortscience. xx: xx-xxx.

Hofmann, Christa, Jennifer H. Dennis and Maria Marshall. 2008. (Accepted). "Factors Influencing the Growth of Farmers' Markets in Indiana," Hortscience, xx: xx-xxx.

Dennis, Jennifer H. and Bridget Behe, 2007. "Evaluating the Role of Ethnicity on Gardening Purchases and Satisfaction," HortScience, 42: 262-265.

Hicks, Jessica, Thomas J. Page Jr., Bridget K. Behe, Dennis, Jennifer H., and R. Thomas Fernandez, 2005. "Delighted Customers Buy Again: An Investigation into the Impact of Consumer Knowledge on Consumer Satisfaction and Delight of Flowering Potted Plants" Journal for Satisfaction, Dissatisfaction, and Complaining Behavior. Volume 18, 94-104.

Dennis, Jennifer H., Bridget K. Behe, R. Thomas Fernandez, Robert Schutzki, Thomas J. Page Jr., and Richard A. Spreng. 2005. "Do Plant Guarantees Matter," HortScience, 40 (2): 142-145.

Dennis, Jennifer H., Bridget K. Behe, Thomas J. Page, Jr., and Richard A. Spreng, 2004. "Can Experiencing Regret Affect Future Consumer Consumption of Horticultural Products," Acta Horticulturae 655: September, p. 89-91.

Published Research Abstracts and Conference Proceedings:

Conference Proceedings: ($\Sigma = 11$)

- Hall, Charles, Alan Hodges, Bridget Behe, and Jennifer Dennis. 2008. "A Regional Empirical Examination of Practices and Technologies Used by Growers," Southern Nurseryman Association Research Conference Proceedings, Vol 53.
- Behe, Bridget, Jennifer H. Dennis, Charlie R. Hall, and Alan W. Hodges. 2008. "Regional Marketing Practices in the U.S. Nursery Industry," Southern Nurseryman Association Research Conference Proceedings, Vol. 53.
- Hofmann, Christa, Jennifer H. Dennis and Maria Marshall. 2008. Southern Agricultural Economics Association (SAEA), 'An Evaluation of Market Characteristics for Indiana's Farmers' Markets, February 2008.
- Hofmann, Christa and Jennifer H. Dennis. 2007. American Society for Horticultural Science (ASHS), Phoenix, "An Assessment of Indiana's Farmers' Markets," HortScience, 42 (4): 1002.
- Dennis, Jennifer H. and Bridget Behe, 2006. "Does Emotion Drive Gardening Purchases?" Southern Nurseryman Association Research Conference Proceedings, Vol 51.
- Behe, Bridget and Jennifer H. Dennis, 2006. "The Changing Face of the American Gardener," Southern Nurseryman Association Research Conference Proceedings, Vol 51.
- Dennis, Jennifer H., Richard A. Spreng, Thomas J. Page Jr., and Bridget K. Behe, 2005. "What Happens After Product Failure: An Examination of Switching?" 5th Annual Hawaii International Conference on Business. 5: 739-745.
- Dennis, Jennifer H. and Bridget K. Behe 2004 (49), "Satisfaction Guaranteed: Do Guarantees Help Customers Repurchase Gardening Products," 2004 Southern Nursery Association (SNA) Research Conference Proceedings, 472-474.
- Dennis, Jennifer H. and Bridget K. Behe 2004 (49), "Was It Something I Said: Understanding Why Customers Switch," 2004 Southern Nursery Association (SNA) Research Conference Proceedings, 475-477.
- Dennis, Jennifer H., Thomas J. Page Jr., Richard A. Spreng, and Bridget K. Behe 2004. "The Determinants of Consumer Regret in Purchase Situations," American Marketing Association (AMA) Summer Educators Conference Proceedings. Boston, MA. p. 200-201.
- Dennis, Jennifer H., Bridget K. Behe, Rachel M. Walden, and R. Daniel Lineberger. 2004. *Diamonds are Forever...But How Long Do Valentine Day Roses Last?* 2003 Southern Nursery Association Research Conference Proceedings. 43: 550-552.

Abstracts: (Σ = 11)

- Dennis, Jennifer H., Christa Hofmann, and Maria Marshall. 2008. American Society for Horticultural Science (ASHS), Orlando, "Factors Influencing the Growth of Farmers' Markets in Indiana," *HortScience*, 43 (4): 1143.
- Muhammad, Andrew and Jennifer H. Dennis, 2008. American Society for Horticultural Science (ASHS), Orlando, "European Demand for Imported Cut Flowers: The Importance of Preferential Access for Developing Countries," *HortScience*, 43 (4): 1048.
- Dennis, Jennifer and Roberto Lopez. 2008. American Society for Horticultural Science (ASHS), Orlando, "Understanding the World of Sustainability," *HortScience*, 43 (4): 1075.
- Hofmann, Christa and Jennifer H. Dennis. 2007. Food Distribution Research Society (FDRS), New Orleans, 'An Evaluation of Market Characteristics for Indiana's Farmers' Markets, (Poster).
- Hofmann, Christa and Jennifer H. Dennis. 2007. American Society for Horticultural Science (ASHS), Phoenix, "An Assessment of Indiana's Farmers' Markets," *HortScience*, 42 (4): 1002.
- Dennis, Jennifer H. 2006. American Society for Horticultural Science (ASHS), New Orleans, "Evaluating the Role and Impacts of Agriculture Innovation Centers," *HortScience*, 41 (4): 928.
- Dennis, Jennifer H., 2005. American Society for Horticultural Science (ASHS), Las Vegas, NV. "Price Determinants for New Products," *HortScience*, 40 (4): 970.
- Hicks, Jessica, Thomas J. Page Jr., Bridget K. Behe, Dennis, Jennifer H., and R. Thomas Fernandez 2005. American Society for Horticultural Science (ASHS), Las Vegas, NV. "Delighted Customers Buy Again: An Investigation into the Impact of Consumer Knowledge on Consumer Satisfaction and Delight of Flowering Potted Plants," *HortScience*, 40 (4): 969.
- Dennis, Jennifer H., and Bridget K. Behe, 2005. American Society for Horticultural Science (ASHS), Las Vegas, NV. "The Changing Face of the American Gardener," *HortScience*, 40 (4): 983.
- Dennis, Jennifer H. and Bridget K. Behe, 2004. American Society for Horticultural Science (ASHS), Austin, TX. "Do Plant Guarantees Matter?" July 19, 2004.
- Dennis, Jennifer H. and Bridget K. Behe, 2004. American Society for Horticultural Science (ASHS), Austin, TX. "Understanding Behavioral Consequences of Dissatisfied and Regretful Customers," *HortScience*, 39 (4): 722.

Non-refereed papers in magazines, etc. ($\Sigma = 2$)

Dennis, Jennifer H. 2004 "Understanding and Evaluating Guarantee Programs," Ohio Florists Association Bulletin, November/December.

Dennis, Jennifer H. 2004. "Plant Guarantees Increase Consumer Confidence," Nursery Management Production, April, pp 50-52.

Community-oriented activities directly related to your University expertise:

Speaker at Agribusiness Institute, West Lafayette, Indiana, "Higher Education and Research Projects in Agribusiness", 45 students, June 2008

Speaker at Minorities in Agriculture Natural Resources and Related Sciences National Conference, Denver, Colorado, 100 students, March 2008

Speaker at National Black Graduate Student Association, West Lafayette, Indiana, 50 students, December 2007

Speaker at Agribusiness Institute, Indianapolis, Indiana, "Higher Education and Research Projects in Agribusiness", 60 students, June 2007

Speaker for MACHS, "Hort Marketing Opportunities," March 2007

Speaker at Adam Clayton Powell School, Chicago, Illinois January 2005.

Other evidence of general contribution:

Dr. Dennis has been very active on campus serving as a mentor for several students and programs including:

- MARC/AIM mentor for Mr. Courtney Stewart from Prairie View A & M University, Summer 2006
- Leadership Certificate mentor for Ms. Jacqueline Drury, Completed May 2007

Dr. Dennis is a professional mentor to the National Minority Agriculture Association (MANRRS) by attending regional and national meetings. She has spoken at both meetings to over **200** minority students about attending graduate school. She has served on a panel for two years for the Black Graduate Association's (BGA) going grad panel. Dr. Dennis also enjoys judging the Purdue undergraduate research competition.