

Economics & Public Opinion Research Curriculum Vitae for Brad Gentner

QUALIFICATIONS

Eight years experience conducting economic analysis in the field of recreational and commercial fishing. Strong skills in all phases of fisheries policy analysis including: economic valuation, economic impact modeling, international trade, seafood demand modeling, survey design and implementation, statistical analysis of survey data, focus group moderation, outreach and oral and written communications for technical and lay audiences.

PROFESSIONAL EXPERIENCE

President and Chief Economist. Gentner Consulting Group. Silver Spring, MD. 2007 to present.

- Gentner Consulting Group is a full service consultancy in natural resource economics and public opinion research specializing in policy analysis, non-market valuation, demand analysis, economic impact analysis, human dimensions analysis, survey design, event management, and interpretation planning, training and evaluation.
- Current projects include:
 - Examination of the economic importance of fishing tourism in selected island nations in Oceania as part of a fisheries development grant.
 - Volunteer coordinator American Fly Fishing Trade Association Family and Youth Casting Call and National Casting Call, April 27th and 28th, 2008.
 - Examination of international markets for billfish including the domestic production and importation of billfish into the United States. Estimation of the economic impacts of domestic production and imports.
 - Estimation of US national Expenditures and Economic Impacts from Marine Recreational Fishing using data from the 2006 national marine recreational expenditure survey.
 - Regulatory analysis, including regulatory impact review, regulatory flexibility analysis, and NEPA economic analysis, of the international provisions in the Magnuson-Stevens Fishery Conservation and Management Reauthorization Act (MSRA). Federal Register notice of proposed rule posted Monday June 11, 2007 (Volume 72, Number 111, page 32052).
 - Analysis of Hawaii stated preference choice experiment data on angler preferences for billfish regulations.
 - Assisted in the development of the event evaluation, visitor expenditure and vendor cost and earnings survey for the Newmarket, New Hampshire Heritage Festival. Estimated total visitor expenditures and economic impacts.
- Gentner Consulting Group's goal is to supply decision makers with the economic and human dimensions information necessary to make better natural resource management decisions through providing turn key data collection and analysis products

Economist. National Marine Fisheries Service (NMFS). Silver Spring, MD. 1999 to 2007.

- Responsible for the recreational economic data collection and analysis program.
 - Developed methodologies to support the Agency's development of management plans and impact assessments.
 - Conducted research on bio-economic modeling, natural resource valuation, economic impacts of natural resource policy, recreational demand analysis, sample design efficiency, and stated preference choice experiments.
 - Designed and administered expenditure, revealed preference commercial cost and earnings, and stated preference valuation/recreational demand surveys.
- Chaired National Economic Impact Working Group
 - Developed national standards for economic impact modeling.
 - Produced the commercial fisheries price index and the commercial fishing value added table annually for Fisheries of the United States.
 - Hosted the 2004 IMPLAN User's Conference to establish and maintain contacts with other agency's, academics, and consultants using input/output models for policy analysis.
 - Organized an agency wide training in the construction of computable general equilibrium models.
- Responsible for strategic planning, budgeting, procurement and all other phases of project management.
- Coordinated multidisciplinary teams to assist NMFS and its state, local, and federal partners.
- Regularly presented research to scientific, management council, and lay audiences.

- Initiated outreach campaign aimed at academics, agency personnel, state cooperators, and agency constituents.
- Proficient in the use of SAS (PC and Unix), Limdep, IMPLAN Pro, Mathematica, Adobe Pagemaker, Adobe Photoshop, PCMiller, Microsoft (MS) Access, MS Excel, MS Powerpoint, and MS Word.

PROFESSIONAL EXPERIENCE cont'd:

District Manager. James M. Vardaman & Co., Inc., Forest Management Specialists. Raleigh, NC. 1994 – 1997.

- Responsible for all phases of non-industrial private forest management including forestland appraisals, timber sales, land sales, timber management plans, economic analysis and regeneration management.
- Responsible for the supervision of contractors including logging contractors, herbicide application contractors, and tree planting contractors.
- Responsible for office management, including client database management, work scheduling, procuring new business and supervising two technicians.
- Brokered over \$7 million in timber and recognized as a leading income generating manager.
- Developed and administered a company wide digital mapping program, FORSmap.
- Developed and administered a company wide Global Positioning System(GPS) data collection program.

EDUCATION

No Degree Sought. Agricultural and Natural Resource Economics, University of Maryland, Fall 2001 and Spring 2002. 20 semester credits.

M.S. in Agricultural and Natural Resource Economics. Oregon State University, Corvallis, Oregon. 1999.

B.S. in Forestry. Northern Arizona University, Flagstaff, Arizona 1993. GPA 3.54.

PEER REVIEWED PUBLICATIONS

Wallmo, Kristy and Brad Gentner. (in press). The Use of Stated and Revealed Preference Data to Understand Catch and Release Behavior of Saltwater Anglers. North American Journal of Fisheries Management.

Gentner, Brad (2008). Do Angler's Tell the Truth? Examining Revealed and State Preferences for Conservation. Proceedings of the 4th World Fisheries Congress. May 2004. Vancouver, B.C., Canada.

Gentner, Brad and Stephen Sutton. (2007). "Substitution in Recreational Fishing." In: Global Challenges in Recreational Fisheries. Øystein Aas editor. Blackwell Science, Oxford.

Gentner, Brad. (2007). Sensitivity of anger benefit estimates from a model of recreational demand to the definition of the substitute sites considered by the angler. Fishery Bulletin. 105:161-167.

Massey, Matt, Steve Newbold, and Brad Gentner. (2006). Valuing water quality changes using a bioeconomic model of a coastal recreational fishery. Journal of Environmental Economics and Management. Volume 52 Issue 1. pp 482-500.

Massey, Matt, Steve Newbold, and Brad Gentner. (2005). The Effects of Water Quality on Coastal Recreation Flounder Fishing. EPA National Center for Environmental Economics Working Paper Series. Working paper number 05-03. March 2005.

Oh, Chi-Ok, Robert Ditton, Brad Gentner, and Robin Reichers. (2005). A Stated Preference Choice Approach to Understanding Angler Preferences for Management Options. Human Dimensions of Wildlife. Volume 10 Number 3. pp173-186.

Steinback, Scott, Brad Gentner, and Jeremy Castle. (2004) Economic Impacts of Marine Recreational Angling in the United States. NOAA Professional Paper NMFS 2, 169 p.

Gentner, Brad and John Tanaka. (2002). Classifying Federal Public Land Grazing Permittees. Journal of Range Management. Vol. 55. No.1. pp. 2-12.

Gentner, Brad and Alan Lowther (2002). "Evaluating Marine Sport Fisheries in the USA." In *Recreational Fisheries: Ecological, and Economic, and Social Evaluation*. T.J. Pitcher and C.E. Hollingsworth eds. Blackwell Science, Oxford. Pp. 186-206.

Hicks, R.L., A.B. Gautam, D. Van Voorhees, M. Osborn, and B. Gentner (2000). *Thalassorama: An Introduction to the NMFS Marine Recreational Fisheries Statistics Survey with an Emphasis on Economic Valuation*. Marine Resource Economics. Vol. 14 pp.375-385.

GREYLITERATURE/PROCEEDINGS

Gentner, Brad (2005). Using Stated Preference Choice Experiments to Forecast the Impacts of Recreational Fisheries Policy. Proceedings 2004 IMPLAN User's Conference, October 2004. Eastern Management Development Center, Shepherdstown, West Virginia.

Kirkley, James E., John Duberg, and Brad Gentner (2004). The Economic Contributions of the Commercial Fisheries of the United States: A User's Guide to the National Input/Output Model. Final report, contract DG133F-02-SE-0908.

Gentner, Brad (2004). Examining target species substitution in the face of changing recreational fishing policies. In: *What are Responsible Fisheries? Proceedings of the Twelfth Biennial Conference of the International Institute of Fisheries Economics and Trade*. July 20 – 30, 2004. Tokyo, Japan.

Gentner, Brad and Sminkey, Tom (2003). Puerto Rico: Trends in Recreational Catch and Effort for Coral Reef Species. Report prepared for Coral Reef Task Force 2003 Annual Meeting.

Gentner, Brad (2002). Economic Impacts of Marine Recreational Angling in the U.S.; Selected National Results. Proceedings of the 2002 biennial IMPLAN User's Conference.

Gentner, Brad (2002). Economic Impacts of Marine Recreational Angling in the U.S.; Selected Results. In: *Fisheries in the Global Economy: Proceedings of the Eleventh Biennial Conference of the International Fisheries Economics and Trade*.

Gentner, Brad, Scott Steinback, and Michael Price (2001). Marine Angler Expenditures in the Pacific Coast Region, 2000. U.S. Department of Commerce, NOAA Technical Memorandum NMFS-F/SPO-49.

Gentner, Brad, Scott Steinback, and Michael Price (2001). Marine Angler Expenditures in the Southeast Region, 1999. U.S. Department of Commerce, NOAA Technical Memorandum NMFS-F/SPO-48.

Steinback, Scott, and Brad Gentner (2001). Marine Angler Expenditures in the Northeast Region, 1998. U.S. Department of Commerce, NOAA Technical Memorandum NMFS-F/SPO-47.

Tanaka, John A., and Brad Gentner (2001). Responses of Public Land Ranchers to Policy Changes. Proceedings of the 2001 Annual Meeting of the Western Regional Coordinating Committee on Rangeland Economics: WCC-55.

Gentner, Brad, Robert Hicks, and David Van Vorhees (2000). Economic Data Collection for Marine Recreational Angling: The U.S. Approach. In: *Microbehavior and Macroresults: Proceedings of the Tenth Biennial Conference of the International Fisheries Economics and Trade (IIFET)*.

SELECTEDPRESENTATIONS

Bioeconomic Models Reborn for Ecosystem Based Management of Fisheries. Poster presentation. American Fisheries Society 2007 Annual Meeting.

Attitudes and Opinions of Fishery Management Stakeholders Towards an Ecosystem Approach to Management. Paper presentation. American Fisheries Society 2007 Annual Meeting. Kristy Wallmo co-presenter.

Economics 101: Using Economics for Policy Analysis. Invited presentation at the Grouper Forum hosted by the NMFS Southeast Regional Office and Florida Marine Research Institute. 2007

Economics 101: Using Economics for Allocation Decisions. Invited presentation at the South Atlantic Fisheries Management Council winter meeting. 2006.

Invited Discussant for the workshop Evolving Approaches to Managing Marine Recreational Fisheries hosted by the Property and Environment Research Center (PERC) and the Austin, Texas, office of Environmental Defense. 2006.

Economics 101: Using Economics for Allocation Decisions. Invited presentation at the Coastal Conservation Association's workshop entitled Saltwater Fisheries Management for the Twenty-first Century. 2006.

Economics 101: Using Economics for Allocation Decisions. Invited presentation for the Florida Fish and Wildlife Commission. 2006.

Economics 101: Using Economics for Allocation Decisions. NOAA Fisheries State Director's Meeting. Crystal City, Virginia. 2006.

Recreational Data Collection Program Overview. Invited presentation at the NOAA/IFREMER High Level Workshop. Brest, France. 2006.

Economics 101: Using Economics for Allocation Decisions. Invited presentation at the Coastal Conservation Association's National Board Meeting. Dallas, Texas. 2006.

Examining Target Species Substitution in the Face of Changing Recreational Fisheries Policy. Presentation at the 4th World Recreational Fisheries Conference, Trondheim, Norway. 2005.

National Marine Fisheries Service Experience Using Stated Preference Choice Experiments to Examine Angler Behavior. 135th Annual Meeting of the American Fisheries Society. Anchorage, AK. 2005.

Introduction to the Theory and Application of Stated Preference Choice Experiments for Fisheries Management. Presentation to Atlantic Coastal Cooperative Statistical Program. Washington, DC. 2005.

Introduction to Stated Preference Choice Experiments and Their Use at NOAA Fisheries. NOAA Office of Science and Technology's Division of Economics and Social Analysis 2006 Seminar Series. Silver Spring, MD. 2005.

Economic Importance of Marine Recreational Angling to North Carolina's Economy. Invited speaker, N.C. Department of the Environment and Natural Resources sponsored workshop on the economics of commercial and recreational fisheries. 2004

Examining Target Species Substitution in the Face of Changing Recreational Fisheries Policies. IIFET. 2004.

Using Stated Preference Choice Experiments to Forecast the Impacts of Recreational Fisheries Policy. 2004 IMPLAN User's Conference, October 2004. Eastern Management Development Center, Shepherdstown, West Virginia.

Stone, Holly, David Carter, and Brad Gentner (2004). The Distribution of Recreational Fishing Effort and Harvest in the Waters Around Puerto Rico. Poster presented at the 57th Gulf and Caribbean Fisheries Institute. November 2004, St. Petersburg, FL.

NOAA Fisheries Recreational Economic Data Collection Program: Collecting Data to Estimate the Value and the Economic Impact of Marine Angling in the U.S. Brown Bag Seminar for the Environmental Protection Agency's National Center for Environmental Economics. 2003.

Do Anglers Tell the Truth: Comparing Revealed and Stated Preferences for Conservation. Southern Chapter of the American Fisheries Society. 2003.

Economic Importance of Marine Recreational Angling in the U.S. Invited Speaker. Sport fishing Leadership Conference. 2003.

Economic Impacts of Marine Recreational Angling in the U.S.; Selected Results from Virginia. North American Association of Fisheries Economists (NAAFE). Biennial Conference 2003.

NOAA Fisheries Recreational Economics Program: Developing Models to Estimate the Effects of Recreational Fisheries Policies. Rosenstiel School of Marine and Atmospheric Sciences invited lecture series. 2003

Economic Impacts of Marine Recreational Angling in the U.S.; Selected National Results. IMPLAN User's Conference. 2002.

Economic Data Collection for Marine Recreational Angling: The U.S. Approach. International Institute of Fisheries Economics and Trade (IIFET). 2000.

PROFESSIONAL AFFILIATIONS

- International Institute of Fisheries Economics and Trade.
- North American Association of Fisheries Economists.
- WERA 1001 - Western Regional Research Committee on reduction in error in rural and agricultural surveys.
- American Fisheries Society – Human Dimensions of Recreational Fisheries Committee.
- Reviewer for:
 - Marine Resource Economics
 - North American Journal of Fisheries Management
 - Human Dimensions of Wildlife Management
 - Fisheries Research
 - Journal of Environmental Management
 - Marine Policy
 - Ecological Economics