



STEVEN ROGERS

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Proven ability for recognizing the commercial potential of good science

PROFILE

Visionary, forward-thinking professional with versatile background combining citrus, science, business and communications. Excels at organization and information design. Ability to motivate through strategic focus and idea-driven cooperation. **Resourceful problem solver**; established independent, world-class research program. Engineered technology being developed in commercial markets for cotton, soybean, citrus, onion, and tomato. Recognized as a **creative trainer and facilitator** with excellent literary skills; skilled at creating compelling visual images to simplify and teach new concepts. Experienced in newspaper, radio and television communications. Well-known for thinking “**outside the box**”.

Key Strengths and Expertise

Citrus Production	Information Graphics & Design	Project Administration
Geostatistics	Computer Animation	Training Program Development
Epidemiology	Artificial Intelligence	Marketing and Promotion
Biotechnology	Software Architecture	Public Relations
Bacterial Ecology & Genetics	Web Site Development	Modeling and Simulation

EDUCATION

UNIVERSITY OF FLORIDA, Gainesville, FL
Postdoctoral Associate, Citrus Research and Education Center, 1994 to 1998

- Statistical ecology, computer science. C. W. McCoy, entomology.

UNIVERSITY OF CALIFORNIA AT BERKELEY, Berkeley, CA
Doctor of Philosophy, College of Natural Resources, 1991

- Cloning, characterization and fitness contribution of copper tolerance genes from epiphytic ice-nucleation active *Pseudomonas syringae* strains. Steven Lindow, advisor.

UNIVERSITY OF FLORIDA, Gainesville, FL
Master of Science, Horticultural Science, 1984

- Bacterial ice nucleation, supercooling and freezing injury. Mike Burke, advisor.

FLORIDA SOUTHERN COLLEGE, Lakeland, FL
Bachelor of Science, Citrus and Horticulture Department, 1982

- Double Major: Citrus and Natural Sciences

DISNEY UNIVERSITY, Disneyland, Anaheim, CA
Business of Show Business, Principles of Performance, 1978

INNOVATIONS (SELECTED)

- ♦ **Citrus Production:** Numerous innovations in citrus production, including design of original nutrition and irrigation methods for commercial remediation of FDEP-monitored groundwater contamination problems.
- ♦ **Ecology:** Independently created new models for evaluating insect and disease problems. UF is considering adopting insect model as a standard recommendation.
- ♦ **Computers:** Orchestrated first large-scale introduction of Palm handheld computing to the agricultural industry (1997). Designed and supervised production of the first commercially-deployed computer network to link agricultural expert systems to real-time crop scouting using a Palm client-client-server system synchronized over the Internet (1996).
- ♦ **Business Intelligence:** Inventor, Unified Scouting Model (USM), a logical algorithm for rapid design and deployment of ecological expert systems (1998). USM incorporates real-time crop estimates and links profits to crop performance using a curve-integration procedure.
- ♦ **Geostatistics:** Proposed Microgeostatistics as a scientific discipline to encompass small-scale spatial analysis and interpolation at ranges of millimeters and microns rather than the more common scales of meters and miles. Applications of microgeostatistics could include the study of resource partitioning by plant surface microbes as related to epiphytic fitness (2001 approx.)
- ♦ **Expert Systems:** While at UC Berkeley, designed and produced one of the earliest artificial intelligence-based expert systems for diagnosing plant diseases (mid-1980's).

"[Steve] is exceptionally broad as a thinker...he can walk into any lab over here and visit with us at any level" — C. W. McCoy, UF-CREC

"Brilliant" — Citrus Industry Magazine



Versatile background combining citrus, science, business and communications

EXPERIENCE

*"[Steve] helps manage the family's groves ...he's out there sweating with everybody else."
— David Tucker, UF-CREC*

- ◆ Member of UC Berkeley research group competing toward the first controlled release of a **genetically-engineered microorganism** into the open environment. Research: fitness of ice bacteria on plant surfaces with changing copper ion concentrations (1986 to 1991).
- ◆ Art direction and graphic design for major international clients. Designed and produced many **visual images, motion graphics and scripts** used in marketing and technology training seminars. Visuals presented with **professional quality** and originality (1991 to present).
- ◆ Designed and maintained client-support **web sites and newsletters** for agricultural projects in Florida, Georgia, Dominican Republic and Brazil. (1994 to present).
- ◆ Laboratory and field experience with *Xanthomonas* bacteria, including **citrus canker**, in Florida, California, Argentina and Brazil.
- ◆ **Forensic plant pathology**, representing clients on diseases in citrus and tomato.
- ◆ Founder, Ecostat, Inc., an independent **research-oriented** consultancy (1991 to present). Have studied or worked in **Asia, Africa, Europe, North America, South America and the Caribbean**. Co-founder, EntoNet, Inc., a computer solutions provider based in Brazil (1999). Projects being **developed for commercial markets in cotton, soybean, citrus, onion, and tomato**. Cumulative seven-figure cost savings estimated from clients using EntoNet technology.
- ◆ Experience negotiating **copyright, patent, trademark and tech licensing** contracts.
- ◆ **Reviewer**, scientific manuscripts and proposals for universities, government and journals.
- ◆ Recently formed working relationship with EDSA of Ft. Lauderdale, FL, an international **land planning and landscape architecture** firm. Recent group proposal described a 40,000 acre New Urbanism project with a team including Peter Calthorpe and the Conservation Fund.

PRESENTATIONS

*"Mr. Sound bite"
— Fox News*

Internationally, around **200 presentations, lectures and training seminars** to scientists, engineers, farmers, students and the general public. Presentation topics include:

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| - Citrus Production | - Food Microbiology |
| - Geostatistics | - Mass Media Communications |
| - Plant Pathology | - Environmental Stress Physiology |

PUBLICATIONS

"He's about three levels above the rest of us." — Randy Sexton, Sexton Grove Service

Over **100 popular, refereed and client-proprietary articles and reports** in many areas of agricultural and ecological science, policy and management. Co-editor of Integrated Crop Management for Florida Citrus: a comprehensive text on Florida citrus production expected to be published by the University of Florida in 2004. Other publication topics include:

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| - Geostatistics | - Freezing Injury |
| - Ecology and Epidemiology | - Agricultural and Social Policy |
| - Citrus Canker | - Cloning |
| - Artificial Intelligence, Modeling and Simulation | - Entomology |
| - Legal and Environmental Issues | - Physical Meteorology |

PROFESSIONAL EDUCATION (SELECTED)

Current in certifications related to citrus production, including citrus canker, hazardous materials management and pesticide handling. Additional professional education includes:

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| - Advanced Geostatistics | - Information Graphics and Design |
| - Nematology | - Advanced Photoshop |
| - Agricultural and Social Policy | - Graphic Design and Digital Imaging |
| - Environmental Sciences | - Business Leadership |

Titles of selected presentations and publications found at www.ecostat.info/fcprac

AFFILIATIONS

- ◆ American Phytopathological Society
- ◆ National Association of Photoshop Professionals
- ◆ World Future Society
- ◆ Florida State Horticultural Society