
University of Wisconsin - Whitewater
Department of Economics
Fiscal and Economic Research Center
Hyland Hall, Room 4302D
800 West Main Street, Whitewater WI, 53190

Matthew W. Winden
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February, 2017

Employment

University of Wisconsin – Whitewater
Assistant Professor of Economics
Researcher Fiscal and Economic Research Center

Whitewater, WI
August 2012 to Present
August 2013 to Present

Education

Graduate:

The Ohio State University

Columbus, OH

Ph.D. Agricultural, Environmental and Development Economics

August 2012

Primary Fields: Environmental and Natural Resource Economics,

Conjoint Choice Analysis, Environmental Valuation Techniques

Secondary Fields: Discrete Choice Analysis, Applied Policy and Welfare Analysis

Dissertation: "Integrating Life Cycle Impact Assessment and Choice Analysis for the Valuation of Alternative Fuel Options" (Advisor: Tim Haab)

Undergraduate:

University of Wisconsin - Green Bay

Green Bay, WI

B.S. *Summa Cum Laude*

May 2007

Major in Economics with Distinction

Double Minor in Political Science and Public Administration

Research

Publications:

Eppink, F., **M. Winden**, W. Wright and S. Greenhalgh. "Non-market values in a cost-benefit world: evidence from a choice experiment." *PLoSone* (2016): <http://dx.doi.org/10.1371/journal.pone.0165365>

Kashian, R., A. Walker, and **M. Winden**. "Lake drawdown revisited: the value of two inches of water." *Journal of Business and Economic Research* Vol 14, No 1 (2016):7-18.

Winden, M., N. Cruze, B. Bakshi and T. Haab. "Monetized value of the environmental, health and resource externalities of soy biodiesel." *Energy Economics* 47 (2015): 18-24.

Winden, M., N. Cruze, B. Bakshi and T. Haab. "Integrating life-cycle assessment and choice analysis for alternative fuel valuation." *Ecological Economics* 102 (2014): 83-93.

Under Review:

Windén, M., E. Jamelske, and E. Tvinnereim. “A Contingent Valuation Study Comparing Citizen’s Willingness-to-Pay for Climate Change Mitigation in China and the United States.” *Under Review: Environmental Economics & Policy Studies*. Submitted: April 28th, 2016.

Windén, M., and B. Sohngen. “Water Quality Trading Design: Maximizing Agricultural Participation.” *Under Review: Journal of Environmental Management*. Submitted August 23rd, 2016.

Hu, Y. and **M. Windén**. “Political Networks, Knowledge Acquisition and Green Practice Adoption in China.” *Under Review: Business Strategy and the Environment*. Submitted November 17th, 2016.

Welsch, D. and **M. Windén**. “Student Gender, Counselor Gender, and College Advice.” *Under Review: Educational Evaluation and Policy Analysis*. Submitted February 1st, 2017.

Professional Presentations:

Wisconsin Economics Association; Stevens Point, WI	November 2016
Wisconsin Economics Association; Stevens Point, WI	November 2015
Midwest Economics Association; Minneapolis, MN	March 2015
Australian Ag. and Res. Econ. Society; Rotorua, New Zealand	February 2015
University of Wisconsin Milwaukee; Milwaukee, WI	October 2014
Korea University; Seoul, South Korea	June 2014
Korean Women’s Development Institute; Seoul, South Korea	June 2014
Illinois State University; Normal, IL	February 2014
Northeastern Ag. & Env. Economics Association; Ithaca, NY	June 2013
Intl. Assc. of Great Lakes Researchers; West Lafayette, IN	June 2013
Midwest Economics Association; Columbus, OH	March 2013
W-3133 Conference; Coeur D’Alene, ID	February 2013
Southern Economics Association; New Orleans, LA	November 2012
Wisconsin Economics Association; Stevens Point, WI	November 2012
Voluntary Pollution Control Workshop; Columbus, OH	May 2012
RPH Economics Workshop, West Lafayette, IN	April 2012
Wisconsin Economics Association; Stevens Point, WI	November 2011
Midwest Economics Association; St. Louis, MO	March 2011
W-2133 Conference; Albuquerque, NM	February 2011
Wisconsin Economics Association; Stevens Point, WI	November 2010
Heartland Environmental Economics Workshop; Urbana, IL	October 2010
OSU NSF Working Group; Columbus, OH	September 2010
Wisconsin Economics Association; Stevens Point, WI	October 2009
OSU NSF Working Group; Columbus, OH	September 2009

Outreach Presentations

GLCVB Final JEM Grant Presentation: Market Research and Economic Impacts
 Green Lake Country Visitors Bureau, Green Lake WI November 2015

The Economic Value of Northland College to Northern Wisconsin

Master of Science in Applied Economics at UW-Whitewater

UW-Oshkosh, UW-Eau Claire	Fall 2016
UW-Oshkosh, UW-Green Bay, Wisconsin Economics Association	Fall 2015
UW-Oshkosh, UW-Parkside, UW-Superior, UW-La Crosse	Fall 2014
UW-Oshkosh, UW-Green Bay, Wisconsin Economics Association	Fall 2013

Grants:

M. Winden (PI) March 2016

“Reducing watershed pollution through dynamic stormwater Retention using green infrastructure.”

COBE Faculty Grant, Requested: \$5000; *Accepted*

Engaged Scholarship Pilot Grant Program, Requested: \$5000; *Accepted*

Kleinheinz, G.(PI), M. Winden(Co-PI), K. Busse(Co-PI) & N. Sheth(Co-PI) April 2015

UW-Oshkosh Environmental Research and Innovation Center.

“Water Quality and Economic Evaluation of the Impact of Beach Reengineering at Beaches on Lake Michigan”

United States SeaGrant, Requested: \$194,652; *Applied*

Robinson, P. (PI), C. Cook, K. Fermanich, D. Helpap, April 2015

R. Russell, M. Winden, & Julia Noordyk.

Wisconsin DNR, UW-Green Bay, UW-Whitewater, and Wisconsin SeaGrant.

“Overcoming Impediments to Successful Total Maximum Daily Load (TMDL) implementation in the Lower Fox River Watershed (LFRW)”.

United States SeaGrant, Requested: \$200,000; *Applied*

M. Winden (PI) Spring 2015

“The Economic Impact of the Walworth County Fair on Southeastern Wisconsin.”

UWW COBE Faculty, Requested: \$5,000; *Accepted*

Kashian R. (PI) and M. Winden (CO-PI) Spring 2015

“The Property Value Impact of Wisconsin’s Stewardship Grant Program on Adjacent and Nearby Properties.”

UWW COBE Faculty, Requested: \$5,000; *Accepted*

Welsch D. (PI) and M. Winden (CO-PI) Fall 2013

“Counselor and Student Gender Impact on Secondary School Education Choice.”

UWW COBE Faculty, Requested: \$4,800; *Accepted*

Vegetal ID, UW-Milwaukee, and UW-Whitewater - M. Winden (CO-PI) Fall 2013

“Economic and Environmental Impacts of Green Roofs.”

The Water Council, Requested: \$25,000; *Accepted*

Stoll J. (PI) and M. Winden (CO-PI) April/July 2013

“Policies and Programs to Mitigate Coastal Storm Disaster
 Risk in Wisconsin’s Great Lakes Regions.”
 United States SeaGrant, Requested: \$179,300; *Applied*
 Great Lakes Integrated Science and Assessment, Requested: \$49,560; *Applied*

Teaching

<u>University of Wisconsin - Whitewater</u>	Whitewater, WI
Business Statistics I: Econ 245 (in-class)	Fa./Sp. ‘12, ‘13, ‘14, ‘15, ‘16, ‘17
Business Statistics I: Econ 245 (online)	Fa. ‘16
Intermediate Microeconomics: Econ 301	Fa. ‘14
Natural Resource & Environmental Economics: Econ 471	Sp. ‘13, ‘14, ‘15, ‘16, ‘17
Statistics Foundations: Econ 703 (in-class MBA)	Fa. ‘12, ‘13, ‘14, ‘15, ‘16
Statistics Foundations: Econ 703 (online MBA)	Sp. ‘16
Economics Foundations: Econ 704 (in-class MBA)	Sp. ‘17
Microeconomic Theory: Econ 731 (MSAE)	Fa. ‘14, ‘15, ‘16
Advanced Topics in Economics: Econ 741 (Team-Taught MSAE)	Su. ‘16, Sp. ‘17
Resource Economics: Econ 752 (MSAE)	Su. ‘14, ‘15
Economics Seminar: Econ 789 (MSAE)	Fa. ‘13, ‘14, ‘15
<u>The Ohio State University</u>	Columbus, OH
<u>Instructor</u> , Managerial Economics: AEDE 500	Sp. ‘11
<u>Instructor</u> , Environmental and Resource Economics: AEDE 531	Fa. ‘09

Service

General:

<u>Green Bay Conservation Blueprint</u> (<i>Community</i>)	2016 to 2017
Invited Expert Panelist: Valuation of ecosystem goods and services	
<u>Rivers and Streams Technical Committee</u> (<i>Community</i>)	March 2014
Invited Expert Speaker: Environmental & Resource Economics	
<u>Wisconsin Economics Association</u> (<i>Profession</i>)	2012 to 2014
Faculty Research Coordinator	
<u>NAREA Mentee</u> (<i>Profession</i>)	2013-2014
NAREA Career Advancement Mentorship Program	
Mentor: William Wheeler, U.S. EPA Environmental Economist	

University of Wisconsin - Whitewater:

<u>MS in Applied Economics Committee</u> (<i>Department</i>)	Spring 2014 to Present
<u>Assessment of Learning Committee</u> (<i>Department</i>)	Spring 2014 to Present
<u>Co-Chair Tenure Track Search Committee</u> (<i>Department</i>)	2013 to 2014
<u>Instructional Designer Search Committee</u> (<i>College</i>)	Spring 2017

<u>Business and Economics Curriculum Committee (College)</u>	Fall 2015 to Present
<u>Graduate Council (Alternate, College)</u>	Fall 2013 to Present
<u>Letters and Sciences Curriculum Committee (College)</u>	Fall 2012 to Spring 2015
<u>COBE Inclusive Excellence Committee (Officer, College)</u>	Fall 2012 to Spring 2015
<u>LEARN Center Advisory Board (University)</u>	Fall 2016 to Present
<u>University Curriculum Committee (University)</u>	Fall 2015 to Present
<u>Graduate Council (Alternate, University)</u>	Fall 2013 to Present
<u>Graduate Writing Rubric Workshop (University)</u>	January 2017
<u>LEAP Workshop (University)</u>	January 2014
<u>Critical Thinking Rubric Workshop (University)</u>	August 2013
<u>Diversity Rubric Workshop (University)</u>	January 2013

The Ohio State University:

<u>AEDE Presentation and Seminar Committee</u>	2010 to 2011
Graduate Student Representative	
<u>AEDE Graduate Student Association</u>	2007 to 2012
Vice President	2009 to 2010
<u>Council of Graduate Students</u>	2008 to 2009
Agricultural, Environmental and Development Economics Delegate	

Reviewer:

Land Use Policy, Landscape and Urban Planning

Honors and Awards

University of Wisconsin -Whitewater:

<u>COBE College Advising Award Nominee</u>	February 2013, 2014
Nominated by Dean's Advisory Council for Advising Award	

The Ohio State University:

<u>Best Original Research Paper - 2nd year PhD Student</u>	<i>Honorable Mention</i> June 2009
<u>Ohio Agricultural Research and Development Center Fellow</u>	2007 to 2008

Professional Experience

<u>Consultant</u> , Landcare Research (UWW)	2014-2015
<u>Consultant</u> , Kaukauna Area School District (UWW)	2012-2013
<u>Coordinator</u> , Environmental Policy Initiative (OSU)	2008 to 2012

Professional Affiliations

AEA, AERE, AAEA, MEA, SEA, NAREA, WEA, W3133

Additional Skills

Proficient in the use of: MATLAB, SAS, SPSS

References

Professor Timothy Haab (Chair)

AED Economics Department
The Ohio State University
100 Agricultural Administration Building
2120 Fyffe Road
Columbus, Ohio 43210
Phone: 614-292-6237
Email: haab.1@osu.edu
Relationship: Graduate Faculty Advisor

Professor Brent Sohngen

AED Economics Department
The Ohio State University
322 Agricultural Administration Building
2120 Fyffe Road
Columbus, Ohio 43210
Phone: 614-688-4640
Email: sohngen.1@osu.edu
Relationship: EPI Chair and Thesis Committee

Professor John Stoll (Chair)

Economics Department
University of Wisconsin, Green Bay
A319 Mary Ann Cofrin Hall
2420 Nicolet Drive
Green Bay, Wisconsin 54311
Phone: 920-465-2358
Email: stollj@uwgb.edu
Relationship: Undergraduate Faculty Advisor

Professor Emeritus Alan Randall

AED Economics Department
The Ohio State University
323 Agricultural Administration Building
2120 Fyffe Road
Columbus, Ohio 43210
Phone: 614-292-6423
Email: randall.3@osu.edu
Relationship: Former Chair of EPI and AEDE

Dave Welsch

Economics Department
University of Wisconsin Whitewater
Hyland Hall
800 West Main Street
Whitewater, WI 53190
Phone: 262-472-4715
Email: welschd@uww.edu
Relationship: Faculty Mentor and Colleague

Russell Kashian

Economics Department
University of Wisconsin Whitewater
Hyland Hall
800 West Main Street
Whitewater, WI 53190
Phone: 262-472-5584
Email: kashianr@uww.edu
Relationship: FERC Director and Colleague