

## Truck Hubs for Food Freight Advisory Committee Biographies (alphabetical)



**Irv Cernauskas** founded Irv & Shelly's Fresh Picks in 2006 with his wife Shelly Herman to provide new market opportunities for farmers and to help stimulate the re-growth of Chicago's local food system. Fresh Picks' home delivery service brings great food to thousands of area households, has developed farm based food aggregation hubs to drive down shipping costs, and adds several hundred thousand dollars to the incomes of local farmers each year. Irv earned an MA in Economics, an MBA from MIT, and worked for 20 years as a corporate executive and running his own IT consulting practice. Several years of service on the boards of Seven Generations Ahead and The Land Connection helped forge friendships with local farmers. This convinced Irv of the importance of local agriculture to health, the environment and rural communities, and was the inspiration for starting Fresh Picks.



**Kathleen Dickhut**, Deputy Commissioner of the Sustainability and Open Space Division of the City of Chicago Department of Planning and Economic Development. The division implements the CitySpace and Chicago River plans, and led the development and assists with the implementation of: the Calumet plans; *Logan Square Open Space Plan*; *Chicago Eat Local Live Healthy*; *A Recipe for Healthy Places*; *Adding Green to Urban Design*; *Chicago Sustainable Industries* and the *Green Healthy Neighborhood* land use strategy for five City neighborhoods which have undergone large population loss. Kathleen Dickhut has a Master's of Science in Landscape Architecture from the University of Wisconsin, Madison and a Bachelor's degree in psychology and anthropology.



**Craig Dickman** founded Breakthrough Fuel and currently serves as its CEO and chief innovation officer. As an experienced entrepreneur and business executive, he saw the opportunity to transform the way products are moved to market through the innovative management of energy. These innovations have produced multiple patents and established Breakthrough Fuel as the industry's leading mobile energy and energy information management company. Mr. Dickman is currently responsible for the company's business strategy and leads the innovation and new product development processes for Breakthrough Fuel.

Prior to founding Breakthrough Fuel, he served as President and CEO of Paper Transport, Inc. (PTI) from 2001 through 2006. Under his leadership, PTI experienced growth in revenue and income in excess of four-hundred percent. Mr. Dickman achieved this growth through expansion into new markets and the addition of diverse service offerings, while adding strategic new technologies giving PTI the technical and communications capabilities of its larger rivals. Mr. Dickman received his Bachelor of Science degree in business from the University of

Wisconsin-Green Bay and his Master's in Business Administration from the University of Wisconsin-Oshkosh.

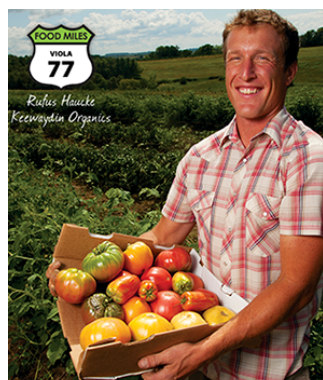
An active member of the community, he currently serves as Vice President and Commissioner for the Brown County Harbor Commission, which oversees the Port of Green Bay. He serves on the University of Wisconsin Green Bay's Council of Trustees and Foundation Board, the board of Downtown Green Bay, Inc., and serves as President of the Bay Valley Lacrosse Association, which runs the high school lacrosse programs in Northeast Wisconsin. He was previously Chairman of the Wisconsin Timber Rattlers, Class A professional baseball team and was instrumental in bringing the Milwaukee Brewers affiliation to the team. Mr. Dickman has also held elected positions with the Green Bay City Council and the Brown County Board of Supervisors.

He is the inventor on two patents for energy management, US Patent 7,729,998 and 8,190,533 and currently has two additional patents pending.



**Andy Dierks**, Coloma Farms. Andy is a fourth generation potato grower in Coloma, located 60 miles north of Madison. With his father, Steve they operate Coloma Farms, Inc., growing about 850 acres of potatoes, and 400-700 acres each of corn and soybeans. They recently upgraded to a new packing facility where they started packaging new potatoes each season around the 1st of August. Both are very active within the Wisconsin Potato and Vegetable Growers Association (WPVGA) and serve on several committees

related to marketing, research, and government relations. Coloma Farms and the WPVGA work pro-actively with researchers and leadership within the UW system to address issues in the vegetable industry. Andy received a BS from UW-Madison in Agricultural Engineering and currently serves on the DATCP board, the WPVGA Promotions Committee, the WPVGA Water Task Force, the Discovery Farms Advisory Council, and is also Chairman of the USPB Chip Committee.



**Rufus Haucke**, Keewaydin Farms and Just Local Foods. After 10 years of farming dirtying up his overalls, Rufus Haucke has transformed the family farm, purchased by his parents for use as a dairy farm back in 1976, into a thriving provider of organic goodness. Located at the end of Haucke Lane in the Driftless Region of Southwestern Wisconsin, Keewaydin Farms raises 20 acres of garden produce for local CSAs and wholesale markets. Rufus has embarked on an even larger project - launching Just Local Foods, an organic produce distribution warehouse based in Viroqua, WI. [Just Local Foods](#) works with many organic farms in the Viroqua Region to provide a wide offering of

organic, seasonal, wholesale produce. Through these efforts, they've been able to expand the market available to organic farmers - now delivering twice a week to Madison, Milwaukee, and the Twin Cities.



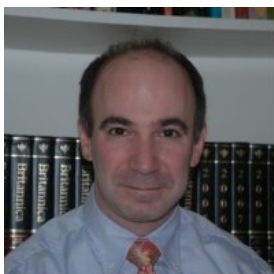
**Pete Huff**, Director of Food Systems at Institute for Agriculture and Trade Policy (IATP) has been involved with food systems for the past ten years, working on a variety of levels spanning from organic production to policy development. His work has primarily been in the nonprofit and local government sectors of the United States and Australia. While in the United States, his work focused on organic market gardening and agroecology apprenticeship program development in California. In Australia, he focused on school garden programs, food waste reduction programs and urban agriculture policy on the local and state level. He has a B.S. in environmental management and a B.A. in history from Indiana University-Bloomington. He is an avid gardener, bee keeper and cook.



**Karen Lehman** directs Fresh Taste, a funder initiative dedicated to relocating the food system in the Chicago foodshed and improving equity of access to good food. Karen's food system work spans three decades, beginning with an award-winning PBS documentary on women's leadership in farm movements. Karen directed the local food and regional economy programs at The Minnesota Project; co-founded Youth Farm, located in Minneapolis and St. Paul; and directed the Institute for Agriculture and Trade Policy's Food and Agriculture Program. Karen also held an endowed chair in Agricultural Systems at the University of Minnesota, consulted with the Ford Foundation on rural development in Mexico, and received a Master's of Public Administration from Harvard University's John F. Kennedy School of Government as a Bush Foundation Leadership Fellow. Prior to her work with Fresh Taste, Karen was a Senior Associate with Cambridge Leadership Associates.



**Sarah Lloyd** is the Special Projects and Regional Membership Coordinator for the Wisconsin Farmers Union. In this position she organizes the biennial Midwest CSA Conference and has assisted the launch of the farmer-led Wisconsin Food Hub Cooperative. She also facilitates farm succession planning workshops for Farmers Union members. Sarah assists her husband Nels Nelson on the Nelson family dairy farm. Sarah represents the dairy farmers of her area on the Wisconsin Milk Marketing Board, the state dairy check-off organization. Sarah has a PhD in Rural Sociology from the UW-Madison, a Masters in Rural Development from the Swedish University of Agricultural Sciences, and a B.A. in Environmental Studies from Brown University.



**Tom Murtha** is a Senior Planner for the Chicago Metropolitan Agency for Planning, responsible for CMAP's transportation system performance measurement project. Previously, Tom was responsible for the agency's freight system planning and congestion management processes. At the Chicago Area Transportation Study, CMAP's predecessor, Tom was the

Chief Transportation Planner, and assisted in developing the 2030 Regional Transportation Plan for Northeastern Illinois. Prior to joining CATS in 1993, Tom held various transportation- and planning-related positions in Wausau and Madison, Wisconsin. He received his B.A. in Economics and his M.S. in Urban and Regional Planning, both from the University of Wisconsin at Madison.



**Mike Roeth**, North American Council for Freight Efficiency. Mike has worked in the commercial vehicle industry for nearly 30 years, most recently as the Executive Director of the North American Council for Freight Efficiency. Mike is also leading the Trucking Efficiency Operations for the Carbon War Room. Mike's specialty is brokering green truck collaborative technologies into the real world at scale. He has a BS in Engineering from the Ohio State University and a Masters in Organizational Leadership from the Indiana Institute of Technology. Mike served as Chairman of the Board for the Truck Manufacturers Association, Board member of the Automotive Industry Action Group and currently serves on the second National Academy of Sciences Committee on Technologies and Approaches for Reducing the Fuel Consumption of Medium- and Heavy-Duty Vehicles and has held various positions in engineering, quality, sales and plant management with [Navistar](#) and Behr/Cummins.



**Steve Viscelli**, concept originator. (PhD, Indiana University; MA, Syracuse University; BA, Colgate University) is an economic sociologist who studies the trucking industry. In 2010 he began working with COWS as a National Science Foundation fellow. His work focused on developing alternative ways to move freight by truck that reduce fuel consumption and shipping costs, improve working conditions for truckers, and relieve traffic congestion. He engaged industry and government stakeholders to evaluate the benefits and feasibility of what he calls "urban truck ports" that allow truckers to coordinate the use of super-efficient trucks designed for urban or rural hauling. Since 2013, Steve has been a Visiting Assistant Professor at Swarthmore College. He is currently completing a book about how deregulation transformed labor markets and work in long-haul trucking and thus fostered a revolution in logistics, based on six months of fieldwork as a long-haul trucker, more than 120 interviews with truckers, and survey data.

### Research Team Biographies (alphabetical)



**Bill Holloway**, State Smart Transportation Initiative, lead on modeling. Bill Holloway (MS in Urban and Regional Planning, UW-Madison; BA Colorado College) is a Transportation Policy Analyst at the State Smart Transportation Initiative. Since joining SSTI, he has worked on wide variety of projects involving transportation finance, transportation demand management,



stakeholder communication, scenario analysis, school site selection, and other issues. Previously, he worked as a transportation analyst in the Austin, Texas office of Cambridge Systematics, Inc. At Cambridge Systematics, Bill worked on a regional and statewide plans and studies dealing with multimodal freight transportation and associated issues. Prior to attending graduate school, he served as a Peace Corps Volunteer in the Kingdom of Tonga.



**Sage Kokjohn**, Engine Research Center, lead on engineering efficiencies.

[Sage Kokjohn](#) is an Assistant Professor in the Department of Mechanical Engineering at the University of Wisconsin – Madison. His research interests include engine modeling and experiments focused on explaining the mechanisms controlling high-efficiency combustion systems and developing pathways to achieve robust, high-efficiency energy conversion. He received his Ph.D in Mechanical Engineering from the University of Wisconsin – Madison in 2012. Professor Kokjohn was a visiting researcher at the Combustion Research Facility at Sandia National Labs where he used

optical engine experiments to investigate low temperature, premixed combustion. He has over 40 publications related to high efficiency engine combustion.



**Peter Lukszy**, guidance and oversight of student researches from the Wisconsin School of Business. Pete teaches supply chain management courses as a senior lecturer at the University of Wisconsin-Madison School of Business. He is Director of Applied Learning in the Grainger Center for Supply Chain Management and an academic affiliate in the Kohl's Center for Retailing Excellence. Pete teaches courses in the Wisconsin undergraduate, MBA and executive education programs. He developed courses in Enterprise Resource Planning (ERP) and Logistics Management, which he teaches as part of the core supply chain management curriculum. Pete is the SAP University

Alliance faculty liaison. He led an initiative to implement SAP enterprise software at the School of Business for educational use. His areas of expertise are supply chain management, business logistics, ERP system implementation, and inventory management. He began teaching at the School of Business in 2004.

Prior to his move to academia, Pete worked at Abbott Laboratories and EMD Chemicals, the North American affiliate of MERCK, KGaA where he held the positions of senior director supply chain management, director of global logistics, and SAP project leader. In his role as SAP project leader, he led a team of over 100 employees in a successful business transformation where ten SAP modules were implemented at six U.S. sites. At Abbott Laboratories he completed a two-year management development program and held positions in inventory planning, plant supervision, and financial analysis. He has consulted, advised, and served as an expert witness to companies in the automotive, life science, defense and transportation industries.

Pete is APICS certified in production and inventory control. He received an MBA in supply chain management and a BS in industrial engineering from the University of Wisconsin-Madison.



**Kelly Maynard**, Center for Integrated Agricultural Systems, project assistant, lead on human organization. Kelly currently provides support to the Wisconsin Food Hub Cooperative in the areas of producer development, food safety and launching a value-added products line. From 2010-2014 she worked as the Technical Assistance Facilitator and General Manager of the Spring Rose Growers Cooperative in Madison, fitting her professional commitment to design and provide technical assistance to underserved agricultural producers. Kelly served as an agro-forestry volunteer with the Peace Corps in Paraguay from 2003-2005 and managed a forestry project in Indonesia for Conservation International from 2006-2008. She earned her Master's degree in Agroecology from UW-Madison in 2010. Her local food system development work is rounded out by a position at the WI Department of Natural Resources where she helps to expand hunter education and resources for adults and families.



**Michelle Miller**, Center for Integrated Agricultural Systems, project manager, lead on process. Michelle is Associate Director at the Center for Integrated Agricultural Systems, UW-Madison, where she manages a number of projects related to food systems sustainability. Her expertise is in human organization, participatory research and leadership, sustainable agriculture, systems thinking and restoration ecology. Michelle also serves on the Wisconsin Farmers Union Foundation board of directors.



**Dr. Alfonso Morales** Alfonso is a professor of Urban and Regional Planning at the University of Wisconsin-Madison. He studies public marketplaces and street vendors, and the role and function that they serve in economic development. Using an innovative blend of the disciplines of sociology and urban planning, Morales has created a body of books, articles, book chapters, and other writing that provides practical insight into the ways that street-level economies and social interactions contribute to and influence community and economic development. He is among a small number of researchers who employ ethnographic field research methods to help inform contemporary theoretical debates about community food systems, public markets, space use, and street vending businesses. His primary dissertation research on Chicago's Maxwell Street Market established the foundation for what has become a wider range of studies of the social, cultural, and economic factors that involved in the interactions between public marketplaces and the areas where they are established. His new research on community and regional food systems expands his intellectual and policy agenda through the \$5 million dollar USDA-AFRI grant of which he is Project Co-Director and Research coordinator.



**Ernie Perry** Ernie is the Program Administrator and Facilitator of the Mid-America Freight Coalition. Before joining the National Center for Freight and Infrastructure Research and Education, Perry was the Administrator of Freight Development at the Missouri Department of Transportation. During his

seventeen-year tenure at MoDOT, he also served as research administrator, organizational results administrator, senior environmental specialist, and socioeconomic specialist. Perry has worked closely with freight leadership at AASHTO, FHWA, and MARAD, served on NCFRP panels, and participated in the Scan of European Union Freight Corridors. Perry holds a BS in animal science, an MS in rural sociology, and a PhD in rural sociology from the University of Missouri–Columbia.



**Anne Reynolds**, Center for Cooperatives, lead on governance. Anne Reynolds is a Faculty Associate and Assistant Director of the University of Wisconsin Center for Cooperatives. She teaches a course on cooperatives (AAE 323), and develops courses, conferences and educational programs at the Center. She has led numerous workshops on board leadership, board roles and responsibilities, and strategic planning. Anne is currently researching cooperative governance, behavior and performance, as part of the Center's Cooperative Business Study. Her areas of interest include governance, member loyalty, business structure and innovative uses of the cooperative model. She has worked with cooperatives in all sectors, including agriculture, food, energy, purchasing and worker-owned. Anne serves on several boards, including The Cooperative Foundation. Before joining the Center for Cooperatives, she worked at the Credit Union National Association (CUNA).



**Ben Zeitlow**, Center for Freight Research and Education, lead on GIS. Ben Zietlow recently joined CFIRE as a geoeconomist. He will focus on both CFIRE and MAFC research activities. Before joining CFIRE, Zietlow worked as a surveyor for La Crosse Engineering and Surveying Co., Inc., as a GIS intern at Gunderson Lutheran Health System, and a traders' assistant at Robert W. Baird & Co. He holds a BS in Economics and Philosophy from University of Wisconsin-La Crosse and a MS in Geographic Information Science from Saint Mary's University.

### **Student Research Team Biographies (alphabetical)**



**Nancy Chachula**, Department of Landscape Architecture, lead on envisioning Chicago metro. Nancy Chachula started her business in 1999 as Verde Terra gardens, a small backyard grower of ornamental and annual plant stock. Applying her passion for business, plants, and design, she began creating planting designs for residential customers shortly after. Today, Nancy offers design services and landscape managerial services to residential and business customers. Nancy recently completed her Landscape Architecture degree at the University of Wisconsin-Madison.



**Justin Johnson** is pursuing his Master of Business Administration with a focus in supply chain management at the Wisconsin School of Business. He graduated from the University of California, San Diego in 2007 with a Bachelor of Arts in economics. After graduation, Justin received an opportunity to return to his alma mater and work for the UC San Diego Health System, the only academic health system in San Diego. He has spent the last two and a half years managing the day-to-day inventory storehouse operations to support various teams within the IT department. The storehouse Justin managed contained several million dollars of inventory and consisted of two central locations across San Diego County. It was in this role where he was first exposed to supply chain management and began to develop an appreciation for the profound impact it can have on an organization. Throughout his inventory storehouse experiences, Justin was able to implement policies and modify procedures that addressed points of failure and increased operational efficiency. He also planned and executed inventory-related aspects of projects ranging in scope from \$6K to \$1.5M for the project management team.



**Ryan Kildow** is earning a Master of Business Administration, specializing in supply chain management, from the Wisconsin School of Business. He graduated from the University of Wisconsin-Milwaukee with a Bachelor's degree in economics. Upon graduation, he joined the United States Army as an Infantry Officer and served at Joint Base Lewis-McChord in Washington. He has spent the past three years in a variety of direct leadership roles including Forward Logistics Element Platoon Leader, Mortar Platoon Leader, and Reconnaissance Platoon Leader. In these roles, he has focused his efforts on job specialization proficiency, professional development, team building, and resource allocation and management. While serving as a Forward Logistics Element Platoon Leader in Afghanistan, he was introduced to supply chain complexity as he led a cross-functional team engaged in on-demand distribution of key sustainment supplies for a Task Force Headquarters and seven off-site operation centers. In this role, he worked alongside industry leaders such as Oshkosh Corporation, Lockheed Martin, Raytheon and ManTech International, as well as host nation commercial transportation assets.



**Stephen Larsen** is pursuing his Master of Business Administration at the Wisconsin School of Business. He graduated from Brigham Young University in 2011 with a bachelor's degree in business management with an emphasis in supply chain management. After graduation, he joined the transportation company C.R. England as a logistics analyst where he led the design and pricing of new business opportunities within the company's dedicated fleet services division. In this role, Stephen worked on numerous projects including



transportation network design, financial modeling, contract and rate negotiations, and continuous improvement projects. His involvement in these projects helped give him a unique perspective on many different supply chains ranging from Fortune 100 companies to local grocery chains.



**Dawn Luo** is completing her Master of Business Administration in supply chain management at the Wisconsin School of Business. She graduated from National Chengchi University in Taiwan in 2010 with a bachelor's degree in management information systems. Upon graduation, she joined an integrated circuit design house, Silicon Touch Technology, located in National Hsinchu Science Park of Taiwan, as sales personnel responsible for managing 20 accounts over five product lines and introducing parts into new products' supply chains. After spending a year and half in her sales role, she joined Foxconn and was relocated to Shenzhen, China, where she was responsible for equipment purchasing for the iPad production line. In this role, she purchased and scheduled equipment arrivals for iPad repair lines and directed quantity and pricing confirmation of reimbursement items for iPad Mini manufacturing with Apple.



**Julia Schilling**, Department of Landscape Architecture, lead on envisioning Milwaukee metro. Julia graduated from the Milwaukee Institute of Art and Design (MIAD) in 2008 with a focus in sculpture and is now pursuing a design certificate in Landscape Architecture.



**Adam Zachary** is earning a Master of Business Administration from the Wisconsin School of Business, focusing on system dynamics, efficiency, and environmental impact. He graduated from the University of Colorado at Boulder in 2004 with a Bachelor of Arts in economics. After graduation, he moved to Japan for three years to teach English through The Japan Exchange and Teaching Program, a program aimed at promoting grass-roots international culture and language exchange between Japan and other nations. After returning to the U.S., Adam began working for Whole Foods Market, an upscale U.S.-based grocery chain specializing in natural and organic foods. The mission of Whole Foods, which focuses on selling products that are environmentally and ecologically responsible, resonated with Adam, and it was there, as a retail seafood buyer, that he discovered his passion for sustainable business. Working closely with suppliers who prioritized sustainability, Adam recognized the impact that “green” supply chains could have if effectively integrated into the operations of a company.