

John R. Stoll moved to Green Bay from Escanaba in the Upper Peninsula of Michigan to complete his final year of high school. Upon graduation in 1969 he became a member of the first group of students to alight upon the newly built Shorewood campus of the University of Wisconsin – Green Bay. Growing up with an abundance of experiences in northern forests and natural areas, he was an open sponge for concerns regarding their future and that of our planet. In the spring of his initial year on campus, as a culmination of efforts by Wisconsin's Gaylord Nelson, the first Earth Day was held around the nation. John completed his undergraduate degree in 1973 with a "concentration" in Regional Analysis and an "option" in Economics, from which he went on to receive MS and PhD degrees in Agricultural Economics which emphasized region economic development (masters) and environmental economics (doctorate). His 1980 doctoral thesis on valuation of nonmarket resources received that year's national award as outstanding dissertation from the American Agricultural Economics Association (later renamed Agricultural and Applied Economics Association). In 1980 he accepted a position at Texas A&M University where he spent 12 years doing teaching and research primarily with graduate students in assorted areas of environmental and natural resource economics. In 1990, John received the UWGB's Distinguished Alumni Award. Subsequently he returned to UW Green Bay as a Professor of Economics in 1991, where he finished out his career with an additional 32 years of teaching and research at the undergraduate and graduate levels. His refereed publications have occurred in a variety of journals, including top-rated ones in the field of economics, receiving more than 5,000 citations. Over his career at UWGB he directed the Center for Public Affairs, led the Environmental Science and Policy graduate program, the Public and Environmental Affairs Department, the Economics program, and retired from the Austin E. Cofrin School of Business in May of 2023 as a past recipient of the Austin E. Cofrin Named Professorship in Management.